



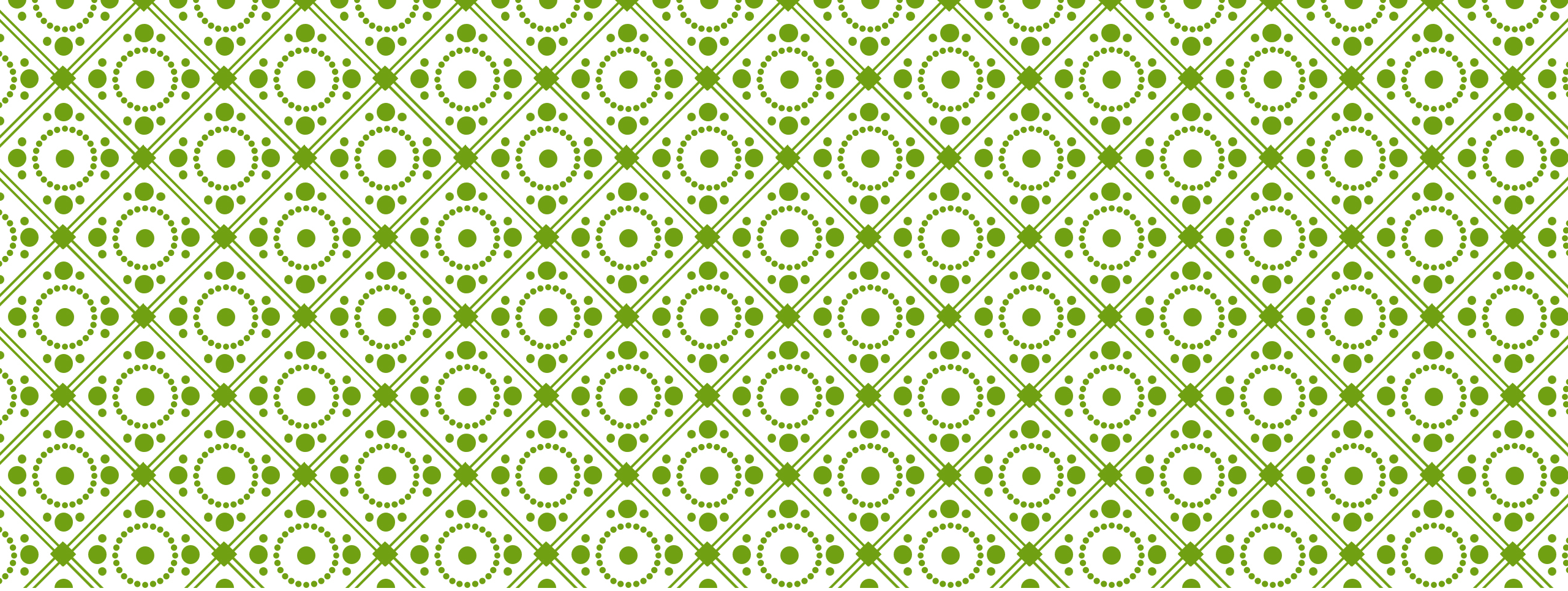
LOCALISATION IN HEALTHCARE

Taking Complexity Up a Notch

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LOCALISATION IN HEALTHCARE

- Review of the basic localisation and translation process
 - From source language to localisation to translation
- Nine aspects of healthcare localisation and translation
 - Localisation: units of measure, medical practices, regulatory compliance
 - Translation: languages, literacy levels, medical conditions
 - Diversity layer: Cultural, religious, gender diversity
- Operational complexity
 - Budget, systems, company operations
- Takeaways from the coronavirus pandemic
 - Moving the process forward



LOCALISATION BASICS

What organisations generally think of when they localise content

LOCALISATION



SOURCE LANGUAGE



LOCALISE FOR
TARGET MARKET



TRANSLATE TO
TARGET LANGUAGE(S)

[EN-GB] SOURCE > [EN-US] LOCALISATION

UK ENGLISH

Visit your GP if your temperature is above 38°C. You may be asked to not to attend the surgery whilst the pandemic lockdown order is in place. If you don't have a GP or need immediate care, dial 999.

US ENGLISH

Visit your GP if your temperature is above 100°F. You may be asked to not to attend the surgery whilst the pandemic lockdown order is in place. If you don't have a GP or think you need immediate care, dial 911.

[EN-US] LOCALISATION > [EN-US] TRANSLATION

UK ENGLISH

Visit your **GP** if your temperature is above 38°C. You may be asked to not to **attend the surgery whilst the pandemic lockdown order is in place**. If you don't have a GP or need immediate care, dial 999.

US ENGLISH

Visit your **family doctor** if your temperature is over 100°F. You may be asked to not to **go to the doctor's office while sheltering in place**. If you don't have a **family doctor** or **think this is an emergency, call 911**.

[EN-US] TRANSLATION > [EN-SP] TRANSLATION

US ENGLISH

Visit your family doctor if your temperature is over 100°F. You may be asked to not to go to the doctor's office while sheltering in place. If you don't have a family doctor or think this is an emergency, call 911.

US SPANISH

Visite a su medico familiar si su temperatura es superior a los 100°F. Es posible que se le haya pedido que no vaya a un consultorios medico mientras se encuentra en aislamiento. Si no tiene un doctor familiar o es una emergencia favor de llamar al 911.

TRANSCREATION

UK ENGLISH

Visit your GP if your temperature is above 38°C. You may be asked to not to attend the surgery whilst the pandemic lockdown order is in place. If you don't have a GP or need immediate care, dial 999.

KENYAN ENGLISH

If your temperature is above 38°C, visit a hospital facility near you. At the hospital, you may be advised to go back home and self-isolate, depending on your situation. If your symptoms persist, seek medical advice.



NINE LEVELS OF COMPLEXITY

Extra things that need to be considered in healthcare

LOCALISATION: LOCAL MARKET CONDITIONS



UNITS OF
MEASURE



MEDICAL
PRACTICES



REGULATORY
COMPLIANCE

TRANSLATION: BEYOND LANGUAGE



ONE OR MORE
LANGUAGES



LITERACY
LEVELS



MEDICAL
CONDITIONS

TRANSLATION: ACCOMMODATING DIVERSITY



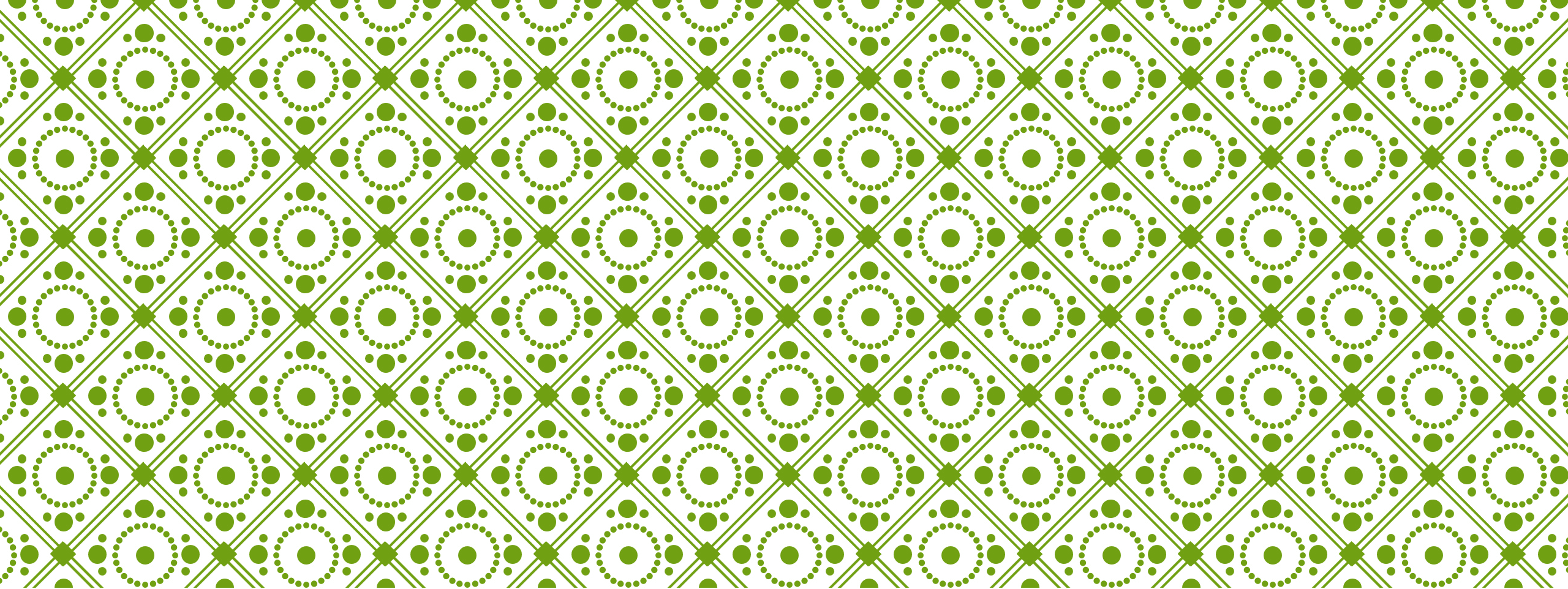
CULTURAL
DIVERSITY



RELIGIOUS
DIVERSITY



GENDER
DIVERSITY



OPERATIONAL COMPLEXITY

Operational tensions and corporate culture can make a big difference in efficiency

OPERATIONS: IMPEDIMENT OR ACCELERANT?



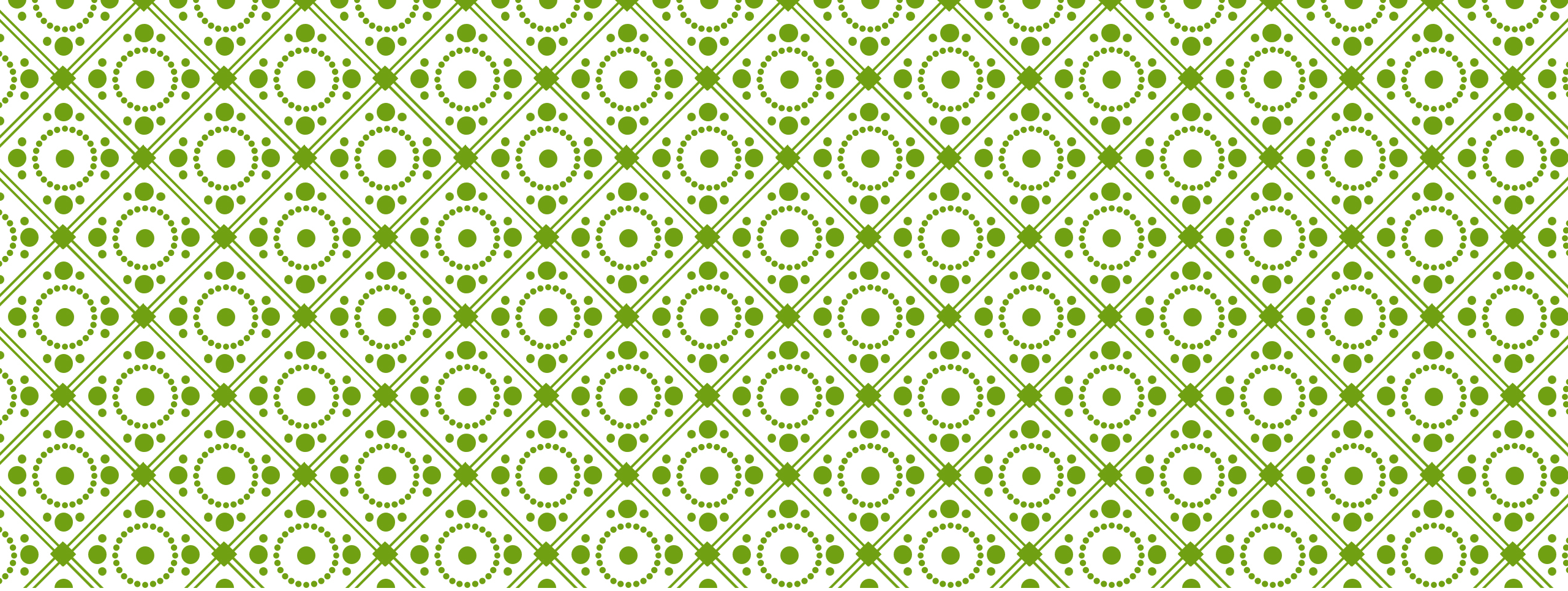
BUDGET



SYSTEMS



COMPANY
OPERATIONS



TAKEAWAYS FROM THE CORONAVIRUS PANDEMIC

In a pandemic, ready access
to information is an important
business driver

TAKEAWAYS FROM THE CORONAVIRUS PANDEMIC



MOVE FROM INFO
TO CONVERSATION



LOCALISATION IS
PERSONALISATION



OPERATIONAL
MODELS ARE CRITICAL



QUESTIONS?

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