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Press Release

Leading Language Provider Launches Blog

aiaTranslations blogs on the impact of language and culture on global healthcare

Clinton, NJ – July 15, 2009 aiaTranslations has launched a new blog to address the impact of language and culture on global healthcare.

In a time when all eyes are on the business of healthcare, aiaTranslations is maximizing its core competency to discuss the impact that language and culture has on issues like patient compliance and education. Patient compliance has been identified as one of the leading causes of rising healthcare costs in the United States and around the world. Top advisors in the field agree that patient education programs improve healthcare delivery and lower costs. aiaTranslations works to ensure that these important issues are communicated across languages and in diverse care settings.

aiaTranslations has been a leader in multilingual patient communications for over a decade and collaborates with some of the world's largest healthcare communications agencies and pharmaceutical companies to adapt their patient education programs for use in worldwide markets.

The blog content is written by the AIA medical writing staff, lead by Sherry Dineen. Topics include culture's impact on fitness levels, communicating prescription risk to diverse populations, and language barriers in pharmacies. New articles are posted on a weekly basis. The AIA blog can be found at www.aiaTranslations.blogspot.com.

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aiaTranslations is the leading global provider of translation services for the life sciences industry. aiaTranslations is a full service agency that provides high-quality language services that reflect the scientific knowledge and cross-cultural adaptations required in the global pharmaceutical and healthcare fields.

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Atkins International Associates, Inc. is a global provider of translation and interpreting services, worldwide relocation assistance, and language and cross-cultural training for individual and corporate clients.