



# ***aia*Translations**

**Life Sciences Language Partners**

- Language solutions for:**
- Regulatory Affairs
  - Clinical Trial Sponsors and CROs
  - Patient Recruitment & Retention
  - Branding and Marketing
  - Market Research
  - US Market
  - Medical Education

## Translation is not a matter of words only:



**it is a matter of  
making intelligible a whole culture.**

*Anthony Burgess*

## ABOUT *aia*TRANSLATIONS

*aia*Translations is the only full-service life sciences-specialized translation agency in the United States. With over two decades of experience, *aia*Translations is the leading language resource in the healthcare and pharmaceutical industries.

### A LIFE SCIENCES-SPECIALIZED FIRM

Most translation agencies focus on one language in a variety of topics. Some firms cater to many languages and many topics. As a life sciences specialized firm, however, we are able to recruit and retain top linguistic talent in the areas of medicine, healthcare, and pharmaceuticals, guaranteeing that every project and every document is worked on only by professional, expert translators.

### PROJECT MANAGEMENT

Many people say that a translation is only as good as the project manager. Our project management staff understands the importance of seamless, timely delivery of high quality translations, whether in one language or twenty-one languages. Our unique project management structure allows for a high degree of transparency and quality assurance.

### A LONG-TERM PARTNER

We see ourselves as your long-term partner. We strive to cultivate a comprehensive understanding of your mission and your goals, and to consistently implement them in all projects, thus extending value to new markets, languages, and cultures.

### CONSISTENCY IN TRANSLATION

Language is one of your most valuable assets. Inconsistent translation input and review, however, can diminish the value of translated content. We are committed to developing and maintaining consistency across languages and across projects.

### APPROPRIATE USE OF TECHNOLOGY

Technology plays a unique and valuable role in high-quality translation. While it can never replace intelligent, educated linguistic professionals, it can facilitate consistency and efficiency. *aia*Translations incorporates Translation Memory and Content Management into every project.

# THERAPEUTIC EXPERTISE

- Cardiology/Vascular Diseases
- Endocrinology
- Gastroenterology
- Hematology
- Immunology/Infectious Diseases
- Musculoskeletal
- Nephrology/Urology
- Neurology
- Obstetrics/Gynecology
- Oncology
- Ophthalmology
- Otolaryngology
- Pulmonary/Respiratory Diseases
- Psychiatry/Psychology
- Rheumatology

# LANGUAGE SOLUTIONS FOR REGULATORY AFFAIRS

## YOUR CHALLENGE

- Accurate assessments of the global regulatory requirements
- Scientifically accurate translations for global use
- Quick turnaround on time sensitive correspondence

## OUR SOLUTIONS

- Experienced translator teams with submission experience
- Certified and highly-ranked technical translators
- Immediate response on correspondence translations

## OUR EXPERIENCE

- IND and NDA submissions
- Investigation reports
- Analytical development reports
- Regulatory correspondence documents
- Real time email and fax translation

# LANGUAGE SOLUTIONS FOR CLINICAL TRIAL SPONSORS & CROS

## YOUR CHALLENGE

- Global conformance to guidelines
- Extremely accurate foreign language documents
- Improved global participation

## OUR SOLUTIONS

- Top quality medical/technical translators on-call to translate time-sensitive documents
- Translation memory tools to ensure language consistency across study documents
- Quick turnaround to minimize lag time in global studies
- *REEL CONSENT™*, an instructional video designed to facilitate truly informed consent, increase understanding, and improve enrollment in clinical trials

## OUR EXPERIENCE

- Protocols
- Study synopses
- Informed consents
- Case report forms
- Adverse event reports
- Site education kits

# LANGUAGE SOLUTIONS FOR PATIENT RECRUITMENT & RETENTION

## YOUR CHALLENGE

- Culturally-appropriate translation of recruitment & retention tools
- Quick turnaround to speed recruitment
- IRB and EC review and approval

## OUR SOLUTIONS

- Global teams of translators that specialize in patient-directed translation
- Local reviewers to ensure cultural and regulatory accuracy
- Operational flow to speed documents through translation process
- Capability to directly liaise with IRBs and ECs in order to quickly obtain approval

## OUR EXPERIENCE

- Participant newsletters
- Inclusion and exclusion criteria information sheets
- Appointment and reminder cards
- Posters and advertisements
- Brochures and presentation packets
- Visit schedule guides for patients and sites
- Radio and television scripts
- Calendars, recipes, and puzzles
- Awards, certificates, and letters
- Logo items, including magnets, bags, pens, etc.



[www.aiaLifeSciences.com](http://www.aiaLifeSciences.com)

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# LANGUAGE SOLUTIONS FOR BRANDING AND MARKETING

## YOUR CHALLENGE

- Tight schedules and deadlines
- Localization of branded materials design
- Consistency of messages across markets

## OUR SOLUTIONS

- Translator teams that specialize in life sciences marketing
- Foreign language designers able to replicate original layouts in all languages and all alphabets
- Project management that ensures consistency across languages
- Immediate response, 24-hour, on-call service

## OUR EXPERIENCE

- Patient information inserts
- DTC campaigns
- Sales aids
- Branded and non-branded websites
- Physician education pieces
- Branding instruments
- Patient brochures
- Informational posters
- Patient education programs
- Instructional videos
- Product and company naming
- Cultural review of concepts and visuals

# LANGUAGE SOLUTIONS FOR MARKET RESEARCH

## YOUR CHALLENGE

- Global research that produces comparable outputs in different countries and in different languages
- Tight deadlines with translation and source document editing carried out concurrently
- Interaction with market research firms

## OUR SOLUTIONS

- Project management staff that understands the metrics and goals of your research and can clearly communicate this to the translation team
- Use of translation memory systems that allow for last minute changes to source documents
- Translation teams that can respond immediately to researchers in the field

## OUR EXPERIENCE

- Physician interviews and detailing
- Patient interviews
- Web-based surveying
- Interview Transcription
- Results presentations
- Branding research
- Concept and message testing
- International positioning research
- Qualitative and quantitative analyses
- Discussion guides and scripts

## LANGUAGE SOLUTIONS FOR THE US MARKET

### YOUR CHALLENGE

- Identification of the diverse US population
- Consistent messaging across languages
- Ability to communicate with large US populations, including the Hispanic and Asian markets

### OUR SOLUTIONS

- A US market-specialized project team
- Strong project management that ensures consistency across languages
- Linguists knowledgeable of how languages change within the US
- A dedicated US Hispanic marketing team
- A dedicated US Asian marketing team

### OUR EXPERIENCE

- Market research projects
- Medical education programs
- Marketing and advertising campaigns
- US-based clinical trials



## LANGUAGE SOLUTIONS FOR MEDICAL EDUCATION

### YOUR CHALLENGE

- Culturally-appropriate outreach programs
- Topical presentations targeted to diverse populations
- Multimedia education programs
- Journal articles

### OUR SOLUTIONS

- Strong technical translation teams that produce highly accurate translations
- In-house designers capable of linguistically and culturally localizing multimedia programs
- Translators who are familiar with and can adapt language to suit the target population

### OUR EXPERIENCE

- Instructional videos and webcasts
- Conference interpreting
- Journal article translation
- Program advertising and recruitment

# ADDITIONAL SERVICES

## *aia*DESIGN

Our professional linguist-designers work in their native languages to produce perfectly formatted reproductions of original English documents, including sales aids, logos, brochures, patient information, and websites. Working on both PC and MAC platforms and utilizing Quark, Adobe, Office, and other design software, *aia*Design guarantees correct layout of all languages and all alphabets, streamlines the design process, and speeds project turnaround.

## REEL CONSENT™

For truly informed consent, REEL CONSENT is an instructional video designed to increase understanding and thus improve enrollment in clinical trials. With 3 available modules, REEL CONSENT can be customized by the sponsor or CRO. Module 1 provides a general instructional guide to participation in clinical trials. Module 2 provides study specific information. Module 3 provides an audio read-through of the informed consent itself and is designed to improve consent in low literacy populations. REEL CONSENT is available in any language, including English.

## CONTENT MANAGEMENT SYSTEMS

Our translation memory systems can easily interface with your CMS. Please contact us to discuss compatibility.

## *aia*STUDIO

Our top creative department can handle voice-overs in any language. We can also go beyond common design formats to place translated copy in flash and XML.

## INTERPRETATION

*aia*Translations has an vast pool of technical and conference interpreters available for teleconferences, video conferences, and meetings.

## LANGUAGE & CROSS-CULTURAL TRAINING

Our Global Training Group provides customized language and cross-cultural training programs. Visit [www.aiaTranslations.com](http://www.aiaTranslations.com) for more information.

# TRANSLATION BUYER TIPS

## SOURCE DOCUMENT PREPARATION

- ☑ When possible, send only the final document to the translation agency.
- ☑ If the document is not finalized, name each version differently.

## PRICE QUOTE COMPARISON

- ☑ Never compare total costs. Look closely at the per word or per hour rates. Word count estimates can vary and distort the total estimated cost.
- ☑ Ask what you get for the per word rate. *aia*Translations includes project management in this rate, rather than breaking it out.
- ☑ Make sure the agency is using a team of translators for quality control.
- ☑ Reputable agencies have errors and omissions insurance. This is crucial if you are going to print the translation.

## TARGET MARKET

- ☑ Be sure to clearly communicate the final use of the document to be translated.
- ☑ Make sure the agency knows where the document will be used. This way we can use translation teams located in the target country.

## TRANSLATION VERSUS COPYWRITING

- ☑ A French translation of an English document is different than a document that was originally created in French. Understand that, while translators can localize a document, they are bound by the content of the original. Be sure to give your agency clear instructions on the extent to which they can modify the original content document.

# GLOSSARY

**Backtranslation** – typically more literal, a backtranslation is provided to check the accuracy of the INFORMATION (not style) of the original translation. Backtranslations must be done carefully and should not be relied upon to check the overall quality of a translation.

**CAT (Computer-Assisted-Translation)** – a translator uses a translation memory (TM) in order to ensure consistency in terminology and to speed the translation process by recalling previously translated materials.

**Certification** – an arbitrary term unless accompanied by a specific type of certification. The American Translator's Association certifies individual translators. The US government and states certify translators, interpreters, and translation agencies.

**Certification of a Translation** – certification issued by an agency to attest to the accuracy of a translation and the fact that it has passed the quality control measures employed by the agency and the team.

**Consecutive Interpretation** – oral interpretation in which the speaker stops speaking and allows the interpreter to translate.

**Cultural Adaptation** – modification of a translation/design to be appropriate for and meaningful to a specific target culture.

**Escort Interpretation** – interpretation provided for tours or dinners in which the interpreter facilitates more casual interaction of the participants.

**FTP (File Transfer Protocol)** – web-based program that allows easy transfer of large files in a secure environment.

**Interpretation** – oral translation of the spoken word.

**Interpreter Booth** – booth in which a simultaneous interpreter sits and listens to audio input as they speak in a different language into the headsets of the audience.

**Localization** – translation or adaptation of a text/design to suit a target market or audience. This can include taking a US English piece and preparing it for use in the UK, for example.

**Minimum Rate** – a minimum charge for small projects.

**Notarization** – certification of a signature done by a notary public.

**Per Word Rate** – charge based upon a per word basis.

**Production Files** – source design files typically generated in Quark, Adobe InDesign, Adobe Illustrator, etc.

**Simultaneous Interpretation** – oral translation provided concurrently as a speaker or speakers are talking. Simultaneous interpreters work in pairs usually with the assistance of interpretation equipment.

**Source Language** – original language of a document.

**Target Language** – language into which the translator will translate.

**Telephone Interpretation** – an interpreter listens to a teleconference or video conference and provides consecutive interpretation.

**Translation** – written translation of the written word.

**Translation Memory** – this is software that creates glossaries of matching source and target language segments that were translated by a translator in a database for future reuse.

**Word Count** – a measure to assess the cost of translation where the translation fee is based on the number of words in the source or target language. Word processing software programs have built-in word count utilities.

# PRICING

Our translations are normally priced per word. We do have a minimum fee, however. When you send a file, you will receive an estimate back for your approval. This will break out each step and each charge in the project.

## LANGUAGES

*aiaTranslations* has a global network of over 2,500 world class medical translators working into and out of over 100 languages. For a full listing of languages, visit our website at [www.aiaTranslations.com](http://www.aiaTranslations.com).

## REFERENCES

We work for many of the most well-known members of the life sciences industry—manufacturers, biotechnology firms, Contract Research Organizations, Institutional Review Boards, publishers, creative agencies, medical education firms, medical communications agencies, and market research firms. References specific to your field are available upon request.

## CONTACT INFORMATION

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