

Media Contact: Sherry Dineen
Phone: 908.735.8577 extension 12
Fax: 908.735.2277
sherry.dineen@atkinsinternational.com

Atkins International Associates, Inc.
54 Old Highway 22
Suite 302
Clinton, NJ 08809



Press Release

aiTranslations Launches Life-Sciences Website

New website focuses on global patient communication

Clinton, NJ – August 17, 2009 aiTranslations has launched a new website, www.aiaLifeSciences.com, dedicated to increasing understanding of how language translation and cross-cultural adaptation impact communications with the global patient.

The new website focuses attention on the following areas of the life-sciences industry: clinical trial patient recruitment and retention, patient education and outreach, multicultural marketing, market research, disease awareness, and eMarketing. Each of these areas are a gateway for delivering vital healthcare information to patients, their families, and caregivers.

As a leader in multilingual patient and physician communications for over a decade, aiTranslations understands that providing clear and accurate healthcare information is essential for both marketing success and patient safety. Reaching the global patient, however, requires not only speaking in a patient's primary language, but in a culturally relevant voice as well.

While collaborating with some of the world's largest pharmaceutical companies and communication agencies, aiTranslations has built a solid reputation for delivering the highest quality life-sciences specialized multilingual and multicultural services in any format.

To find out more information about how to reach the global patient with your message, visit www.aiaLifeSciences.com or www.aiaTranslations.com under Life Sciences.

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aiTranslations is the leading global provider of translation services for the life-sciences industry. aiTranslations 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.