
Best Practices White Paper: Localizing Content for Medical and Life Sciences Industries

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Introduction

By nature, Medical and Life Sciences content requires a high degree of accuracy; lives can literally depend upon the reader's ability to understand critical information. The methodology used for localizing and translating this content is vital for providing accurate target language products.

To ensure optimal results in translating Life Science content:

- Make sure that the message is clearly communicated in the source language.
- Use style guides to provide a consistent look and feel across target markets.
- Use terminology lists and glossaries for consistent word choices.
- Optimize documentation templates to accommodate all target languages.
- Maintain and use translation memories for higher consistency (while reducing the costs of translation).

Clear and Concise Content is Crucial

Medical and Life Sciences content is complex by its very nature. Expressing content in a concise, easy-to-understand manner can be challenging. If the message of your content is not obvious in English or any other source language, it is even less likely to be understood when translated to a target language. If you are involved in creating or editing such content, the following steps help to ensure that your message is understood:

Keep it simple: The more complex the topic, the greater the need for simplicity and clarity in meaning. Software is now becoming affordable to assist with writing in simplified English. Such software helps the writer by enforcing simpler grammar structures and word choices.

The five C's: Some rules of good writing ensure that the content's intent is obvious and less open to interpretation. The "five C's" provide a structure to achieve good writing with complex content: **C**onsistency (e.g. tone, grammar, and style), **C**ourtesy (e.g. spelling, punctuation, and acronyms), **C**larity (keeping it simple), **C**orrectness (e.g. slang, co-joining of linguistic elements), and **C**onciseness (e.g. effective, readable content.)

Actual Customer Examples: ENLASO® has worked with a number of customers in Life Sciences to improve source content for better translation. We have provided guidance on how to avoid inappropriate content (such as North American historic references or slang within the content). Controlled English is often encouraged to reduce the number of similar phrases such as "single use only" and "use only once". Consistent use of identical phrases,

substantially reduce translation costs because previously translated text is leveraged more effectively. A database of reusable text for common repetitious items like cautions and warnings can also be created.

Quality Guidelines

Glossaries for consistent terminology: Implementing a glossary management system improves your localization project's quality, processes, costs, and turnaround time. Glossaries are lists of words in the source language in which technical and product-specific terms are defined. Developed by your product development team, a glossary can be specific to both the product and the greater corporate message. It is not uncommon to have both a generic and product specific glossary entries. Linguists use glossaries to ensure correct and consistent word usage in the target language.

Creating a glossary includes the following tasks: Content developers identify key terms for their product, company, and industry. Content development then proceeds using these terms as appropriate. When ready for localization and translation, both the glossary and the final content are carefully reviewed for items to be added to the glossary. The glossary terms are translated into each target language before the rest of the content is translated. During this step, linguistic rules are developed (such as the effective translation of acronyms, what terms are left in the source language, and the linguistic treatment of trademarked terms, product names, and corporate references).

Templates that accommodate target languages: Your Language Service Provider should provide proactive advice for the management of documentation templates to adapt for language expansion and other linguistic issues. Text page depth should be calculated to account for 20-30% text expansion in target languages and rules for leaving enough white space (above/below paragraphs) should be established. Font choices, including style and size changes, are controlled.

Simplifying graphics: Another standard that makes document localization and translation more efficient is the use of "keyed" or numbered callouts instead of text callouts in embedded graphics. This typically involves circled numbers with arrows pointing out key graphic features. A table below the graphic contains matching callout numbers and explanatory text. This enables linguists to access the text swiftly, without requiring original artwork to be edited.

Effective use of style guides: Style guides provide a consistent structure to documents that can be followed during the localization and translation steps. You may provide the guidelines, or work with your Language Services Provider to develop them. Style guides address a variety of documentation

issues, ranging from the overall linguistic tone to spelling and grammar preferences, to document layout preferences. Examples include the preferences for representing numeric data (such as “1,000” as “1 000”) or the methodology for representing acronyms (for example, the acronym may remain in English with the translation followed in parentheses).

Leveraging Translation Memories: Translation memory databases (TMs) are collections of multilingual entries used to leverage repetitive text within a product line, text from one product to another, or one product release to another. Translation memories are used to retrieve existing translated text by searching for matches at the source level. TMs increase consistency of terminology in all translations and reduce time-to-market and associated costs.

Quality Compliance: To ensure the highest levels of quality compliance, make sure that your Language Service Provider uses well documented processes that ensure final product quality. The easiest way to ensure this is to work with an ISO 9001:2008 certified vendor. This certification ensures that processes are in place and consistently followed so that quality deliverables are generated. ISO 9001:2008 certification provides appropriate assurances to ultimately shorten approval cycles and facilitate simultaneous entry into multiple target markets while reducing the impact on internal resources.

Recognizing the importance of regulatory compliance to customers in these industries, ENLASO® obtained ISO certification in 1998, and has remained certified through nine years of successful audits. ISO 9001:2008 provides an effective structure for creating and implementing a quality management system for effective processes and procedures that result in customer satisfaction.

Project Optimization

In summary, there are many things that can be done to optimize the source content even before it is submitted to a Language Service Provider. By clarifying content, ensuring that templates are flexible enough for target languages as well as English, and ensuring that the language partner adheres to strict quality control standards, you can do a great deal to ensure your project’s success and reduce costly mistakes.

ENLASO's Life Sciences Language Solutions

Providing localized and translated products for each target market has become a competitive advantage for global manufacturers of medical device, pharmaceutical, biotechnology, and healthcare products.

ENLASO® partners with companies like yours to create localized versions of their products that they can effectively market globally in compliance with international regulatory language requirements. Delivering quality translations, ENLASO simplifies language processes, reduces project costs, and enables faster time-to-market.

For more information on how ENLASO can assist you with all of your localization and translation requirements, please contact us at 303-516-0857 or visit us at www.enlaso.com.

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