

## CASE STUDY

# Methodical Localization Program for a Medical Device Company

How a leading medical device company reduced serious errors by 91% by partnering with Argos Multilingual to implement a continuous structured quality measurement methodology.

### The Challenge

Our client is the world's leading company dedicated to advancing and optimizing clinical laboratories through diagnostic solutions, clinical data management tools and process management optimization solutions. As a company with a worldwide presence, our client already had a language program in place when Argos stepped in. Though a mature and fairly successful localization program was in place, our client sought continuous improvement and excellence. It was identified that the program was faced with a series of quality challenges which impacted the business.

### The Goal



A key challenge our client identified was reducing delays due to having to correct mistakes made during translation – sometimes relating to critical errors such as incorrect measurements, units of measure or scientific terminology. Our client's in-country review (ICR) teams were catching these critical errors during their review, causing doubt about the quality of the remaining translations. This meant the client would be inclined to spend more time on their review of translated materials than necessary and causing publishing and release delays.

### The Solution

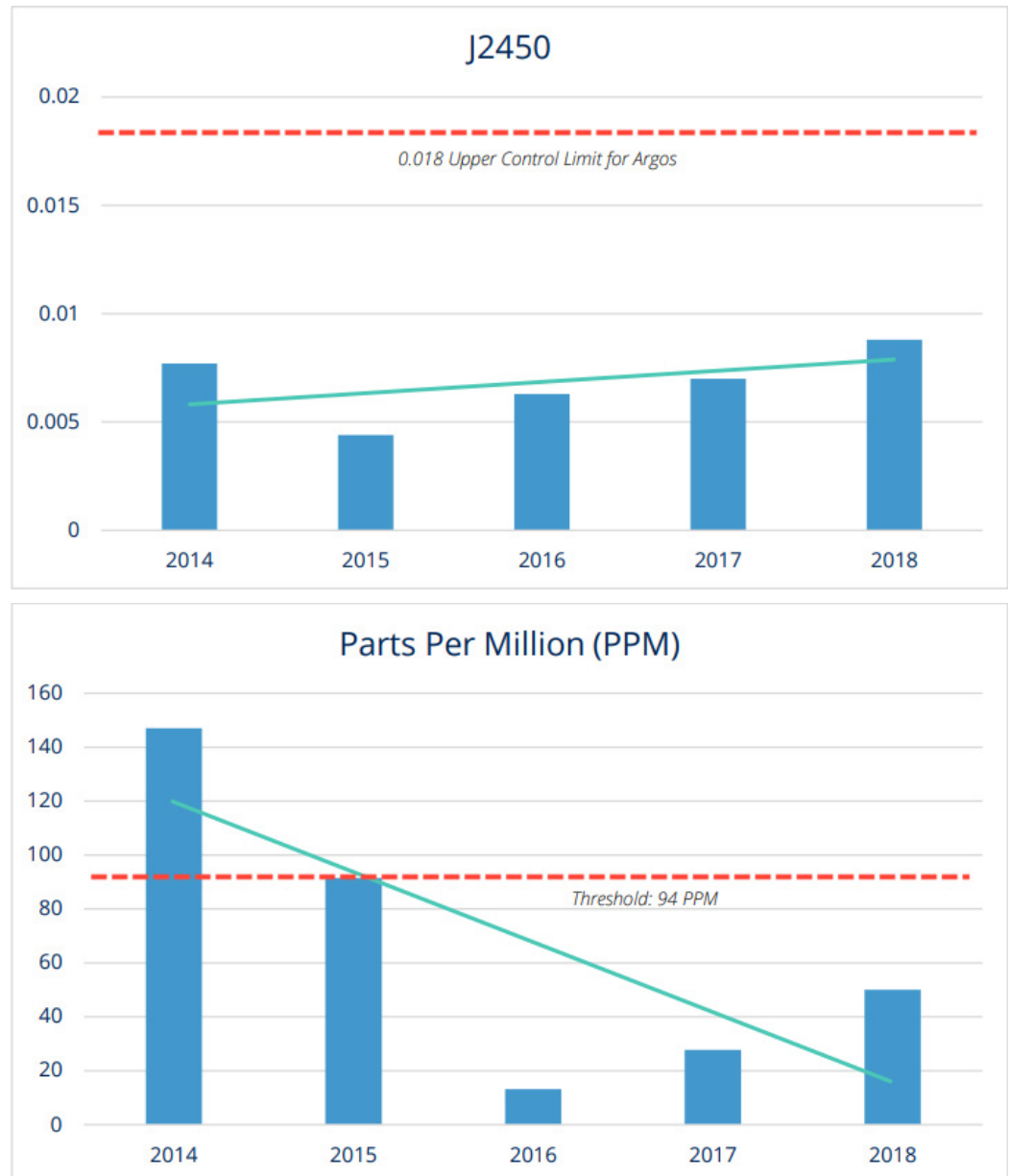
With ICR's being a part of the critical path to delivery, our client knew something needed to change and so partnered with Argos to design a **methodical localization program**, which included **terminology management**, **quality benchmarking and tracking** using translation quality sampling and the SAE J2450 standard.

- 5% of all content translated every month for all languages is randomly selected for assessment.
- Language quality assessment (LQA) is performed on all languages utilizing the J2450 standard by independent subject matter experts.
- An annual review is performed by an independent third party for additional validation utilizing the J2450 standard.
- The results are also measured in PPM (parts per million based on number of words) with an annual goal of less than 0.01% classified serious errors.

In addition, integrated subject matter expertise, and automated quality processes supplemented by **customized quality checkers** based on "regular expressions" fixed reoccurring problems such as capitalization issues in measurements and hyphens in chemical compounds. Now there is even the capability to check that non-breaking spaces follow measurements (meaning that measurements are not wrapped across lines).

## The Result

Ongoing quality measurement metrics demonstrates a 91% reduction in serious errors since 2014 enabling a reduction of 66% in errors within 3rd party review efforts. This goes well beyond benchmark error thresholds normally deemed acceptable by other language service providers. ICR complaints became minimal and the overall feedback from the team members was that of success. In the graphs below, you will note that the parts per million and the j2450 upper control limit thresholds are much more aggressive than other industry quality programs where it is not unusual to see the competition striving only for 98% error-free translations!



A key component of the Argos localization program methodology that was implemented, is the internal control methods employed. These controls are in **addition** to the 3rd party checks carried out on 5% of all diagnostics content which is mandated in our SLA. These checks include methodical internal quality checks on samples from Argos linguists. These checks form part of the 360° descriptive feedback cycles which Argos has built into our Quality Management System, so that our linguistic partners provide ongoing language quality improvements.