

# Meet Every Insurance Industry Challenge

Across Every Language

LIONBRIDGE



## Get help reaching your company's goals this year. Need to:

Reach members and maintain meaningful language access 24/7/365?

Reduce operational costs?

Deliver high-quality multilingual customer service?

Maintain compliance for all communications and content?

Translate materials into rare/indigenous languages?

Prepare for climate catastrophes and large-scale health crises?

Ensure interpreter connection times of 10 seconds or less?

Guard PII privacy and ensure HIPAA-compliance?

## SERVE CUSTOMERS AND PROTECT YOUR BRAND WITH THE RIGHT LANGUAGE AND CONTENT PARTNER

We always provide our insurance customers with:



### Accuracy and Clarity

Maintain legal conformance with precise, clear content from professional translators with industry expertise.



### Responsible AI and Cultural Sensitivity

Ensure effective communications and marketing with language professionals and AI data services that collect deep cultural background knowledge.



### Regulatory and Legal Compliance

Get linguistic support and specialized industry and legal knowledge to help you maintain compliance with local laws and industry regulations.



### Consistency

Safeguard consistent terminology and messaging across languages, platforms, and content.



### Security and Confidentiality

Safely handle sensitive customer PII data and company info with ISO-compliant processes.



## TYPES OF INSURANCE COMPANIES WE SERVE

We have the technology and deep industry experience to assist:



Life



Dental



Casualty



Mutual



Auto



Vision



Reinsurance



Stock



Health



Property



Captive



Specialty

## POWERFUL AI-ENABLED LANGUAGE AND CONTENT SOLUTIONS



### Content Services

Manage, deliver, and optimize member and provider communication. We use AI with human wisdom to automate and assist with creating engaging and effective multilingual documents for:

- Educational content and eLearning
- Customer and internal communications
- Policy documents
- Insurance certificates
- Declarations pages
- Coverage summaries
- Insurance applications
- Endorsements/riders
- Claim forms
- Renewal notices
- Loss reports
- Proof of loss
- Claim acknowledgments



### Support for Every Insurance Sector

Lionbridge experts assist with a variety of activities across the full spectrum of insurance companies. We support multilingual:

- Policy documentation re: coverage, exclusions, and obligations
- Claims processing for fair and timely procedures
- Customer service — written and verbal
- Marketing and educational materials
- Local, industry, and country-specific legal compliance documents
- Risk assessments and surveys
- Training and development materials



### Healthcare Interpreting

Stay competitive in your industry by maintaining high customer satisfaction, a trustworthy track record, and regulatory adherence. You can do it with:

- Rapid connection speeds (10 seconds or less for common languages).
- Coverage for 380+ languages, including ASL and rare and indigenous ones
- AI-powered insurance interpretation for routine, nonclinical support like claims, billing, and benefit explanation
- Help with CMS audits and improving star ratings
- Assistance meeting country-specific compliance requirements, including HIPAA/PHI
- Enhanced open enrollment support
- Interpreting for Medicare/Medicaid plan queries
- A reliable pool of 20,000+ certified and trained human interpreters



### AI Data Services

Streamline operations, reduce costs, and enhance customer service with AI data expertise, innovative technology, and our crowd of 500,000+ contributors. You'll:

- Train AI models to automate and assist with claims processing and revenue cycle management
- Reduce approval times and minimize errors
- Prevent and detect fraud by using data to analyze patterns
- Enhance Risk Assessment and Underwriting by analyzing large datasets with medical records, lifestyle factors, and historical claims data
- Collect and annotate data to train customer service chatbots and virtual policyholder queries 24/7



### Translation and Localization

Meet legal and regulatory standards in every country and region with accessible materials for every member and policyholder. We bring deep industry experience and AI-powered workflows for translating your:

- Policies
- Terms
- Conditions
- Customer FAQs
- Chat support
- Advertising content
- Web and mobile Apps
- Digital platforms

## SOME LIONBRIDGE INSURANCE INDUSTRY CUSTOMERS:



### Navigate Every Insurance Challenge in Every Market

Leverage Lionbridge's AI, content, linguistic, and insurance industry expertise to wow your customers and streamline operational efficiency.