



## Pharmaceutical Industry Leader Case Study

### Background

Our client is a patient-oriented pharmaceutical firm, with offices worldwide. Among many things, they specialize in developing vaccines for the ailments of third world countries. They are a research-driven company, with a large portion of their work devoted to making medicines more accessible through far-reaching programs that not only donate medicines but also help deliver them to the people who need them.

### The Challenge

Translation Plus was requested to translate a company-wide survey and several communication/invitation letters that accompanied the survey into 19 languages. Like most projects for this client, the timeline was extremely aggressive. Translation Plus was able to meet their deadlines and deliver a quality product. The project included a back translation review conducted by an internal employee for each language. Several of these employees indicated that no changes were needed, and many requested only minor changes. Most of the requested changes were to company-specific forms, which are referenced under different names in the local areas. Managing such a project in multiple languages adds a new dimension to the challenge, considering that accuracy and attention to detail were of the utmost importance. This demands a quality assurance procedure that ensures translation with no room for ambiguous interpretation.

### Translation Plus' Solution

The key to delivering the correct solution lay in the linguist selection process and having an efficient management in place. The translators were short-listed and then tested by Translation Plus before being put forward for further testing by the client and their in-country reviewers. Procedures for on-going monitoring and reviewing were controlled by our project managers, which gave the client confidence that TP could provide high quality results and allow the client to concentrate on other things. A second important part of the solution was the creation of a database that provided the client with the up-to-date project status reports at any given point.

### Benefits

Our client felt confident that they could rely on Translation Plus to assist them with their translation which, ultimately, was providing their audience (patients in the target markets) with the highest level of language communication.

### Lessons Learned

Among other lessons, Translation Plus' team was reassured that it has a strong straightforward intention to support our clients to accomplish their goals and, above all, to provide them with the most outstanding results. Translation Plus learned that it really stands behind what it offers.