

# TRANSLATION IN HEALTHCARE

## As a Health Plan, What's in it for You?

You know that translation plays a critical part in providing quality healthcare, but like many health plans, your organization may question how to best allocate resources and how to provide the highest-quality translations for the most reasonable costs.

In this report, we address some of these questions and concerns, and help to clarify the important role that thorough, accurate translation plays in providing comprehensive healthcare to California's residents.

### **"OUR ORGANIZATION DOESN'T HAVE EXTRA RESOURCES TO ALLOCATE TOWARD TRANSLATION"**

The truth is, as a health plan, your organization does not have the luxury of choosing to forgo translation of critical documents. Language access is mandated by federal laws and regulatory agencies, and failure to provide appropriate translation and interpretation can lead to regulatory noncompliance, medical errors, patient dissatisfaction and legal action. Translation is definitely an up-front investment, but it is one that will save health plans money and time in the long run. Choose your investment wisely and select a professional translation provider that can ensure you are receiving high-quality, culturally sensitive and accurate translations.

### **"WE HAVE OUR BILINGUAL EMPLOYEES DO OUR TRANSLATIONS"**

This practice is undesirable on a number of levels. When you use your bilingual employees to complete your translations, it can prove to be very costly in terms of encroaching on their time. This practice can also end up compromising their ability to focus on the jobs you've originally hired them for.

Most importantly, translations handled by nonprofessionals may not be accurately conveying your message and healthcare information. As with English, just because someone can speak the language does not necessarily mean that the individual is an excellent writer and accurate communicator of healthcare information. Our translators on the other hand, are professional, certified linguists who specialize in healthcare translations.

We also want to point out the potential risks involved in using bilingual employees: You will incur costs when inaccurate information is given to your members; this causes more confusion and uses up time and money. You may eventually lose LEP members if they feel they are being communicated to in an inaccurate, culturally insensitive way. In addition, inaccurate translation may inadvertently provide misinformation to LEP enrollees, resulting in compromised patient care, legal issues, and damages.

## **“NO ONE AT OUR ORGANIZATION HAS TIME TO SPEARHEAD TRANSLATION INITIATIVES”**

That's the beauty of working with Avantpage. Using our online translation management system and processes, we make completing translations convenient, fast and simple on your part. We will first assign you an account manager to help oversee your account and a dedicated project manager to handle all your projects. These folks do the work so that you don't have to!

Our process begins with a kick-off meeting to discuss your needs and priorities, then the ball is in our court. We will be in contact with you every step of the way from that point and will be handling and overseeing your translation projects from start to finish. Our goal is to make your customer experience as efficient, easy and productive as possible.

## **“THERE'S NO ROI IN TRANSLATION”**

Actually, there is an ROI with translation. Not only are you reaching out to a new, large and rapidly growing set of customers, you are also saving money and time by accurately communicating important health information to your LEP audience/customers. There will be less confusion on their part regarding the healthcare information they are receiving, the benefits they have and any issues that may come up. Legal issues regarding misunderstandings will be minimized as well through the use of accurate, high-quality translation. These factors will save your organization time and money -- resulting in a definite ROI for your translation efforts.

## **“WE ALREADY HAVE A TRANSLATION VENDOR ... WHY SHOULD WE SWITCH NOW?”**

If you are satisfied with your current vendor's quality and service, that's great. However, keep in mind that Avantpage is more than happy to provide a quote anytime so you can compare pricing and turnaround times. Here are some other factors to think about when considering translation vendors:

- Does your current vendor use translation memory (TM) tools and pass those discounts on to you?
- Do they use language glossaries and style guides to streamline the translation process for you?
- Do they have an online translation management tool such as AvantFlow to give you 24/7 access to your projects?

Avantpage has all of the above processes in place, and can work with you on ways to save money and simplify the translation process. We use state-of-the-art technology such as translation memory, and resources such as glossaries and style guides which all work together to ensure that your translations are done specifically to match your preferences.

## **“THERE’S NO WAY WE CAN TRANSLATE ALL OUR DOCUMENTATION INTO MORE LANGUAGES”**

Again, when you partner with Avantpage, we take on the complex end of the translation process so that you don’t have to. We are very experienced in working closely with our clients to help them complete their translations, no matter how complex or difficult a task it might seem. We can work within your budget, and start with your vital documents and a few of your priority languages. There is no need to do every threshold language if the costs are too prohibitive.

The beauty of consistently working with a translation services provider is that we get to know you as a client. We have all your preferences on file and when you want to translate more documents into more languages, it’s simple for us to add them. Rather than worrying about the time and costs translating into other languages, work with Avantpage and let us help you create a budget, set realistic priorities and translate into the languages that make the most sense right now for your specific audience.

## **“I DON’T KNOW HOW TO GET STARTED WITH THE TRANSLATION PROCESS”**

At Avantpage, we specialize in getting organizations new to the translation process started with a language assistance plan that is tailored to their needs, budget and timeframe. We have the experience to ensure that health plan information is translated accurately, swiftly and cost-effectively.

Our highly qualified translation teams of certified linguists are trained specialists in managed care threshold languages including Arabic, Armenian, Cambodian (Khmer), Chinese, Farsi, Hmong, Korean, Russian, Spanish, Tagalog and Vietnamese. Avantpage’s AvantFlow online translation management system, experienced project managers, translation memory tools and expert linguistic teams ensure that translation services consistently exceed industry standards and requirements.

## **ABOUT AVANTPAGE**

When you choose Avantpage, you are partnering with a specialized, highly qualified healthcare translation provider with extensive knowledge and experience in the industry. Our translations save you time and money, ensure you comply with regulations and help you connect in any language.

For more information on how you can tailor your services to meet the needs of your LEP patients, contact us today! Avantpage can offer suggestions, guidance and information for putting together a comprehensive, cost-effective translation program to help you communicate more effectively, increase your market share and secure new business.