

TRANSLATION TIPS

QUARTERLY DISCOUNT PROGRAM*

We are currently offering a 10% discount off the per word rate for all Website Translation services. This is your opportunity to have multilingual web content and expand your range of website traffic. Say you saw it in the *Translations Tips* newsletter!

**Discount good on projects completed and paid by June 30, 2006.*

ABOUT US

aiaTranslations is a leading global supplier of innovative language translation services. More information on our services can be found on our website at aiaTranslations.com. Free cost and turnaround estimates are available by contacting us at (908) 735-8577.

ENSURING ACCESSIBILITY IN CLINICAL STUDIES

It is the policy of the NIH that women and members of minority groups and their sub-populations must be included in all NIH supported biomedical and behavioral research projects involving human subjects, unless a clear and compelling rationale and justification is provided that inclusion is inappropriate with respect to the health of the subjects or the purpose of the research. This policy results from the NIH Revitalization Act of 1993 (Section 492B of Public Law 103-43).

Adhering to this policy often requires translation of study-related documents to ensure accessibility of information to non-English speaking people who may wish to be included in a clinical trial. Because different cultures adopt different values and norms, often the mere linguistic translation of an instrument is not sufficient. Translated documents must also be appropriately adapted for the target culture.

A good translator is aware of these issues

and can produce final documents that are both linguistically accurate and culturally appropriate.

There are other compelling reasons to translate research instruments when studying diverse populations. Researchers who take the time and effort to translate instruments increase the reliability and validity of their assessments of diverse populations and improve completion rates by demonstrating an interest and sensitivity to other cultures.

Clinical trials with international sites require consistent and accurate language translation but US-based clinical trials need to translate study instruments and patient retention initiatives in order to capture broad representation. In the US, there are at least 176 languages spoken. The most widely used languages, beyond English, are Spanish, Chinese, French, German, Tagalog, Vietnamese, Italian, Korean and Russian. While translation can represent a large investment, accessibility is a rewarding outcome.

OUR OBJECTIVE

Our goal is to provide translation service buyers with up-to-date information on the industry. Armed with this information, buyers can make the best decisions about the type of services they need and how to elicit the end product that they require. If you have any suggestions for topics you would like to see in this quarterly newsletter, please contact our editor at tips@aiatranslations.com. If you would like to be removed from our mailing list, please send an email to the same and your request will be promptly processed.





TRANSLATION TIPS

A buyer's guide for translation services

aiaTranslations

Atkins International Associates, Inc.

Phone: 908-735-8577

Fax: 908-735-2277

www.aiaTranslations.com

ISSUE 1, VOLUME 2

Second Quarter 2006

KNOW THE LINGO: CERTIFICATE OF ACCURACY

A certificate issued by the translation agency that certifies the accuracy of the translation to its source document.

AGENCY STAFF TURNOVER ON LONGTERM PROJECTS

Turnover is always an issue. Perhaps nowhere is it as sensitive as in the language translation field. Continuity of project management is an asset that cannot be ignored when assessing the value of the product being delivered by your translation agency. While translation glossaries, memories and software can help with consistency of language, it is undeniable that human management is essential in making sure that these technologies and the translators that use them, are applied with continuity.

We must also look beyond project management to the translators themselves. While your agency project management must release translators that are not producing at a level that they should, they also need to be able to retain those transla-

tors who add value for the client. This is an area in which the client does not have much control—other than providing positive feedback that the agency must then communicate to the translators. Talented, professional translators are retained not only by the quantity and quality of the work they receive from an agency, but also by the business practices of the agency itself. Payment terms and reliability, support, feedback and accessibility are all positive traits for an agency. And while you probably cannot directly ask a translator how they like working for their employer, you can assess turnover at the project management level and decide whether or not it impacts the projects that you do with your agency. And while it may seem to you that all of your projects are independent of each other, you need to feel that your company's strategy and image are being consistently communicated regardless of the language.

