



Translating Medical Device Documentation

Presenter: [Peter Argondizzo](#) – Founder, Argo Translation

In collaboration with [Joe Hage](#) and the LinkedIn Medical Devices Group

Joe Hage: Hi, this is Joe Hage. I have the privilege of leading your Medical Devices Group which as of this recording has 337,000 members worldwide. And one of the reasons we've been so successful is we have members like Peter Argondizzo in the group who are willing to share their knowledge with the group.

Today we're going to be talking about translating medical device documentation. And I have to let you know that Peter was my translator when I was at Cardiac Science a few years back. He won an RFP among 22 vendors, so he's been very carefully vetted, even for this webinar. And it's my privilege to introduce you to my friend Peter. Take it away. Have a good show.

Peter Argondizzo: Thank you Joe. Thank you very much for inviting me to present and thank you everyone for joining us. My goal today is basically to help you have good conversations with your translation vendors. Now that's whether you're currently in a relationship with a vendor or you're seeking a new vendor. We hope to arm you with the right questions, the right things to discuss, and I truly hope we have some discussion and some good questions as we move along.

First off, just a little bit about me so you know where I'm coming from and you understand where my body of experience is from and as Joe mentioned, I'm with Argo Translation. The company was founded 21 years ago now. My background is, I was a project manager at a medical device manufacturer and purchasing translation from some sources that weren't great and being young and foolish I decided I could do much better on my own. So I started Argo Translation. And basically with the idea that I could make things better. In other words, we

[MedicalDevicesGroup.net](#) • Join us at the [10x Medical Device Conference](#), May 1-3, 2017 • San Diego

would be better at meeting deadlines, we'd be better at reporting to clients and just listening. That's really been the foundation of the company.

Let's get rolling and if there are any questions of course, please just put them in the chat box and if Joe sees fit, he will shoot them out to me.

So again, just in quick review, here's what we'd like to cover today. Give you a little bit about how to properly choose a vendor and how to tackle software projects. In other words, what are the questions you should be asking when tackling a project with your vendor related to your software or apps?

A way to look at regional considerations. A little bit about how to deal with the proper register of your translations. I know many of you are not necessarily working with the same type of audience. Those of you that are doing ICFs, you might be working with a different crowd than say, those that are writing documentations for physicians. So we'll talk a little bit about that. And how to improve your internal review process. I know that since obviously most of you are in very highly regulated environment, internal review is a must and a very very common pain point that we address with our clients. So I thought we'd spend some time on that.

Also just to do a quick primer on translation memory, I'm sure most of you understand what it is. But I think if you have a little bit better knowledge about how it works and how that should really be your property, it will be a valuable discussion for you.

So I thought we'd start with a laugh and the folks from Berlitz did this a few years ago and I think it's a really clever little piece they did and here it is.

[Video Playing]

Alright. So now that we had a bit of a laugh I thought we'd roll into the serious part of the presentation. One of the things that I stress to those that we discuss translation with is really that I think for far too long the folks in procurement want us to think about translation as a cost center. But think of it this way, if you are doing a good job in partnership with your vendor or your internal translators or however you are tackling this, it should really be an opportunity for revenue growth. If you do a good job, what is it going to do? It's going to help you sell more stuff. Right?

And isn't that why we're all in business, right? It's that we really want to better connect with all of our customers or in some cases where we do internal communications, you want to better communicate to your employees. So again, really, the goal is to understand that translation if done properly should allow you to achieve your revenue goals and not necessarily be a cost center.

MedicalDevicesGroup.net • Join us at the [10x Medical Device Conference](#), May 1-3, 2017 • San Diego

Okay. So let's talk a little bit about some of the points that you should be considering when choosing a translation vendor. Now these next few bullets, I call them permission to play attributes. In others words, if your vendor isn't talking about these things, then it might be a good idea to look elsewhere, especially in this environment with medical devices.

So I would look a little bit at longevity. I think it's tough. Admittedly, we were a new upstart translation firm about 21 years ago but I don't know that you want to necessarily gamble; the risks are high, right? When we were doing translations for Joe, we were working on defibrillators. It doesn't get much riskier than that, right? So I would look at longevity. How long has the firm been in business? Or at a minimum how long has the key staff been in this world?

I would also look at quality initiatives. And I think all too often initiatives like ISO 9001, now 2015 and ISO 17100 the replacement for the EN15038, are looked at as lip service. There are many many let's say, of our colleagues that are in the translation world that really just go ahead and do this only to get the piece of paper, only to be able to have the conversation.

I think if you talk to your vendor a little bit about their QMS, what does their Quality Management System look like? What does their Quality Assurance Manual look like? Dig in and learn a little bit about how they run their quality program and I think you'll learn if it's lip service or they really are getting some benefit out of the quality initiative and how that works in your favor.

I would also look at process. I think all too often we sort of gloss over the fact because we all do things similarly in the sense that we have a translator, we have an editor, there's a quality check after that. There might be desktop publishing and another quality check but really dig down deep and understand what steps your vendor is following to complete your translation. Also look at industry experience. If you're looking at a vendor that predominantly works in manufacturing and is just all heavy equipment and has nothing to do with medical devices, well you might want to think twice about that.

Also look at Translation Memory Management. Make sure and at this point of the game I would say most firms are using translation memory but double-check that. Make sure that they're using it. Make sure that any matches or repetitions are used for the benefit of you as the client.

Sort of going down a little bit deeper, these are more of the things that I think are the true differentiators when you're looking at vendors. Talk a little bit about transparency and pricing. All too often we've heard from prospective clients that they're getting, they have a 20-language project and they're getting basically a one-line item estimate. It doesn't really have an explanation of the steps that are followed. It doesn't have a breakdown by language.

MedicalDevicesGroup.net • Join us at the [10x Medical Device Conference](#), May 1-3, 2017 • San Diego

You should really dig down and look at the sub-data. In other words, how many repetitions am I getting? How many 100% matches am I getting? This might make a little more sense when we talk about translation memory but really, understand where the discounts are coming from. And ask, since most of you also have software that goes along with your device, you should be asking, "What are my updates going to look like? So in other words when I update this piece of software and all the documentation that goes along with it, what is my pricing going to look like? How will that work?"

Also try to understand if you're getting honeymoon pricing. That's also a very common thing that translation vendors will do is they'll put in samples with high-quality translators and then merely fill in the B team, let's call them the JV, the Junior Varsity and also increase their prices.

You want to make sure that again, if you have full transparency there's nowhere to hide. So there is no ability to do honeymoon pricing. You would see an effort to increase pricing. And again, if there's transparency in reporting in terms of who's handling your translation, whether it be vendor codes or whatever piece of data you can use to determine that this was my Spanish translator, this was my Spanish editor that no one's trying to pull a fast one on you.

Joe Hage: Peter, is there really a way to avoid honeymoon pricing? I mean that's a great way to get someone to sample you and then when they feel that, "Well of course we're going to use Peter," you have a relationship that you can start taking pricing.

Peter Argondizzo: Definitely. So if the proposals are done in such a way where you can see the detailed data, you'll get sort of data on the gross cost per word and what the net cost per word is, and that's when you'll truly see if someone's trying to pull a fast one on you.

If they're giving you that very vague estimate where they're essentially just giving you a one-line item and you have no way of determining, "Gee, what am I paying for the Spanish and what are my discounts for the reps?" If that transparency is lacking, it's incredibly easy to use a honeymoon pricing strategy where they can just increase the costs on you. In other words, what they're billing ...

Joe Hage: So you would you ... would you advice ... oh okay, Michelle is asking the same question I was going to ask you. Is there a standard price per word?

Peter Argondizzo: Not really.

Joe Hage: Should you have each of the vendors you're considering submit what their price per word is and then choose the cheapest one?

Peter Argondizzo: I think there's actually an ... for those of you that registered, I think you received that RFP form, that sample RFP form. And one of the questions I included in that -----

MedicalDevicesGroup.net • Join us at the [10x Medical Device Conference](#), May 1-3, 2017 • San Diego

sample RFP form is to ask your prospective vendors to give you pricing on a project with X amount of words, X amount of repetitions, X amount of 100% matches, X amount of fuzzy matches.

I think the better question is, is to take a couple of sample projects and give those to your vendors and say, "Show me pricing on this." And that's where you'll fully understand. Because I think also when we're trying to communicate to procurement and to our managers, price per word is such a nebulous thing that it doesn't mean a whole lot.

So yes I think it's important information to understand but I think the more important piece is to say, "Gee, I gave them a spec sheet, I gave them an IFU, I gave them a manual, I gave them a standard help project and this is where the pricing came back." And now you can truly compare apples to apples. So I would say the price per word is important but I would also look at that cost in the context of a project.

Joe Hage: Makes a lot of sense and while you were speaking, I pushed out that link for the RFP to the audience so they might be looking at it now while you're talking. Thank you.

Peter Argondizzo: Great, wonderful. Great question by the way. Thank you Joe and thank you Michelle.

The workflow, and I think this is also important. Again under the fact of this lack of transparency that sometimes happens in quoting in the translation industry, you really want to understand that it goes hand-in-hand with what you're buying. There are some agencies out there that are doing machine translation as a first pass and then doing human editing as a second pass.

I'm not a huge fan of that approach. Some people do it with success and I think that's fine. But my beef with that or my issue with that is that the client should know. The client should understand that this is machine translation as a first pass with human editing. So you are fully armed with comparing that to other vendors. And I think it's incredibly important that you understand what the workflow is, "What steps are included in the process? What exactly am I paying for as a buyer?" And I think that's also going to help you compare apples to apples. And I think most good translation vendors can modify their approach and gosh! If there's a budgetary concern and you don't want two QA passes, well okay that's fine. Do that. But do it with eyes wide open and understand what the risks are.

So there is inherently a risk in doing machine translation with human editing. And we could do an entire webinar on that topic and we'd get all sorts of questions and probably a bit of a vitriol from either side. So let's not go there. But just understand that to really truly compare apples

MedicalDevicesGroup.net • Join us at the [10x Medical Device Conference](#), May 1-3, 2017 • San Diego

to apples, you have to understand what steps are included. And also how do they select their linguists?

So who is working on my project? Are they properly reporting to you? And I know many of you have this requirement and certainly Joe and his group at Cardiac Science had that requirement, is that they needed to understand who is working on the projects from project to project. That was really in their SOP so we would have to provide vendor codes that this was the Spanish linguist. This was the Spanish editor. Is that being provided? How large is the team? So if I have ... if I get very busy as a buyer, how will you address that if you only have a team of two? Is my team really going to be four people and is there going to be some crosschecking? How are you going to mitigate the inconsistencies that can happen in a large project?

So those are all very important points in choosing your vendor. And I thought we'd roll in, if there are any other questions, please feel free to shoot them out. We can obviously interrupt the next slide.

I think these are kind of adding sort of a finer point to some of the things that I mentioned as important topics to discuss with your vendor. And this one is really about the register of translations. I think, again, especially for those of you that are doing IFU's and ICF's, it's really important to match the register to your user.

We have a client that does rapid result HIV testing and oftentimes their users have a very low education level. So you have to be aware of that. You have to make sure that the English is written in a way that's incredibly understandable. Use short simple familiar words and phrases, just keep it as simple as possible. If you can use some graphics, that's also helpful. Bulleted lists, numbered steps, all very good.

Be careful with medical jargon. Those of us that are very comfortable in the industry, we sometimes tend to overcomplicate. Try not to do that. And also use language that's culture and gender-neutral. Remember that. Unfortunately in this day and age it still exists but in some cultures assigning gender is not necessarily a ... can be a negative thing. Let's just say that. Use simple active voice and present tense sentences and stick to it. And again, whatever strategy you choose here, also stick to it. Saying that the imperative mode is good. Start your sentences that way and use an action verb.

Now I had a client that does a help system that's about 200,000 words and at one point they decided to change how they would give instruction. So instead of saying, "Print a report by choosing this option," they went through the entire help system and made it, "In order to print, choose this option." And essentially what they did is they invalidated their translation memory. So we actually got them to change it back because if ... remember, if you're doing a project in

MedicalDevicesGroup.net • Join us at the [10x Medical Device Conference](#), May 1-3, 2017 • San Diego

multiple languages, your translation memory is your most valuable asset. It will save you time and money going forward. So whatever strategy you choose in terms of how you set up your documentation, try to stick to it because you want to make sure that release after release you're maximizing that asset and reducing the amount of material to translate every time. And if you're continually wordsmithing, you're essentially not getting the value out of that translation memory asset.

Joe Hage: Peter if I understand you, you just said, if you have materials translated, think long and hard about editing your work?

Peter Argondizzo: Correct. So in other words, let's say in Release One you take a certain tone and you're happy with it and you book that. You do the translation. It's all booked to translation memory. In every way that you can, try not to wordsmith what you've already done because you'll reduce the amount of matches that you'll get going forward. You won't get the discounts and savings that you should be getting release over release if you're continually wordsmithing. Does that make sense?

Joe Hage: Yes it does.

Peter Argondizzo: Okay great, outstanding. So let's talk a little bit about software projects. And of course I'm going to apologize, I'm probably glossing over some of these topics a little bit. We could certainly dive in deep on all of these but I'm trying to give you as much as I can in a very general way to cover different project types and different issues that you're going to encounter.

So software projects of course what you really want to do here is reduce friction in the process. So when I started 21 years ago, there was really no way around it. Engineers were working very hard to manually extract content into Excel spreadsheets and Word tables and now the technology has gotten so much better with Translation Management Systems. They typically handle all sorts of different software files and that work is gone in terms of extracting content from software.

And that's very important because think of it this way, whenever you're doing a translation process, you want to reduce the friction as much as possible because the more leaps you have to take, in other words, it takes an engineer running a script, manually extracting content. Well guess what, if we do the project in 20 languages, now he or she has to input that material. In other words, get it back into the software 20 times. And doesn't that sound like that's an opportunity for error or a place where that process can break?

So as much as possible you want to discuss with your vendor, how are we going to get the content in and out of the application with the least amount of leaps? In other words, manual

MedicalDevicesGroup.net • Join us at the [10x Medical Device Conference](#), May 1-3, 2017 • San Diego

steps. You want to have the vendor to be able to parse your file automatically. In other words, be able to check the files into the TMS automatically.

And you also want to work in the proper order. What's very important and something that we stress is that it's annoying to the user that when you look at a command that says, "Gee, in order for us to print this report, look for the print option." And when you look on-screen there is no such thing as print option or print. It's called something completely different. That's annoying to the user and we want to make sure that if we're translating the documentation, let's provide those software lists to the vendors so they can properly reference the software and documentation. Let's not aggravate our users.

Important point just to remember that if we're aggravating our users in English and we publish in 20 languages, now we're aggravating 20 more groups of people. So any problems you have in translation, you're always multiplying it by the number of languages.

You also want to look at text expansion and understand some testing and some of the things that we like to propose for our clients is that especially if you're going into a language like German that uses compound nouns and sees up to 40% expansion, is there a way we can run a test?

In other words, let's take the first build of the software, propagate ... we can propagate some dummy translation with some expansion factor in the character set and let's see how it breaks. How many strings do we create overwrites or areas where the screens look cramped? Let's do some of that in advance, address some of that, possibly make some changes to English UI to make the backend that much smoother.

Of course mobile applications are all the rage. Many of our clients are doing apps either iOS or Android-based and just know that those are basically XML and certainly easily handled by most Translation Management Systems these days.

So let's talk a little bit about regional considerations. Sometimes when we are writing in a source language, we're overly influenced. In other words, we don't think of things about units of measure, are we including toll-free numbers? How is our user in Europe going to deal with that toll-free number? Are we perhaps including numbers for international offices? How are we addressing that? Also, we'll often make references to authorities like, "In case of an emergency dial 911."

Well just know that in translation, we're going to have to modify that content. Talking about different government institutions like TSA, FAA, FDA, HIPPA, these are all things that we take those for granted. We know what those are. But in translation, those will have to be adjusted. And in our world as well, health insurance and Medicare, those are completely foreign topics to

MedicalDevicesGroup.net • Join us at the [10x Medical Device Conference](#), May 1-3, 2017 • San Diego

people outside of the US. So just know that those are things that will have to be discussed and there will have to be a strategy on how to handle them in translation.

So the arch-nemesis of most translation processes, the internal review. I can't stress enough that it's really important how you choose your reviewer. The reviewer should really have similar credentials to the author. They should understand the content at the same level. All too often what we see and this is not a knock against sales folks in the organizations we work with, it's just that they have other obligations.

More often than not, it'll be a sales person in-country who does the review on a document and they're often doing it on a train in-transit without the benefit of a tool or Acrobat and the ability to mark something up properly. So we're really putting ourselves in a situation not to succeed.

So I would say, make sure you choose your reviewer wisely. Make sure that they have the proper amount of time to handle the review. Let them know what the mission of the review is. Is it really to go in and localize the content so it's more appropriate for that market? Or is it really just to sort of rubber-stamp it? What is it that you're looking for?

I think it's important to say that you really want them to stick to important things like terminology. They have some subject matter expertise. They're out in the field selling these devices. They understand the language that's happening on the ground and that's fine. That's kind of what they should stick to.

All too often we see a lot of stylistic changes. We'll get mark-ups back that completely change the English and from a regulatory viewpoint that just isn't permitted. It really shouldn't happen. As your translation vendor, they need to advocate for you as the author of the content to say, "My goodness! They just completely eliminated a paragraph." They have to have an open line of communication with you to basically tell you about the types of changes.

Joe Hage: Peter we never let that happen, did we?

Peter Argondizzo: No, you were pretty good at it.

Joe Hage: Actually I'm joking. Remember Tom in France?

Peter Argondizzo: Oh yes. Yes. And you know what, and that's something to think about as well. In other words, if you're in a 20-language environment and 19 of them come back perfect or with little changes but then one comes back and it's completely imploded, really understand that you have to ...

Joe Hage: But there are two words for defibrillator. This one or that one and we chose this one and he says, "No, it's that one." How do you break that impasse?

MedicalDevicesGroup.net • Join us at the [10x Medical Device Conference](#), May 1-3, 2017 • San Diego

Peter Argondizzo: At a certain point, you basically discuss what the reasoning was and behind the choice that you made and if the person in the field wants to go with that term and it's not offensive or it's really just a synonym, we typically will go with that.

But the important part about that is, this is a great question Joe, because the important part about that is you want to make sure that the translation vendor is handling that change properly. And what should really happen is, you know, that's a big change, right? The main product is a defibrillator and if you're changing the term you're using for it, you have to make sure to make that change across the board. Make it in any term base. Make it in the translation memory. Make sure it's implemented in the project you're actually working on. Make sure it's communicated to the whole team of translators. And most importantly, make sure it's communicated on the side of the client because also what happens is ...

Joe Hage: Headquarters doesn't agree.

Peter Argondizzo: Exactly. Or a different sales person reviews the marketing documentation versus the technical documentation and the marketing individual says, "Why in God's name would we use that word for defibrillator? Oh my gosh! We just spent two hours changing it across the board and now you have an internal fight." So you have to make sure that there's sort of ...

Joe Hage: Interesting. So you're saying, if the guy who's reviewing marketing copy is not the same guy reviewing IFUs and documentation, you're going to have an inconsistency and that's not good?

Peter Argondizzo: Exactly. So some of the ways that we mitigate that and I think this is an important point is if you're just starting up with a vendor, if you don't have a glossary, ask if they can help you create one. So important terms like defibrillator should definitely be in that glossary. I mean that's one of the main products you make. It should be there and it's easily achieved. There are some tools where you can import a huge body of content and look at saturation as well. Defibrillator is used a thousand times in your documentation. That's an important term.

Get that translated, have that approved by whoever you believe are going to be the subject matter experts or reviewers and if you can get agreement on terminology, things will go incredibly smoothly the rest of the way. Because that's usually where the issues are, terminology.

I mean, this day and age, you're going to choose a vendor who's properly pretty darn good. They're going to do pretty decent translations. The differences might come in terms of terminology.

MedicalDevicesGroup.net • Join us at the [10x Medical Device Conference](#), May 1-3, 2017 • San Diego

Joe Hage: I'm going to put myself back on mute because the questions are piling up and I know you have a few more slides.

Peter Argondizzo: Great, sounds good.

Joe Hage: Okay.

Peter Argondizzo: And the process should definitely add value. You should understand that the internal review process should hopefully result in a better document, in a better strategy for translation going forward. If it gets ugly, if it starts to detract, something needs to change. And that's where you need to call a meeting between the reviewers and the Project Manager and just understand, "How do we get on the same page?"

And I think it's also very important to plan how the changes are going to be implemented into the translation memory and the file documents. How is the vendor going to handle ... I talked briefly about the steps that should be carried out in terms of changing glossaries, changing translation memory, changing the final documents. Are you going to go backward? If a very important step has occurred, will you actually go backward and make changes in documents that have already been released? That's definitely something to talk about.

So our next slide is a little video and I ask you to bear with me a little bit. It's about a two-minute video but it's very important because it brings up some sort of general feelings by the translation community and I think it's a neat little piece. So it's done by a Swedish translator as part of an organization. Have a look.

Joe Hage: Peter, maybe do the first 30 seconds and the last 30 seconds.

Peter Argondizzo: Oh okay. Sounds fine. And we can put a link out. I can provide it to you Joe and we can, if people want to see it in its entirety.

Narrator: Translators are a waste of space, if you ask me. Linguistic morons who think it's only a way to enchant readers who find against all odds translated literature interesting. But these are rare individuals who make praise cheap. I really don't give a hoot. Translators are boring.

At book launches, the rewards are miniscule talking to some of them. Even when discouraged, translators don't seem to think about anything but language and they always ask irrelevant question. Some of them ask for jobs. It's quite unbelievable what quality publishers ...

Peter Argondizzo: Okay. So the trick with this is it actually goes all the way through. And then what's really cool is he reads it backwards and actually flips the meaning of the piece so here we go.

MedicalDevicesGroup.net • Join us at the [10x Medical Device Conference](#), May 1-3, 2017 • San Diego

Narrator: Well, to reverse this way of thinking, we really need to have happy translators in this world. They toil mainly for themselves alone but they enrich hundreds of thousands. Most translators make really difficult problems seem easy peasy. They're experts at making almost incomprehensible phrases into idioms I am actually familiar with. One translator changed Japanese 'sake' for Christ's holy wine. It's not exactly an everyday task. It's no ordinary thing, they say.

They want payment for an honest ...

Peter Argondizzo: Okay. So we can provide the link later. It's really a neat piece and I think really for me, one of the main points when I saw this video and in working very closely with translators so many years, it's not exactly a sexy job. Typically there are freelance translators, they're working from home. They don't get a lot of interaction. And they struggle for context. They struggle when they have questions and they're not properly addressed.

One of my main points is appreciate that engine. Appreciate the folks that are doing the heavy lifting and when they ask questions, and they may seem very obvious like, "Oh my goodness! Why are they asking this question?" There's usually a reason. Maybe it's lacking context or maybe use it as a cue to understand, "Wow! You know what, that English may have been a pinch unclear. The translator didn't understand that. Maybe we should modify."

Especially if you're seeing, you know, and ask your Project Manager for unfiltered information. In other words, "Gee, are you getting these questions from multiple translators?" Because that's going to be a good indicator. If you're getting the same question from multiple translators that usually means there's an issue or something that's not clear.

Also I would suggest as a common practice here, oftentimes you'll do a release so maybe when Joe was doing something he might go into a market, there'll be these three countries now and we're going to do the next three countries next quarter. Make sure that any questions that are done in that first project, those are very important. Those should be kept sort of as a frequently asked questions because then it can be disseminated when you attack other languages.

That's a really important part of that is to make sure that all the translators are armed with the equal amount of information. The more information you give them, the more effort you spend in providing your translators with the information they need, the better off you'll be. The better product you'll get.

Briefly, just to talk a little bit about where the translation industry is today, obviously and I used this image for yesterday and it really was this. I have to say that the amount of change that I've seen in 21 years has been incredible. I mean when we first started, when we first started, email didn't really exist. People were using bulletin boards. The FedEx ... when I say bulletin boards,

MedicalDevicesGroup.net • Join us at the [10x Medical Device Conference](#), May 1-3, 2017 • San Diego

anyone who's younger won't understand what that was. It's basically a sort of an online place where you post files.

The FedEx person was in our office three times a day. I don't ever see the FedEx person anymore. Ideas like FTP and high-speed internet, those didn't exist. Instead we had zip discs and SyQuest cartridges and FedEx. This is how we did things. Now, we can distribute a manual incredibly quickly with uploading it to something like Box or ShareFile or one of these tools.

I mean gosh! You have to think Windows wasn't really here. We were using DOS 3.1 and we were connecting computers. I'd connect to a client's computer modem-to-modem and we'd transfer something at 9,600 baud.

So you look at where we are today. Today we are driven by technology and I think the key is to use the proper technology, use it in the right way so it best helps your effort in translation. And there are pitfalls, right? We talked a little bit about machine translation. And there's good sides and bad sides in terms of how that's used. There's good strategy and poor strategy. Now we talk about Content Management System Linking. We have clients that have a Content Management System that's directly linked to our TMS, our Translation Management System and if they publish a change, we get that change in real-time.

That's huge. I couldn't even have imagined that 21 years ago. We have automated workflows. We have this robust translation memory technology, able to handle help systems. These are things that we just couldn't imagine we could do.

Where do we see the future? I think it's important to keep an eye on machine translation. Understand how it works, how it can help you. We have some clients that will do competitive intelligence and they have a manual that's in a different language and they want to understand what is it that this competitor is doing? That's a great candidate for machine translation. You're getting a gist of the translation. That's a good strategy.

Understand how your vendor uses the Translation Management Systems. Have you looked at content management? We have a lot of clients that have gone from tools like FrameMaker into full-fledged Content Management Systems. So in other words, you have a standard warning that you're writing multiple times. Why not only update it once but push it out to those different manuals or documents that are affected by that warning? Write once, publish many, right? That's the idea.

And of course the advent of these systems have brought on many changes for technical writers. They have to be comfortable in XML. That's sort of where things are going. We talk about regular expressions on our side. Sometimes we get non-standard content and we have to

MedicalDevicesGroup.net • Join us at the [10x Medical Device Conference](#), May 1-3, 2017 • San Diego

understand how do we parse out these codes and how do we make sure those are locked in place?

Page production has changed dramatically. We used to have to rely a lot on page production. Every job had desktop publishing involved. Now that's not as much the case especially since we're more on an XML environment.

In programming, my goodness. We do a lot of our own internal programming just to deal with the different file types we see. The use of Cloud applications. We have systems that we use to check in client's project. That's six divisions and they need to track the expenses. How do we do that? How do we do that intelligently? How do we make sure that approvers are understanding projects are in production?

So we've come a long way in 21 years but for me the main focus on that is reducing friction in the process. Nobody benefits from one of our project managers spending an hour and a half preparing a quotation. No one benefits from our project manager if it takes them four hours to compile a glossary. Instead, we do the work to reduce those administrative tasks and focus on the important things and I think that's an important thing to do on your side when you're handling translation is how do I reduce the friction in the process and how do I talk to my vendor to make sure that we're on the same page? How do we reduce the work?

Some of the points that we talked about are a little bit about, am I getting the proper data? I mean there are many of you that are publishing in a lot of languages. Do I understand what I'm spending per language? Do I understand what my budget's going to be on a quarterly and an annual basis? Am I getting the proper regulatory compliance reporting? Do I know who's working on my translation? Am I getting transparent proposals so I know what I'm really looking at? I hope everyone understands I'm sort of summarizing what we talked about today.

Project archiving, am I getting proper access to the files? How do I ... these are large manuals. How do we do this so I don't have to invoke the FedEx man again? How do I have access to all these files in real-time? How do I upload files to you? How do I manage the sigh of multiple contributors? How do we work with you?

And finally a little bit about translation memory, I had referred to it a lot today and I just want to make sure everyone has a good understanding. I'm sure most in the room who have engaged in translation understand a little bit but just to make sure everybody has a proper ... we're on even footing, translation memory is basically a smart database. It's alongside the translator and whenever they're doing work, it commits the work at this database sentence by sentence and the reason we do that is because obviously since we're working on software, we're working on manuals, IFU's, ICS, as you know, the material repeats itself.

MedicalDevicesGroup.net • Join us at the [10x Medical Device Conference](#), May 1-3, 2017 • San Diego

So how do we make sure that we translate once, we commit it to memory, we don't touch it again so that we can save money on updates, the material's going to be more consistent, we properly capture review changes and that we save time? It's understandable that when you do the first version of a document that it's going to cost you a fair amount because there is no memory there. Maybe there's only repetitions. But when you do an update and only 10% of it has changed. It should really track that. It should be about a 10% cost. And notice that that translation memory should be your property. You should ask for it. You should make sure you cover it. Can I have it quarterly? Can I have it annually? Cover how you're going to get that memory. And the reason that's very important is because if something happens with your vendor, either they don't work in your area anymore, they go out of business, they merge with someone else, you don't like the new project manager, it could be one of a thousand things that you have the flexibility to move to another vendor. So you should get that memory periodically.

I've pretty much covered all the material that I had. I was really hoping we could have some questions and I understand Joe had mentioned there were ... great.

Joe Hage: I mean, I've always enjoyed you personally but you have a very easy to follow presentation style. Very casual and I've never seen where every single person who signed on to a webinar stayed until the end. No one has left this room. So congratulations to you.

Peter Argondizzo: Thank you. Thank you Joe. I hope it was useful for everyone.

Joe Hage: Julieta asks, who are the best people at a medical device organization to go out into the market and seek translation vendors? And I'll answer first that at our place, Paul Barker was our Senior Engineering Manager and he did an RFP that included 22 vendors. So for Peter to win that was quite Herculean I think but Peter, do find that engineering managers are the best places to start?

Peter Argondizzo: I think that's definitely a good place to start. I really believe and I know there's probably procurement people everywhere who are going to cringe when I say this but I think procurement people are very important to the process but I really do think that the key champion should be those that are going to work with the vendor. After all, Joe, if I didn't get along with you or didn't get along with Paul, I mean, how would that work? If we couldn't have a good working relationship in the RFP process, how was that going to look going forward?

I think all too often, we are relegated to a procurement office somewhere abroad. They don't really understand translation. They don't really understand how it's going to be used. So I just really don't think that's the best approach. I really think that those that use the service are best suited to engaging. Bring the procurement person in at the end and negotiate price and that's

MedicalDevicesGroup.net • Join us at the [10x Medical Device Conference](#), May 1-3, 2017 • San Diego

fine. That all makes sense but choose the vendor that you want first and then worry about the price later is what I would say and I think any reasonable vendor would certainly work with a company on figuring out how to match budgets.

Joe Hage: Okay. So how important is it that someone is trained in medical translation? Blair is asking, how do we know we have a linguist trained in medical translation working on our project? Is that word-to-word? I mean does it matter?

Peter Argondizzo: It does. It does matter and just speaking very very honestly, it's going to be tough. It's not like you're going to get someone who said, "Gee, I've translated documentation for defibrillators all my life." That's not necessarily how it's going to be. But there are translators that specialize in medical devices and I can tell you a little bit about how we recruit. Maybe that helps.

We look for experience. We look for translators that have been in the field for at least 10 years and this is specific to how we do it for medical devices. The risks are far too high to give it to someone who hasn't been doing the work and then we actually do samples. We get sample translations and we have our trusted vendors that have been with us a long time review them and grade them. And we actually do that with clients too. I think the best bet is again, to really putting the team that you want. I know what we typically do with our medical device clients is we'll submit a couple of samples, actually something we did with Cardiac Science. We get signoff from the subject matter experts to make sure that they like the translators. We might submit four samples and they'll say, "Gee, this is my lead. This is number two. This is number three and number four, we don't really want on the team."

So those are some strategies that we use. I also look for education in the sciences. Maybe this person has a degree in biology or a degree in botany or at least that they're somewhat familiar with the sciences so they're at least familiar with how to research, familiar with how to work on content that can be sometimes difficult.

Joe Hage: Peter, you do more than medical though, right?

Peter Argondizzo: Oh gosh yeah. Yeah we work in manufacturing and we have similar approaches. A little bit tailored to each industry but because I came from a medical device company, that seems to be where we're strongest.

Joe Hage: Okay. So Melanie asks a related question, as a translation agency, how do you value credentials such as ATA certification in your translators?

Peter Argondizzo: We do value that. The ATA does a phenomenal job with the continuing education, doing a test that's basically graded by a group of peers. Of course there's no ATA

MedicalDevicesGroup.net • Join us at the [10x Medical Device Conference](#), May 1-3, 2017 • San Diego

accreditation in every language but that makes it easier for us to recruit. We certainly look for ATA accreditation as one of the items on our checklist when we're recruiting. Great question.

Joe Hage: I have to tell you that my friend Debbie Black is calling in from Australia and she wrote, "Hey Joe. Enjoying the presentation. Worth getting up at 2:00 AM." So I don't think there's higher praise than that. Hi Debbie.

Peter Argondizzo: That's wonderful. Thank you Debbie.

Joe Hage: Jack asks, do you recommend that life science companies license out string management software for translations or having translation companies manage that for a fee? I don't know what string management software is.

Peter Argondizzo: So he's probably talking about ... there's different software suites out there like Fasolo, RC-WinTrans is the one that we use a lot and then of course we do use Wordbee which is our main translation management system for a lot of file types. I think it depends what level of control. So there's a few software companies that we work with that use a tool like RC-WinTrans and they essentially prep their own projects and submit strings and then what we do is we do a diff, a differential. In other words, we did Version 1, now here comes Version 2. They set up the project. It already propagated the strings from Version 1. I guess it really depends.

We have another client that they also like us to use RC-WinTrans but they allow us to run the process and we actually have to submit the files from RC-WinTrans as part of source control so I think it's a little bit of a difficult question without knowing all the details but I would say that's a good conversation to have with your vendor and figure out what works best for you.

Joe Hage: Norray asks, is there a standard or a typical price per screenshots? For projects I typically work on, the timelines are crunched so we don't always have time to take localized screenshots in-house. We will have our vendor take them. I've seen pricing between \$5 and \$10 a screenshot.

Peter Argondizzo: That's pretty standard pricing. Essentially the reason why you'll see that fluctuation is because think of it this way, so you're asking someone who's outside of your organization to navigate a piece of software that they're only vaguely familiar with and they have to make sure to go and get all the proper screenshots so that's why you might see that vacillation. I've seen people do really good scripts so they could hand it to anyone and say, "Here is your script. Here's your directions to get to all the screens. We filtered dummy data in there so it actually looks like an EKG or you're taking the screenshots."

So to answer your question, the pricing seems pretty standard but I would also look at other alternatives. We've had clients, in fact we did this on a few documents with Cardiac Science and

MedicalDevicesGroup.net • Join us at the [10x Medical Device Conference](#), May 1-3, 2017 • San Diego

some others where what we suggest is instead of doing screenshots, you do callouts to the important areas of the screen and have a table underneath the screenshot and that's where you have the actual text references. In other words, this is the print option. This is the report option and you translate that table and then the screenshots never get touched. That's a way to maybe reduce the time that you need, reduce the cost. You wouldn't have that \$5 to \$10 cost. It adds a little bit of more content to your manual but maybe don't make things easier for you.

Joe Hage: Alejandro asks, are there differences in choosing LSP versus individual translators versus an in-house translator? What is the most complete option? Are there pros and cons of these models?

Peter Argondizzo: Great question and there was a little bit of a debate that was going on on the stream for this session about this exact thing. With the freelance translator. Again, it really depends on the company but let's quickly talk about some of the pros and cons. So when I was at Marquette Electronics, we did have some in-house translators. The issue there is that let's say you get a bump in activity and you have one in-house translator? That creates a bottleneck. We have some clients and I won't mention the big one. They had an internal translation department abroad and they were so slow that they always came to us anyway.

So we did the bulk of their work just because that in-house department was so slow and it's not really a fault of that department. It's just they were overtasked. They only had one or two translators per language and they were always slammed.

So that's kind of the downside of in-house translators is that gosh, if they're slammed or if they're sick, you essentially come to a halt. Managing freelance translators is an option. Again, the only issue is if you have one or two freelancers, what do you do when you have volume? Or what if you work for a large medical device manufacturer that has bedside monitors but they also do treadmills and they also do defibrillators and this kind of different types of content or marketing? When even do legal for our medical clients and those are different translators.

So unfortunately, when you have a dedicated person whether that is an in-house person or a freelancer that you hire, they may not be able to handle all the different types of content you throw at them. So you may limit yourself. And if it's someone you hire ...

Joe Hage: I would add, you know, this is a kind of 'stick to your knitting' kind of thing. If you are not in the business of this, why wouldn't you outsource it? I mean otherwise you have the overhead. I mean I'm just mentioning from a management standpoint. Would you agree Peter?

Peter Argondizzo: I would.

Joe Hage: It's in your best interest to agree of course but I really think that's true.

MedicalDevicesGroup.net • Join us at the [10x Medical Device Conference](#), May 1-3, 2017 • San Diego

Peter Argondizzo: Well, that's a good point Joe. Of course it is in our best interest and there are companies that I suggest, "Hey, if you have that and maybe they don't do a lot. Maybe they have other things that the person can do." I think that one's also complicated when you have to look at it situation-by-situation basis but I would imagine most as they grow that will become a challenge.

Joe Hage: Peter, I did not ask you this ahead of time. I should have and I'm going to put you on the spot. I just sent out your email to the audience. It's on the screen but I made it available for their convenience. Peter@argotrans.com. Because your audience has been so engaged, I mean we're still at 90% of the audience here, would you be willing to give a first project discount to people who stayed on the line this long if they say, contact you this week?

Peter Argondizzo: Sure. Absolutely.

Joe Hage: I won't get you to commit to what type of percent discount but just kind of a thank you to those who logged in and gave us these great questions. I do have another question for you.

Peter Argondizzo: Sure. That sounds fine. Please go ahead.

Joe Hage: So go ahead and reach peter@argotrans.com even now if you like while I'm asking this last question. Andrea asks, how do you recommend in-context verification of software strings when several strings are put together in a statement?

Peter Argondizzo: Oh. Okay. Concatenation. Very very difficult in translation. We do a lot of projects that have concatenated strings.

Joe Hage: I don't know what any of that means. Will you explain?

Peter Argondizzo: So let's say you have two parts of a phrase. Let's just separate them by a comma just so it kind of makes sense for this discussion and what happens is, is the first part of the sense is used multiple times and you glue it together with other parts of a sentence. Like for example, let's say if it was a diagnosis and it would be a variable and it's, "Joe is afflicted with [insert variable]", right?

Joe Hage: That's a great answer, wasn't it?

I can have you translating for quite a long time with a sentence like that.

Peter Argondizzo: That's crazy. I can only make that joke because I know Joe.

Joe Hage: Thank you.

MedicalDevicesGroup.net • Join us at the [10x Medical Device Conference](#), May 1-3, 2017 • San Diego

Peter Argondizzo: But you know, there's two variables there. There's multiple conditions that might be inserted. And there's some very complex ones that we've done for clients and those are very difficult in translation. No way of bending the truth on that. We've seen people do colons as separators and hyphens as separators. You get a little bit of disjointed. That doesn't really very well but that's really the way you have to do it and what you have to do then is propagate if that's like a reporting software. You have to create a bunch of test reports and have your translators review them to look for silliness, to look for things that don't make sense.

So there's some things you can do to mitigate that type of construction in your software. Of course we don't recommend it. If you can avoid it, it would be better. Complete sentences are better but we just know that that's not always the case. You have to maybe concatenate some items in your library and you just have to put a good testing plan in place and work with some separators like colons or hyphens and just live with the fact that it won't read like a real smooth sentence.

Joe Hage: Another question or two squeezing in, Bill asks, an in-house translation versus a vendor? He gets that vendors are faster but if the in-house team was eliminated, who should manage this whole process?

Peter Argondizzo: You know, that's a great question and I can tell you that translation even when I worked in the organization that I was, I was there for a few years and I think I had three bosses because they kept shuffling the translation task around. It's not always clear. We always see it most often as part of engineering just because most companies these days especially in this world are driven by software. So that's just a good place to park translation. But yeah, you definitely need to have someone that does have some bandwidth and then you have to look at, how do you divide the tasks that make a good translation? How much of it are the project managers at the company that you've choose is going to handle and how much are you going to have to handle in-house and just understand what block of time? Is that a 20-hour-a-week job or a 10-hour-a-week job in-house to manage it?

Joe Hage: I was the Director of Marketing Communication so anything that had to do with marketing collateral went through me and anything that had to do with the serious stuff of pardon me, documentation, IFUs, et cetera, that went through engineering. And Alicia asked question, I don't completely understand it. She said, would you recommend companies provide access to their webinars or trainings to translators? I don't know if that's directed at me or you.

Peter Argondizzo: Oh. Well, if I think I understand the meaning, yeah definitely. So we do train, in other words, we do training projects. Those are done on either LECTORA or Articulate.

Joe Hage: So is the question, hey Peter, can you train our translators?

MedicalDevicesGroup.net • Join us at the [10x Medical Device Conference](#), May 1-3, 2017 • San Diego

Peter Argondizzo: Oh. That's not how I read it.

Joe Hage: Well, can you train their translators?

Peter Argondizzo: We've had to do some work like that where it might be a 10-language environment but they have two languages covered and we have a process where ...

Joe Hage: Jack offers this explanation. Jack thinks, maybe she means that the client does a training, right? Okay. And Alicia's confirming what Jack said. When companies train their staff, do you have translators sit in on that so they can understand the basic concept before they go about the business of translating word-for-word?

Peter Argondizzo: Understood. So in other words, you have a new device coming and you're training the sales staff on what does this device do, would it be smart to have the translator sit in?

Joe Hage: That's the question.

Peter Argondizzo: The answer is yes.

Joe Hage: Yes. I don't know how you would do that. I guess they'd have to dial in from wherever in the world they are.

Peter Argondizzo: Mm-hmm. Either that way or record the session if possible with GoToMeeting. We've worked out strategies like that with clients and it's incredibly helpful. The more context you can give, the better off the final product will be.

Joe Hage: We have time for one more question then it's mine. As Gab and I met on my own, I have clients who say ... I always recommend you. You know that but they say, no, we're going to do it in-house or actually what they said was, "We have a distributor in Germany and he'll do it for us." And I have no idea of how good that translation will be but the client's fine with it. It's in Germany now so we checked that box. What do you say to that approach to your translations?

Peter Argondizzo: Well, I have a pretty good story about that actually. That's a good question. I don't know that I ever shared this story with you Joe but when I worked for a medical device manufacturer, we had a situation where the ... and it wasn't even a distributor. It was the French office for the company. The general manager who was tasked with doing the translation decided that he didn't like the name of the company because it was associated with the explorer, Marquette. So he changed the name of the company.

Joe Hage: That's charming.

MedicalDevicesGroup.net • Join us at the [10x Medical Device Conference](#), May 1-3, 2017 • San Diego

Peter Argondizzo: Yeah. So needless to say, the CEO is less than pleased and that was the last translation they did. From a tactical viewpoint, why isn't that a good idea? Well, it's usually again, we talked about in-house. Who are you leaning on? It might be a salesperson. It might be an engineer. So you have to ask yourself, number one, is that the best use of their time? "I'm paying this individual X salary and they're doing a task that's probably less expensive if I outsource it." The other thing is, is that what if you're in the cycle where you're updating and reviewing things? If they're not using translation memory technology, they're reinventing the wheel. So you go to do the manual for Rev 2 and they're starting from scratch again.

Joe Hage: It's impractical for a company to have their own system for that, right? Is it too expensive?

Peter Argondizzo: Some companies will do it but I can tell you in the 21 years, we've seen a lot of large corporations that had in-house translation teams disband them and again, for some of the reasons we talked about and gosh, quite frankly, if you could afford that, if you could afford putting a system in place and getting some in-house translators, it might not be a bad way to go but it's incredibly expensive and most of the clients that went that route have abandoned it. This kind of sort of the 'stick to your knitting' thing but we've seen large companies like McDonald's and GE abandon those types of strategies.

Joe Hage: Okay. Well, in closing, first let's virtually hear it for Peter. I gave you his email address. You can shoot him an email with love and say it was great or if you have something that is in your consideration set, he said that if you reach him by the end of the week, he'll give you a first time 'Joe's my friend discount' and then I also included a link to the 10x Medical Device Conference. Peter will be there and you guys are the first to see this brochure as I received it while this presentation was going on. So give that a thought and that's going to be in May 2017 in San Diego.

One more question snuck in. I'm not going to read it out loud. I'll be sure Joanna that Peter gets it and answers it offline. Jack gives you a hearty, "Go Peter!" and on behalf of the entire Medical Devices Group, Peter, that was great. Thank you so much. And we'll see you online next time. Thank you everyone.

MedicalDevicesGroup.net • Join us at the [10x Medical Device Conference](#), May 1-3, 2017 • San Diego