



HOW LIONBRIDGE'S LAY SUMMARY TRANSLATIONS HELPED A GLOBAL BIOPHARMA COMPANY DELIVER CLINICAL TRIAL RESULTS TO ITS GLOBAL AUDIENCES

CENTRALIZED PROCESSES FOR INCREASED SPEED AND ENHANCED QUALITY

INCREASED TRANSLATION VOLUMES

STRUCTURED TRANSLATION MEMORIES TO ACHIEVE COST SAVINGS

Overcoming Language Challenges To Effectively Deliver Critical Information to Patients and the Public

Focused on improving transparency and patient centricity, our global biopharma customer is a pioneer in developing lay language summaries of clinical trial results.

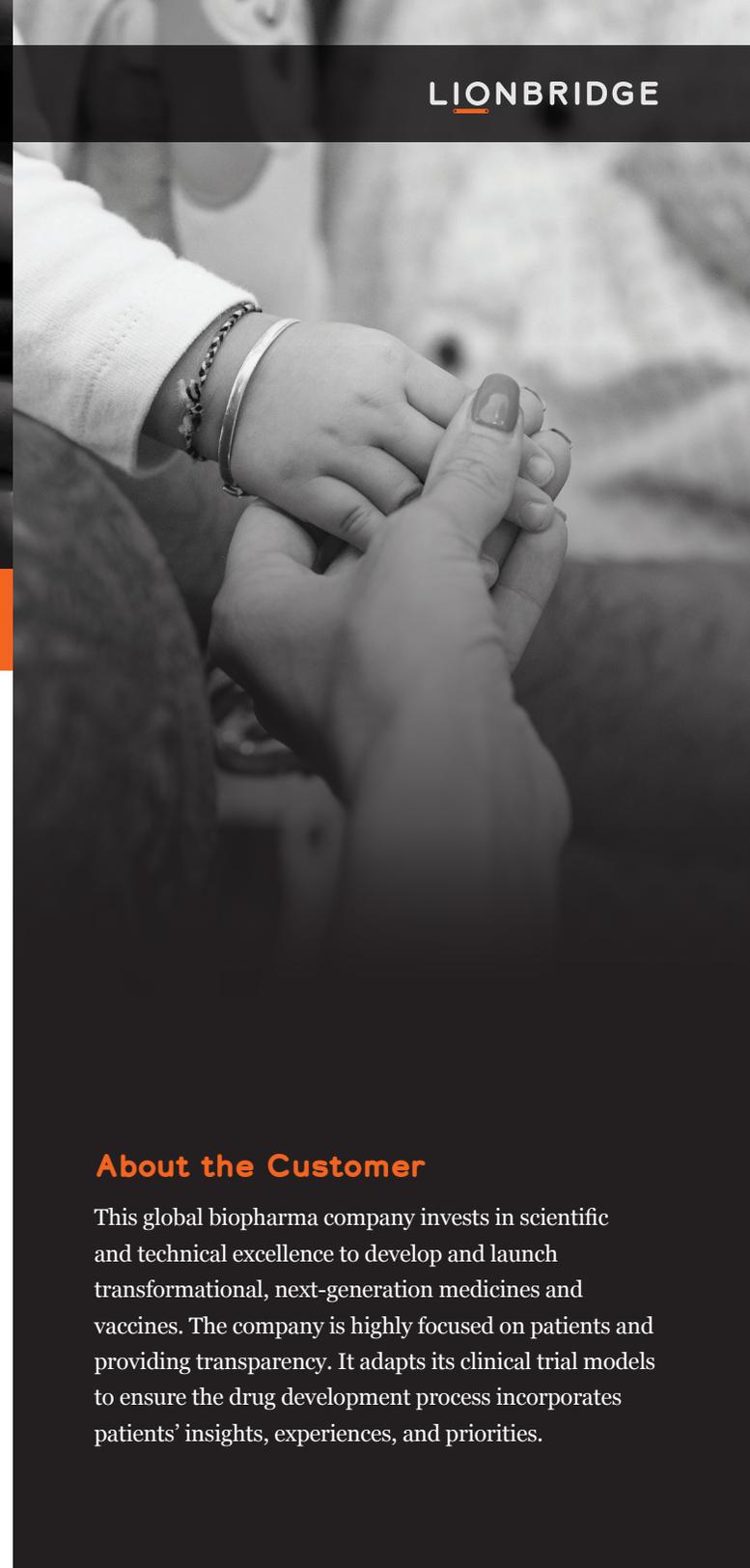
The biopharma company not only focuses on translations for languages that fall under the recently launched European Clinical Trials Regulation (EU CTR) but addresses languages that reach even the smallest markets like Samoa, Tonga, and the Marshallese Islands.

The customer sought a reliable partner to provide quality translations using lay language and simultaneously support an extensive language scope. It partnered with Lionbridge because its worldwide network of language experts offered the quality, speed, and flexibility necessary to meet the company's goals.

The customer continues to build and expand its relationship with Lionbridge in the lay language space due to Lionbridge's comprehensive [life sciences translation services](#) and its experience and expertise with translations of lay summaries.

About the Customer

This global biopharma company invests in scientific and technical excellence to develop and launch transformational, next-generation medicines and vaccines. The company is highly focused on patients and providing transparency. It adapts its clinical trial models to ensure the drug development process incorporates patients' insights, experiences, and priorities.



The Challenge

The production and use of lay summaries continue to be an evolving practice. Biopharma companies face cultural and practical challenges as their teams strive to write well-written, accessible summaries of clinical trial results in lay language and provide accurate translations that reach the public. Lionbridge helped the customer address the following challenges, including the need to:

- Meet the rapidly increasing demand for more volumes in more languages within tight turnaround times
- Create easy-to-understand content using lay glossary terms and non-promotional language
- Localize graphics
- Overcome challenges associated with the shortage of in-country reviewers

The Solution

Lionbridge's global network of linguists, along with its experienced project management team, were instrumental in helping the customer achieve its goals. Lionbridge worked closely with the biopharma company to not only meet its immediate objectives but also foster a strong partnership for the long term. Key elements of the solution included Lionbridge's ability to:

- Create centralized and stringent translation and quality processes, such as forward and back translation, comparative review and reconciliation, and customized and automated quality tools and checks
- Engage in preparation work in close cooperation with the customer to address templates, glossaries, and style guides
- Use structured Translation Memories (TMs) aligned with templates for efficiency gains
- Leverage its pool of experienced Project Management (PM) and Desktop Publishing (DTP) teams and translators, who were entirely familiar with requirements for lay summaries
- Flex and scale to match fluctuating requests



Results

Lionbridge helped the biopharma company deliver translated content in lay language to its global audiences in multiple languages. As a result of the partnership, the customer has been able to enhance the transparency and accessibility of clinical trial data for patients and the public. The partnership has enabled the customer to achieve:

- Consistent quality and compliance with the terminology for lay summaries and layout/formatting requirements throughout all languages
- Compliance with required turnaround times and dissemination timeframes
- Cost savings from centralized TMs
- Increased translation volumes, greater language scope, and rare language requirements

In building upon the partnership, the global biopharma company continues to use and increasingly rely on Lionbridge's services.

