



Reduce Costs & Maximize Efficiencies in Global Clinical Programs

Translation Memory in the Cloud and Translated Text Reuse Generate Greater Efficiencies for Sponsors

The ability to collect patient-reported data electronically has enabled sponsors to consider almost every global region for suitable patient populations. Until recently, a considerable portion of savings earned from operating global trials in emerging markets had been offset by the costs of additional translations and localizations. By using Translation Memory (TM) in the Cloud by Lionbridge Life Sciences, sponsors have a safe and convenient way to share and re-use translated electronic diaries (eDiaries) and questionnaires from prior studies.

TM in the Cloud is provided by Lionbridge Life Sciences, a key partner of PHT Corporation who collects patient-driven eData. Together PHT and Lionbridge have supported 600+ global clinical trials spanning 26 countries and 77+ languages. Sponsors gain from their synergistic support of global clinical trials through their collaborative infrastructure, translation processes, and ISO Certifications.

Translation AND Localization Are Critical for Global Clinical Studies

Translation and localization of eDiaries and questionnaires are fundamental to the success of every clinical program. Patient questionnaires must be reviewed in detail and culturally adapted, with translations linguistically validated. Some countries, such as India, require myriad translations (as shown in the list featured to the right).

An eDiary or questionnaire must have equivalence of construct value for each culture; a simple translation may not be adequate. Only with full linguistic validation and cognitive debriefing can equivalence be proven.

Time & Cost Advantages to Clinical Trials

Prior to cloud computing, Translation Memory was segmented and stored separately, requiring translators to access data in silos. Translator access was impeded since each TM unit of documents, marketing and software required a separate login. The advantages of TM were overshadowed by inefficient access and the inability to share live transcriptions.

Translated Indic Languages

- + Bengali
- + English (India)
- + Gujarati
- + Hindi
- + Kannada
- + Malayalam
- + Marathi
- + Punjabi
- + Tamil
- + Telugu
- + Urdu

Some countries such as India, require myriad translations.



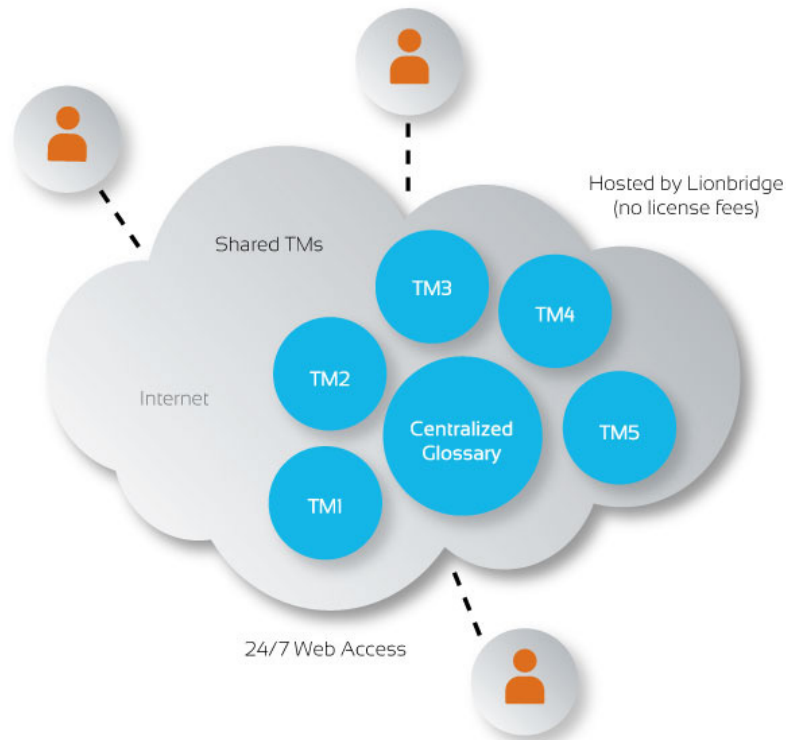
Lionbridge was one of the first companies to provide TM in the Cloud for eClinical; PHT Corporation has leveraged these efficiencies for 600+ global studies. With TM in the Cloud, software and linguistic assets are hosted on remote, web-enabled servers that linguists access via a web browser. Translators can:

- + Access TM 24/7
- + Work on Windows, Mac OS, Linux, IOS- and Android-based mobile devices
- + Share TMs among multiple linguists
- + Leave software maintenance to the server

Editors and reviewers can work on a document that is still in transition, which adds to the efficiencies, saving translation time and sponsor budgets.

"We're delighted with the efficiencies that Lionbridge TM in the Cloud has provided for eDiary and questionnaire translations and localizations. Cloud access and re-use of text, combined with our collective ISO processes, deliver greater value to sponsors and CROs collecting electronic clinical outcome assessments worldwide."

*Sheila Rocchio MBA
VP Marketing & Product
Management
PHT Corporation*



Linguists translating eDiaries and questionnaires for PHT share TMs with 24/7 Cloud Access.

About Lionbridge Life Sciences

Lionbridge Life Sciences is the leading provider of language services to medical device developers, pharmaceutical and biotechnology companies, and CROs. For more information, please visit www.lionbridgelifesciences.com.

About PHT Corporation

PHT Corporation helps pharmaceutical companies and CROs conduct clinical trial programs with greater confidence, ease and accuracy. For more information, please visit www.phtcorp.com.