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Introductions



Luis Miguel - CEO
Guiding Avantpage to help immigrant and LEP communities achieve their American Dream with translation services.




Joanna Oseman - Director of Business Development
Connecting a growing number of health partners with Avantpage's translation, localization, and technology experts.

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Today's topics

THE EFFECTIVE USE OF TRANSLATION ASSETS

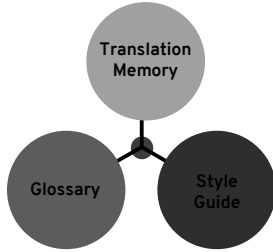
Improving quality, shortening delivery cycles, and lowering costs



- What is a translation asset?
- A discussion of 3 key assets
- The types of savings to expect
- False economies - the pitfalls of machine translation (MT)
- Open discussion

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Linguistic Assets



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Style Guide

A vital resource to conserve
your textual and visual
preferences in translation

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Royal Wedding - Dress Code

- ❖ Men must wear uniform (royals)
- ❖ Non-royals must wear morning dress
- ❖ Stockings required
- ❖ Hat required
- ❖ No wedges
- ❖ No white / cream
- ❖ Neutral nail polish
- ❖ Skirts to the knee



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Style Guide - What is it?

- ✓ Insight into your target audience
- ✓ Checklist of linguistic preferences
- ✓ Checklist of visual preferences
- ✓ A great internal and external resource

Tip: Include members of your organization's print/design team when creating your style guide.

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Creating a Style Guide

Personal Characteristics

1. What is the audience's age and gender?
2. In what kind of environment do they work/live? (e.g. young professionals renting apartment, suburban housewives, etc.)

Education

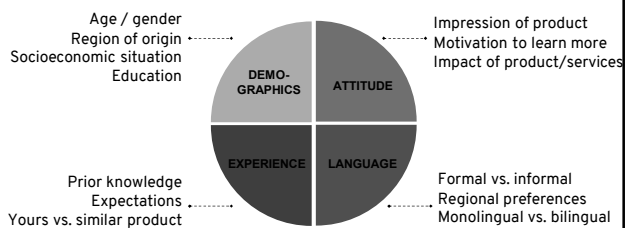
1. What is the audience's level of education?
2. What degrees, if any, has the audience obtained and in what fields?

Language

1. Does the audience know specialized terminology in the field associated with the product/services?
2. Is the audience monolingual (target language) or bilingual? What languages do they speak?

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Style Guide - Audience



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Style Guide - Linguistic Preferences

- Acronyms
- Overall tone
- Proper nouns
- Phrases / names that stay in English
- Active vs. passive voice
- Jargon vs. plain language
- Language preferences (ie. Simplified vs. Traditional Chinese)



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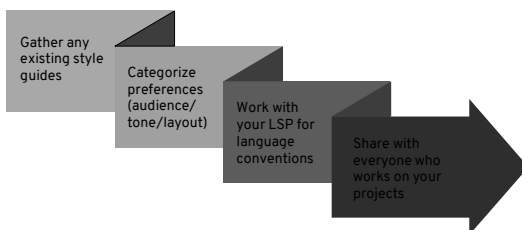
Style Guide - Visual Preferences

- Font type/size
- Capitalization
- Use of italics (or other formatting)
- Date and number formatting
- Punctuation
- Spacing
- Colors
- Flexibility of design

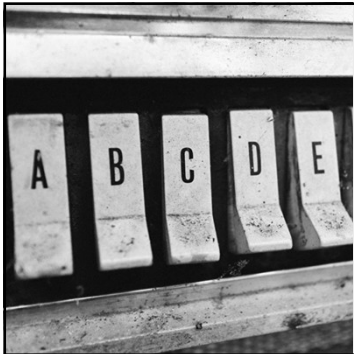


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Creating a Style Guide



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Glossaries

Ensuring the consistent translation of your most crucial terms

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Per un corretto servizio siete pregati di accendere l'aspiratore quando usate la doccia.

Grazie

For a proper service, please turn on the vacuum cleaner when using the shower.

Thank you


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Glossary - What is it?

A list of key words or phrases that appear commonly in your materials - translated into your core languages.

Italian	English
l'aspiratore	extractor fan
la doccia	shower

NOTE: Definitions can also be added to the glossary



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Glossary - What is it?

	A	B	C	D	E	F	G	H	I	J	K	L	M	N
	English						Spanish							
A	Abdomen						Abdomen							
	Abortion						Aborto							
	Abuse						Abuso							
	Ache						Dolor							
	Acid						Ácido							
	Acne						Acné							
	Acupuncture						Acupuntura							
	Acute						Agudo							
	ADHD - Attention Deficit Hyperactive Disorder						Trastorno por déficit de atención con hiperactividad							
	AIDS - Acquired Immunodeficiency Syndrome						SIDA - Síndrome de Inmunodeficiencia Adquirida							
	Allergies						Alergias							
	Alzheimer's Disease						Demencia progresiva							
	Anemia						Anemia							
	Ankle						Tobillo							
B	Back Pain/Backache						Dolor de espalda							
	Bacterial infection						Infección bacterial							
	Bed Rest						Reposo absoluto							

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Glossary - Why use it?

- ✓ Consistent translation of key words
- ✓ Great for words that vary regionally
- ✓ Integrates with Translation Memory tools
- ✓ Use to show terms that should remain in English

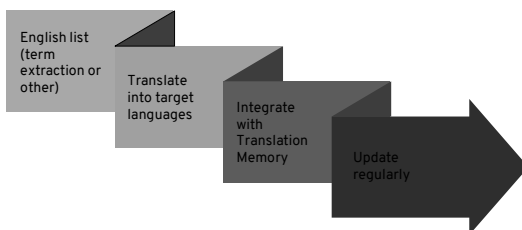
Remember: Glossaries only work when shared with everyone involved in your translations!



Words to avoid

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Creating a glossary

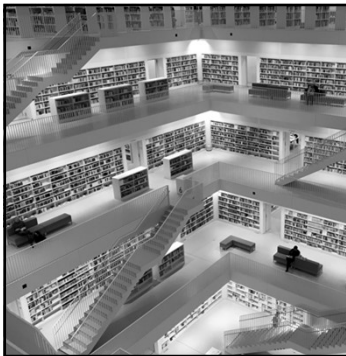


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Glossary - Best Practises

- Work with an LSP to build your glossary
- Review internally if possible
- Send to all providers / reviewers
- Spreadsheet format works best
- Update regularly with all stakeholders
- Invest - it's worth it, and it's yours to keep!

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Translation Memory

Savings that go beyond the
purse strings

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Translation Memory - What is it?

Translation Memory is:

a database of matching sentences that have been
previously translated for your organization.



Translation Memory is not:

the same as machine translation (MT) or
GoogleTranslate.



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How does it work?

- Every translation is saved in the Translation Memory
- Sentences from new documents compared against TM
- Identifies matches and similarities
- Displays as percentages
- Highlights differences for linguists
- Works in the background of a translation tool (CAT)



CAT = Computer Assisted Translation

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What it looks like - to you

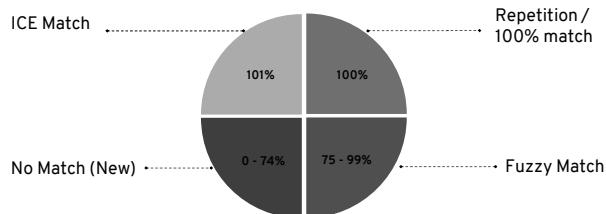
Broken down to
show how well
the sentences
match the TM

Translation			
CATEGORY	SOURCE WORD	PRICE	AMOUNT
ICE match	10116	0.042	424.87
Repetitions	34	0.042	1.43
100%	287	0.042	12.05
95-99%	14	0.070	0.98
85-94%	9	0.070	0.63
75-84%	12	0.070	0.84
No match	59	0.140	8.26
SUM TOTAL			\$ 449.06

Discounts have been
applied to repeated
content

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TM Breakdowns



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What it looks like - to your linguists

ID	January 22, 2016		January 23, 2016		Pass
	Source:	Target:	Source:	Target:	
10	January 21, 2016	Fully match 87% - negative	21 de enero de 2016		✓
	January 23, 2016	Fully match 87% - not agreed	24 de enero de 2016		✓
11	January 23, 2016	Fully match 83% - negative	23 de enero de 2016		✓
	January 23, 2016	23 de enero de 2016	23 de enero de 2016		✓
9	Rec. No. 861 (1) Medical record No. (2) (Cien No.)		Rec. No. 861 (2) Medical record No. (2) (Cien No.)		✓
	You may send this information to the Special Services Department at the following address:		Puede enviar esta información al Departamento de Servicios Especiales a la siguiente dirección:		✓
11	Leveraged match - negative	Puede enviar esta información al Departamento de Servicios Especiales a la siguiente dirección:	Leveraged match - negative	Puede enviar esta información al Departamento de Servicios Especiales a la siguiente dirección:	✓
	Leveraged match - negative	Puede enviar esta información al Departamento de Servicios Especiales (Special Services Department) a la siguiente dirección:	Leveraged match - negative	Puede enviar esta información al Departamento de Servicios Especiales (Special Services Department) a la siguiente dirección:	✓
13	You may also submit this information by fax to my attention:		También puede enviar esta información a mi atención por fax al		✓
	21 de enero de 2016		también puede enviar esta información a mi atención por fax al		✓

Source text displayed here,
sentence by sentence

Linguists check the suggestions,
and type their translation here

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Benefit #1 – no more manual work

- X highlighting changes
- X retyping the same instructions
- X searching for common terms

We care about your experience and would love to hear how satisfied you are with your current plan. Before completing our questionnaire, please remember that the questions relate to your experiences in the last month. For each response, choose a number on a scale of one to ten, where one is the least satisfied, and ten is the most satisfied.

When you have finished, please return by email to feedback@healthplan.org. If we have any further questions, we will contact you within 7 working days. Thank you for participating in our survey.

We care about your experience and would love to hear how satisfied you are with your current plan. Before completing our questionnaire, please remember that the questions relate to your experiences in the last 3 months. For each response, choose a number on a scale of one to ten, where one is the least satisfied, and ten is the most satisfied.

When you have finished, please return by email to feedback@healthplan.org. If we have any further questions, we will contact you within 10 working days. Thank you for participating in our survey.

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Benefit #2 – quality and consistency

- Identifies repeated sentences within a document.
- Identifies repeated sentences across previously translated documents.
- Looks for “fuzzy matches” as well as repetitions.
- Auto-populating approved translations.
- Allows multiple linguists to work on large documents.
- Glossary integration.

"Thank you for coming to our breakout session - we know it's the **end** of a long day and we're glad you're here!"

"Thank you for coming to our breakout session - we know it's the **beginning** of a long day and we're glad you're here!"

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Glossary - TM Integration

A Project Manager sets the project to use an organization's Translation Memory appropriate glossary. As linguists work, they see glossary terms highlighted as they appear.

No.	English (USA)
1	RE: Correction to 2020 Renewal information.
2	Dear {1},
3	We recently mailed your 2020 Member Rate and Benefit Update packet.
4	We're reaching out to let you know that the 2020 premium printed in your renewal letter has changed.
5	Your 2020 premium is lower than what was previously noted.

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Benefit #3 – reduces translation time



FAST QUOTES

Words are counted quickly and accurately, with any savings calculated by the tool.



AUTO-POPULATES

Text identified from the TM/glossary is placed in the translation tool before work begins.



TRANSLATE ONCE

No need to translate multiple times, or spend time searching for previous versions.



MULTIPLE LINGUISTS

Editors and proofreaders use the TM, and large text can be split among teams of translators.



And with a clear style guide, no more back and forth about project instructions.

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Benefit #4 – cost savings

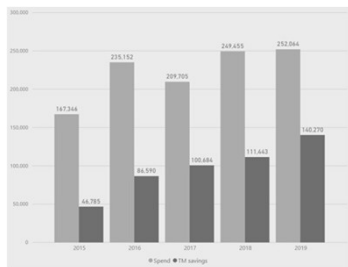
Total without TM Savings: \$ 38,964.42
Total TM Savings: \$ 10,807.41
Quote Total: \$ 28,157.01

Total without TM Savings: \$ 3,525.12
Total TM Savings: \$ 2,133.01
Quote Total: \$ 1,392.11

Total without TM Savings: \$ 172.20
Total TM Savings: \$ 26.85
Quote Total: \$ 145.35

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Benefit #4 – cost savings



Savings increase year on year as the Translation Memory grows

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Pitfalls of Machine Translation



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Pitfalls of Machine Translation

TM \neq MT

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Pitfalls of Machine Translation

X	No context / nuance	X	No research
X	Not reliably accurate	X	No regional variance
X	Privacy concerns	X	No linguistic assets

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Recap



A powerful trio of tools to enhance your messaging and improve the user experience for all members

Style guides - Glossaries - Translation Memory

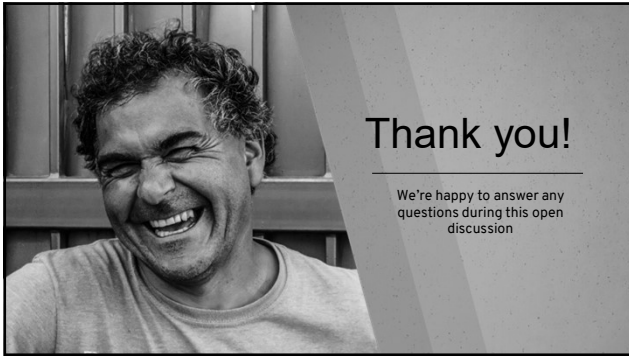
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In conclusion ...




Best results come from combining technology with human expertise. The investment is worth it.

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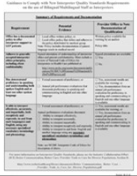
LANGUAGE ASSISTANCE RESOURCES

ICE CULTURAL AND LINGUISTICS (C&L)
SERVICES TEAM

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POLLING QUESTION



**Have you seen the document entitled
Guidance to Comply with New Interpreter
Quality Standards Requirements on the use
of Bilingual/Multilingual Staff as Interpreter?**

1) Yes
2) No
3) Not Sure

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**ICE C&L SERVICES TEAM
NEW RESOURCES**

Guidance to
Comply with New
Interpreter Quality
Standards

Guidance for
Gender Inclusive
Language

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ICE C&L SERVICES TEAM
RESOURCE MAINTENANCE

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Industry
Collaboration
Effort

Health Plan Threshold Language List

Health Plan Interpreter Contract List for Providers

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ICE C&L SERVICES TEAM

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Effort

Training Update

Training for Cal
MediConnect (CMC) and
Medi-cal

Coming in 2020

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ICE C&L SERVICES TEAM

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Resources in Approved Library

Cultural & Linguistic Services Team

- ILWIC Language Assistance Program
- Health Plan Interpreter Contract Information
- ICE Cultural Competency Provider Training Presentation
- ICE Cultural Competency Training Modules
- ICE Interpreter Quality Standards

Cultural and Linguistic Provider Toolkit

Title	File Size	Upload Date
Better Communication, Better Care - Provider Tools to Care for Diverse Populations	279 KB	10/12/17
Guidelines for Gender-Inclusive Language, ICE Approved	49 KB	11/10/2019
Interpreter Quality Standards, Guidelines 3/25/18	138 KB	12/10/2018
Language Proficiency Assessment Resources 3/25/18	288 KB	12/10/2018

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Resource Links

- Guidance to Comply with New Interpreter Quality Standards Requirements on the use of Bilingual/Multilingual Staff:**
<https://www.iceforhealth.org/library.asp?sf=&scid=1284#scid1284>
- Guidance for Gender Inclusive Language:**
<https://www.iceforhealth.org/library.asp?sf=&scid=1284#scid1284>
- Better Communication, Better Care: Provider Tools to Care for Diverse Populations:**
http://www.iceforhealth.org/library/documents/Better_Communication_Better_Care_-_Provider_Tools_to_Care_for_Diverse_Populations.pdf



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THANK YOU!

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