

MEDICAL DEVICE DEVELOPER REAPS BENEFITS OF GLOBAL PROJECT MANAGEMENT

WHEN NEW LEGISLATION IN JAPAN RESTRICTED THIRD-PARTY ACCESS TO HOSPITALS AND CLINICS, a leading medical device developer took the opportunity to localize its cardiac medical systems.

OBJECTIVE

Japanese clinicians and physicians had traditionally relied on the company's representatives for consulting, training, and guidance on its medical systems. Under the new regulation, clinicians and physicians no longer had the opportunity to interface with third-party representatives in hospitals and clinics. The regulatory change coincided with the company's plans to launch one of its major devices for the first time in Japan. The system is a powerful, portable computer designed to help physicians efficiently conduct cardiac tests, analyze therapeutic and diagnostic data, and program implanted devices for optimal patient care. The company planned its product launch for Japan and took on the added challenge of localizing the system's software, user interface, and help system for the local market.

Previously, the company had translated its user documentation, but it had never delivered a localized system interface in Japanese. The company turned to Lionbridge Life Sciences for localization services. In addition to the Japanese market, the company also sought to maximize the system's appeal in China. Lionbridge Life Sciences' localization center in Beijing offered additional economies of scale.

THE SOLUTION

Lionbridge Life Sciences immediately engaged its global infrastructure and skilled resources to create a global and local project management presence. The China-based global project manager had overall project responsibility, managing schedules, budgets, and resources. A Lionbridge Life Sciences project manager in Japan worked directly with the company's Japan office and helped manage in-country reviews. For the functional and linguistic testing, the global project manager and local project manager assisted the company's localization team in managing testing cycles in Los Angeles, Mumbai, Tokyo, and Shanghai.

An instrumental kickoff meeting delivered efficiencies throughout the project. The teams met face-to-face and clearly communicated their expectations, agreeing to well-defined roles and responsibilities. Sitting down together at the project's outset produced more efficient communication and stronger working relationships. Weekly conference calls between Japan and China also fostered ongoing team integration.

“Lionbridge Life Sciences' ability to manage geographically dispersed teams ensured we were able to complete this project on budget and ahead of schedule.”

Localization Manager,
Leading Medical Device Developer

CLIENT VALUE

- Global project management model proved highly productive and efficient
- Attention to voice of customer fostered trust and teamwork
- Onsite kickoff meeting reduced overall costs and project time
- Medical system released ahead of regulatory requirements
- Next release on target for 50% reduction in localization costs