

Navigating Translation and Localization in MedTech: Challenges and Solutions

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Overview

- Introduction to Medtronic and Global Translation and Localization
- Translation and Localization Workflows at Medtronic
- Challenges
- Solutions



Medtronic

Meet
Medtronic





Who

Global Translation and Localization (GTL) is the in-house translation and localization provider for Medtronic.



What

200M

words delivered per year

Responsible for

100%

of all translations at Medtronic

>120+

language combinations



How



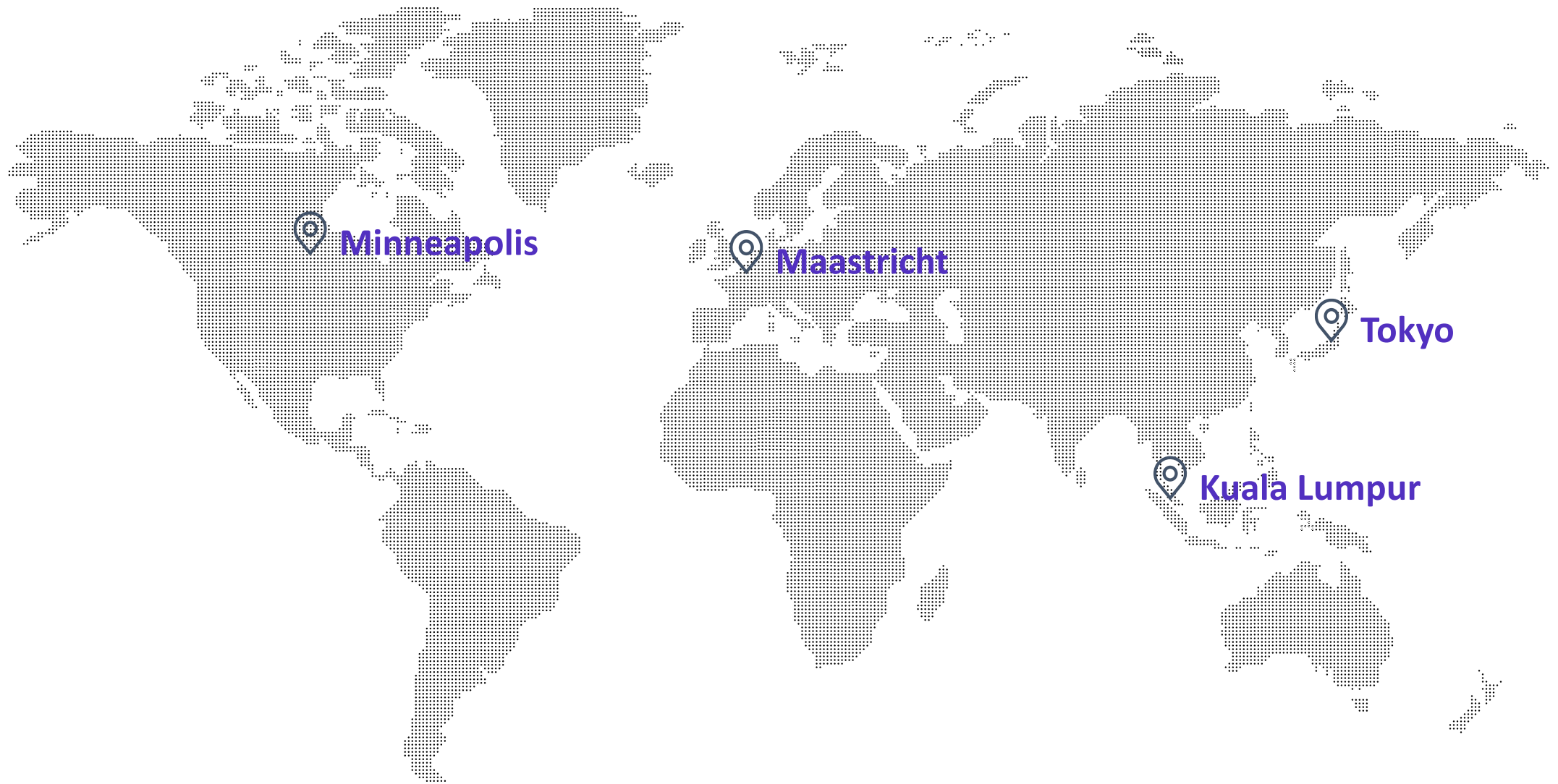
Technology and tools



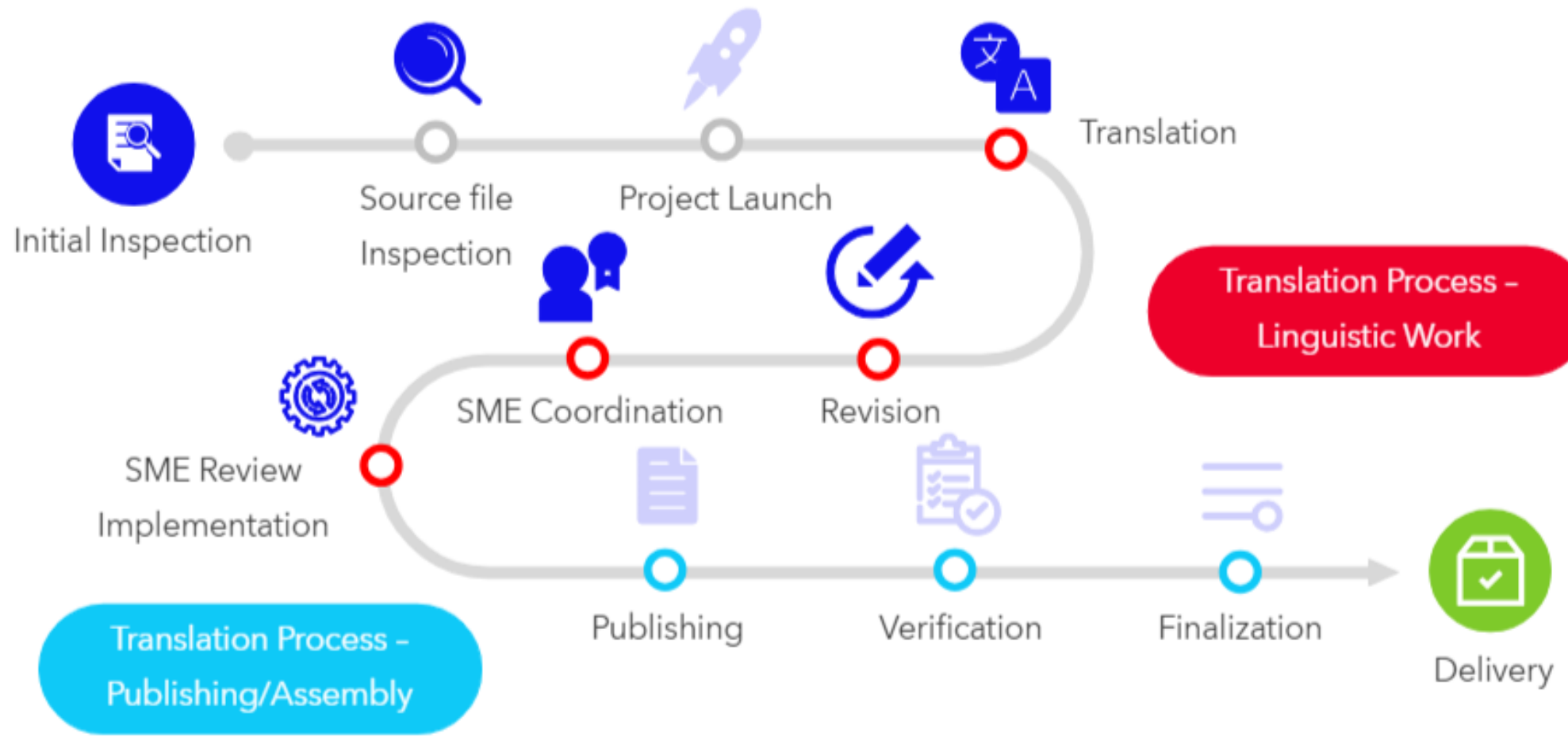
Partnerships



Quality



GTL translation workflow





SME reviewers

Revisors

- Changing 1 word or comma:
 - Creates work for 100+ people
 - \$\$\$
 - Calendar time
 - Opportunity for error in 35+ languages
 - Affects multiple documents and geographies



Translators

Localization Project Manager

Localization Publishing Specialist

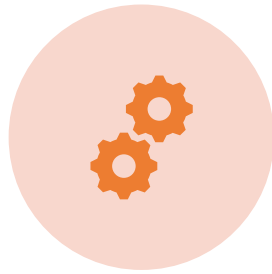
Tech Comm Writer



Main challenges for GTL



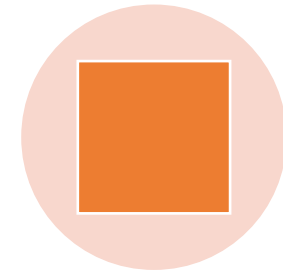
LINGUISTIC
QUALITY



MEDTRONIC
SYSTEMS



SOURCE
DOCUMENT ISSUES



TIMELINES



Challenge:
Linguistic
Quality

How can GTL ensure consistently high quality in translation across all Medtronic portfolios?



Solutions to ensure linguistic quality

**Extensive
qualification process**

**Glossaries and style
guides**

**Two-step translation
process**

**Quality Assurance
(QA) checks**

**In-country Subject
Matter Expert (SME)
review by a
Medtronic employee**

**In-context reviews
for software**

**Quality monitoring
by Language Leads**

Linguist Quality Monitoring



Localization Project Managers (LPMs) report any issues to LLs



GTL Quality runs a quality report every week to check for errors in current project work



Language Leads (LLs) run quality monitoring reports every 6 months for each freelancer to ensure that processes are followed

Challenge: Medtronic System

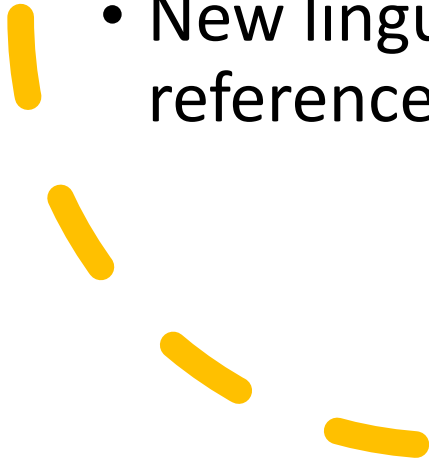
Medtronic has a proprietary content management system (CMS) called MAPS XD. This system is unique to Medtronic, and the intention is for all operating units to migrate to MAPS XD.

How can GTL ensure linguists are confident working in a system that is only used at Medtronic?





Solution: linguist training and reference materials

- After several major issues in MAPS XD projects, GTL identified the main issue as a lack of linguist training and quick reference materials.
 - GTL is currently working on expanding the linguist MAPS XD training to become an interactive training, rather than documents the linguist reads.
 - New linguist reference materials have been created for linguists to reference during project work.
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Challenge: timelines



Medtronic product release timelines are often tight, which require quick translation turnarounds. Additionally, there are often quick-turn translations required for reporting issues to federal agencies or if bugs are discovered in the software.



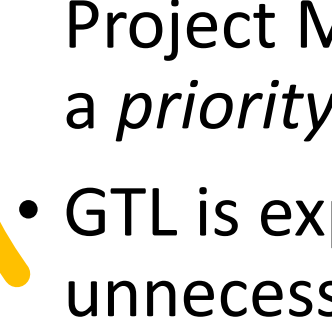
GTL processes are not always the most agile or flexible.



How can GTL meet tight timelines without sacrificing quality?



Beating the clock: project timeline solutions

- GTL uses a “follow the sun” mentality: LPMs and linguists are located around the world.
 - Education on the client-side on GTL processes helps Medtronic teams understand the translation process.
 - GTL Program Managers work closely with Technical Communication Project Managers to understand what is truly an *urgent* project versus a *priority* project.
 - GTL is exploring several new workflows and models to reduce unnecessary steps in the translation process.
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Challenge: Source document issues

Issues with source documents can lead to project delays and rework during translation. Issues can include errors in source data, ambiguous text that leads to translation errors, or content that isn't accepted by all countries.

How does GTL work with Technical Communications to ensure source documents are ready for translation?



Solutions: Source document issues

- Source reviews
 - Style guides
 - MAPS XD to ensure consistency
 - Writer education, such as Writing for a Global Audience
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Writing for a Global Audience

- Fastest growing training in GTL
 - Writing for Technical Writing
 - Marketing and Corporate Communications
 - Publishing for a Global Audience
 - Writing for Machine Translation
- 