



Medical Publishing

Saving a Client from a major faux pas

Back Story

A leading medical publishing company required translation of some of their website content into multiple languages. Language Scientific assigned this project to medical experts to perform the translation, editing and proofing of this project. Working closely with the client Language Scientific's Desktop Publishing Team worked to recreate and modify all existing images for final layout.

Why We Use Medical Expert Linguists

During the translation and editing stage of the project, the medically trained linguist noticed some anatomical errors that would quickly be noticed by professionals reading this content.

The artery and the vein in the image were shown to pass directly through the spine, the costal ligaments were not properly connected to the ribs and the vascular anatomy was not being shown properly. In addition, the skin appeared artificial and did not reflect the anatomy underneath. This information was shared with Language Scientific's Project Management team and discussed with the client. Upon this discussion, it was found that someone without medical expertise was responsible for the creation of the original, incorrect images and this information was greatly appreciated before going live with the content online.

After confirming with the client on final specs of the image, Language Scientific was able to recreate the clients image, saving them the embarrassment of some major faux pas.

Benefits

Language Scientific was able to provide significant value to the overall success of the project by working consultatively with the client.

- ✓ The use of medical expert linguists and editors saved the client from committing a major faux pas
- ✓ Custom quality assurance steps saved the client internal time and allowed for resources to spend time doing other tasks
- ✓ Team of medical translators were able to meet critical deadlines
- ✓ Use of local, native speaking clinical professionals improved the quality of translation

Client Quote

"I am highly appreciative of Language Scientific's work on this project. With such a large amount of content being published in different languages on a daily basis, it is comforting to know that Language Scientific has our back and the use of medical experts to perform the translation definitely saved us on the project."

Global Program Manager

Contact us today to discuss how Language Scientific can meet your translation needs
617-621-0940 info@languagescientific.com www.languagescientific.com