

## THE PROBLEM

Puma Biotechnology needed to translate their pharmaceutical marketing materials into Spanish to better reach a Spanish-speaking audience in the US. The materials included patient brochures, SMS support content, and important safety information. Given the strict regulatory requirements around how drug information must be communicated, the translations needed to be not only accurate but also compliant with Medical, Legal, and Regulatory (MLR) standards.

## WHY LANGUAGE SCIENTIFIC?

Puma Biotechnology faced a critical challenge: ensuring that complex medical content could be accurately and compliantly translated for Spanish-speaking patients without sacrificing clarity or regulatory precision. Previous vendors lacked the depth of scientific understanding or the rigorous processes needed for this high-stakes communication. Puma needed a partner who could go beyond literal translation—someone who could handle forward-and-back translation, facilitate structured review cycles, and deliver neutral, patient-friendly Spanish. That's when Puma turned to Language Scientific. Their deep expertise in life sciences translation, regulatory compliance, and health literacy made them the clear choice. Language Scientific's translators weren't just linguists—they were skilled at bridging the gap between scientific nuance and patient understanding.

### RESULTS

#### Improved Compliance, Reach, and Engagement



*With Language Scientific, we met all regulatory standards—on time and within budget.*



*Their team helped us translate complex medical content into clear, culturally appropriate Spanish patients could understand.*



*Thanks to their experience with MLR processes, our materials sailed through approval with minimal changes.*

### ACTIONS TAKEN

- Translated pharmaceutical marketing materials for Spanish-speaking patients in the US
- Selected linguists with experience in medical translations and neutral Spanish dialects
- Conducted forward-and-back translations for all content
- Collaborated with Puma's review teams to meet compliance standards
- Provided strategic guidance on translation processes and localization best practices

*"The Language Scientific team was superb! I've never had such a seamless experience working with a vendor as I did with LS. From the first ask to put together an SOW, to accommodating changes with our contracting department, to the turnaround time, quality and partnership of getting the final piece to our MLR team."*

**- VP of Marketing**