

## Leading Pharmaceutical Company

### L10N Technology fills prescription for precision

#### The Business Challenge

Any business that markets globally seeks to avoid linguistic embarrassment and ensure that its localized materials deliver the right message. But for large pharmaceutical companies conducting highly technical clinical trials in multiple countries, accurate translation is much more than a strategic priority -- precision is absolutely critical.

The price of an error is high. An error in filing with the Food and Drug Administration can result in millions of wasted dollars in research funding. But when treatment decisions are made based on translated information about dosage, symptoms and reactions, human lives can be impacted.

LT is proud to bring its strong reputation for high-quality services to its partnership with one of the largest pharmaceutical companies in the world.

#### The LT Solution

In the past, the pharmaceutical company had relied on multiple vendors to provide translations. Unfortunately, according to Roberta Nicholas, the LT account manager, this

meant that the company was missing vital opportunities for volume pricing, a streamlined process, and greater translation consistency. When she introduced the company to the many benefits that consolidating localization could provide, the company jumped at the idea and created a procurement qualification process. LT emerged a winner.

The jobs that LT handles for the pharmaceutical company are in many ways similar to those for any other business. Marketing materials for drugs are translated into many of the languages that are spoken today in the U.S. --

LT provides single-contact project management and skilled translation specialists in each language

Spanish, Vietnamese, Farsi, and others. Employee communications, annual reports and other company information are routinely translated into the "Standard 7" languages, which cover about 95 percent of the company's worldwide employees: European French, Italian, German, European Spanish, Brazilian and European Portuguese, Simplified Chinese, and Japanese.

In each case, LT follows its standard practice of providing single-contact project management and skilled translation specialists in each language. Consistent terminology is maintained across all materials for each drug through an internal management process.

"The clinical trials that are conducted to prove the effectiveness of new drugs receive the same careful handling by LT, but here the stakes are higher," Nicholas says. The results of cancer drug testing that takes place in Japan, for instance, must be precisely record-

ed so that they can be integrated with results from clinical trials in other countries. Once LT has completed a translation, it certifies the results and stamps the product. “The process is much like that of a notary public, who attests to the validity of someone’s signature,” Nicholas comments. “We are guaranteeing, to the best of our capability, that the translation is accurate.”

“We are proud that we can play a small role in helping valuable drugs move toward approval,” Nicholas remarked. “We are also pleased to be able to provide a valued customer with service that makes good business sense for them.”

### The Customer Benefits

The greatest benefit for the pharmaceutical company is the knowledge that the information it files with the federal government is based on precise translations. But the consolidated approach that LT convinced the company to employ provides several advantages:

- **Accuracy and consistency.** By growing a relationship with a consistent supplier, the pharmaceutical company develops a high level of trust in the translation quality and gains consistency of terminology across its many products.
- **Ease of contracting** for specific projects. With a master agreement in place, the company’s decentralized divisions can quickly arrange for translation services without the need to renegotiate details regarding service level, quality assurance and pricing for each project.
- **Lower pricing.** When volumes of work can be anticipated and scheduled, and when a database of terminology can be developed and applied across several projects, customers reap savings on translation services.

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