

CASE STUDY

A market-leading multinational health care provider needed our help to make a very special application accessible everywhere. Here's how we did it.

Language solutions for a connected world.



THE SITUATION

Our client is a multinational health care provider headquartered in Switzerland.

THE CHALLENGE

The client had developed an application that allowed multiple sclerosis (MS) patients to perform a series of activities on their mobile phone, recording the data for both the patient and physician to review and determine a medical course of action. The app needed to be linguistically validated to ensure the highest translation quality prior to launch, and then tested on actual MS patients from the target countries. The primary challenge for the client was a lack of knowledge about linguistic validation and how it fit into their development schedule.

OUR SOLUTIONS

We began by educating the client about the linguistic validation process and its workflow, explaining every step thoroughly and helping the client integrate these tasks in their master software development kit (SDK) schedule. Next, we worked with the client to review and update their English content, making it more comprehensive and globally friendly for all international markets. This is a standard part of our “Quality at Source” approach.

Next up were the multiple steps that constitute linguistic validation. This entailed two forward translations for German, Finnish, and Swedish (with an adaptation for Australian English), and a reconciliation of those two translations, followed by a backward translation to ensure there were no red flags. We then had a physician review the translation to make sure all versions were conceptually equivalent across all target languages and facilitated interviews for the physician and a group of 5 MS patients, to make sure that the translated application was understandable by the actual targeted users. Finally, we provided a final report, certificate, and final translations to the client.

THE RESULTS

Our “above and beyond” approach to adding value ran throughout the entire project. We focused on the English source content of the client’s app prior to performing translation and linguistic validation. In this analysis, we found several issues with the English, which they resolved and incorporated into their application. They took the feedback we received during the interview portion of the linguistic validation very seriously, since it came from actual users of the app. We even involved their in-country affiliates in the project by communicating with them directly and getting their feedback, although this was not part of the initial scope.

In addition, the client requested some last-minute changes to the app after their internal clinical review. We were able to quickly translate the updated text and get MS patients to review it in only 3 days. We were even able to incorporate these last-minute changes into the translated user guides 2 days before delivery. To top it all off, we wrote up a very detailed 150-plus page report on all of our findings, which the client plans to use to guide them in the development of the next version of the application.

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