



## ASPET Adopts RedLink's Publisher Dashboard

*With the intuitive data visualizations and purpose-built business intelligence found in RedLink's Publisher Dashboard, the American Society for Pharmacology and Experimental Therapeutics (ASPET) will save time while gaining valuable insights into usage trends and customer needs.*

**Westborough, MA (July 6, 2016)** – The American Society for Pharmacology and Experimental Therapeutics (ASPET), an esteemed scientific society dedicated to promoting pharmacological knowledge and research, has adopted RedLink's Publisher Dashboard in order to quickly generate usage insights, identify service improvements, and work proactively with their customers.

Rich Dodenhoff, Journals Director, ASPET said, "We chose RedLink's Publisher Dashboard because it will save us time and effort dealing with unwieldy COUNTER reports, tying these to our customer data, and generating reports. In just a click now, we can get quick insights into usage trends and turn-aways affecting our customers."

ASPET is a 5,000-member scientific society whose members work in academia, government, and industry, and conduct basic and clinical pharmacological. ASPET publishes three monthly journals -- *Drug Metabolism and Disposition*, *The Journal of Pharmacology and Experimental Therapeutics*, *Molecular Pharmacology* -- and a quarterly journal, *Pharmacological Reviews*.

"We are delighted to have ASPET join our growing customer base," said Kent R. Anderson, CEO of RedLink. "Rich Dodenhoff and his team have always been on the forefront, and we're pleased they've seen the value in our new offering. We look forward to seeing it produce great results for them."

### **About ASPET**

ASPET is a 5,000-member scientific society whose members work in academia, government, and industry, and conduct basic and clinical pharmacological. For more information about ASPET, please visit: <https://www.aspet.org/>.

### **About RedLink**

RedLink provides simple, intuitive, and user-friendly data solutions to academic and scholarly libraries and publishers. For more information about RedLink, please visit: <https://www.redlink.com>.