



GETTING TO TRANSLATION QUALITY & EFFICIENCY

Carolyn Wang Kong, Practice Leader for Language Access

Fast Facts About Kaiser Permanente (KP)

- Founded in 1945
- Headquartered in Oakland, California
- ~ 8.7 million members (6.6 million in CA)
- ~160,000 employees
- ~14,000 physicians
- 32 hospitals
- 421 medical office buildings



Kaiser Fresno Medical Center

Context: Translation Needs in KP California

- Approximately 11% of membership prefer to communicate in a non-English language
- Top non-English written languages preferred – Spanish & Chinese
- 20+ departments require reactive and proactive translation of a variety of documents (newsletters, notices, letters, etc.)
- Multiple regulations requiring translation of vital information

Approach: Where Did We Start?

- Develop quality standards for translation
- Set up infrastructure to support standards
- Develop workflow processes based on standards
- Communicate standards and processes (again, differently and again)

Quality Standards for Translation

Per SB 853, health plans must implement standards to ensure that translations of vital documents meet the same standards required for English documents. As an organization, our internal standards include:

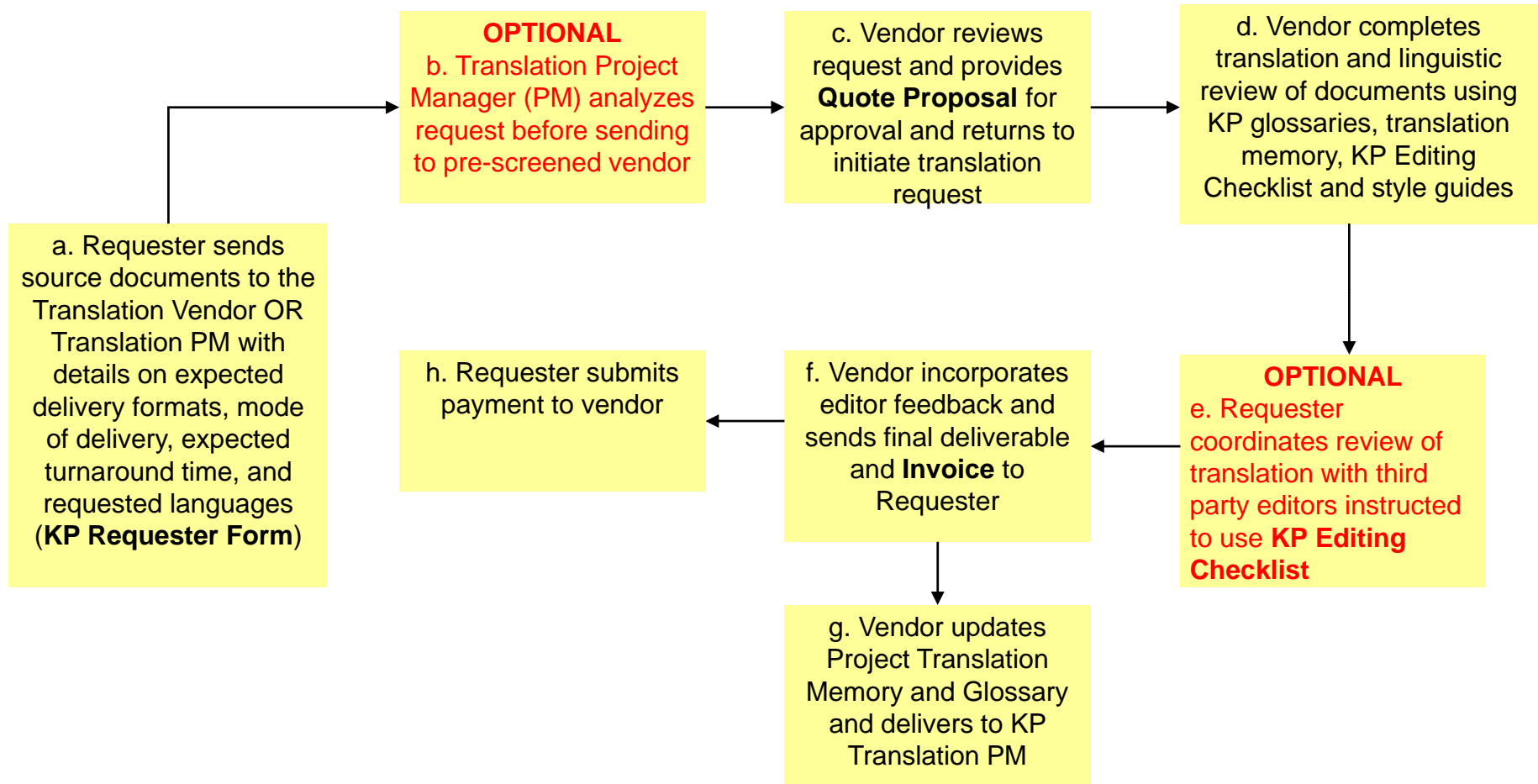
- General Quality:
 - English meaning is maintained in translation
 - Tone, style, brand adherence, cultural appropriateness
 - Reading level
- Linguistic accuracy
 - Completeness of target text
 - Accuracy and consistency of terminology
 - Grammar and spelling
- Style/layout
 - Uniform fonts
 - Accents
 - Text direction and alignment
- Graphics/images

Translation Infrastructure Supports Standards

A comprehensive infrastructure was required to ensure that standards were successfully employed in developing and reviewing translated content. This infrastructure included:

- Dedicated **Project Manager** to direct translation services function
- **Preferred vendors** committed to using our infrastructure tools and processes in performing translation
- **Editors and proofreaders** with extensive experience and knowledge of KP brand standards
- Use of **Translation Memory** to leverage previously translated content
- Use **KP Chinese and Spanish Style Guides**
- Use of **KP Glossary of Terms** to ensure consistency in terminology used

Translation Workflow Process (Generic)



Communication:

Benefits of a Centralized Translation Infrastructure

Advantageous Pricing that is based on:

- Transparency
- Tiered volume

Establishes statewide standards for quality translation through use of:

- KP Glossaries for Spanish and Chinese
- KP Style Guides for Spanish and Chinese
- KP Editor/Reviewer Checklist

Increased Efficiency through implementation of:

- Translation Memory
- Discounted pricing for repeat words
- Cost Sharing to initiate organizational compliance