

Do It Yourself

LANGUAGE ACCESS



*Strategies for Providing
Affordable Translation for your
Limited English Speaking Clients*

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Thanks for signing up for this free eBook! Before we begin, let me introduce myself.



I am Stacey Brown-Sommers. I am the Managing Director/CEO of Mindlink Resources, LLC. We operate from just outside of Portland, Oregon in the beautiful Columbia River Gorge.

My interest in languages and cultures goes back to High School when I had a French pen pal. I used to write to her in my broken French and she would reply in her broken English (although her English was far superior to my French).

I continued to take French courses through my undergrad degree and had an opportunity during college to study Italian in Northeast Italy. I know first-hand the challenges around language learning, comprehension, and getting the message across.

My early career was spent in the technology industry where I became passionate about software Quality Assurance. In 2011, I started Mindlink with the idea that we could apply the concepts of Software Testing to Translation and Localization Testing and make language quality accessible to everyone with a website. It's a big goal!

This guide will share some of the things my team and I have learned in the past six years on what you can do to improve your user experience, regardless of their language.

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Introduction to Language Access

If you are providing any service to the public as a health service, non-profit, small business, or government agency, you know how important it is to make your content accessible to anyone.

Converting critical documents into languages spoken in your area is not just a great way to support your community, in some cases, it's required by law.

If you are considering translating your content, this guide will help you figure out the steps to create quality affordable documents in any language.

Learn more about Language Access here:

<https://nccc.georgetown.edu/features/language.html>

What Languages Should I Translate?

Fortunately, depending on your industry, there are some guidelines to give you the best idea on selecting the languages that will have the best impact for your target audience.

In some cases, when 5 or 10 percent or 1,000 of a population group that you provide services to speak a language other than English (Limited English Proficient(LEP)), you must provide language access services. It is important to remember to check with your state because each state may have its own rules about when you must provide translation and interpretation services. For more information see the Guidance at: <http://www.lep.gov>

What Should I Translate?

The goal for your translation strategy may vary. However, to achieve complete access for your LEP clients, users should have the ability to engage fully with your product or service in their native language. So, look at your system and identify the critical documents/online content.

The following is a list of documents that you may consider translating:

- Applications;
- Consent, grievance, appeal, and complaint forms;
- Correspondence containing information about eligibility and participation criteria;
- Notices pertaining to the denial, reduction, modification, or termination of services, benefits, non-payment, and/or coverage;
- A plan's explanation of benefits or similar claim processing information;
- Rebate notices;
- Notices advising individuals of the availability of free language assistance;
- Summary of benefits and coverage disclosures;
- Formulary drug lists;
- Provider directories;
- The policy, insurance contract, evidence of coverage, or similar legally-required document; and
- Documents that require a signature or response from the qualified individual, applicant, qualified employer, qualified employee, or enrollee.

Set up Workflow for Affordable Translation

When establishing your strategy, having a plan for will allow you to provide quality translations while still managing your budgets.

The following steps are required for almost all types of translation:

1. Select Team

It may seem like good linguists are hard to find. Fortunately, we have solved the problem of finding qualified linguists with the experience you need. By subscribing to "LinguistLink.net", you can connect to qualified linguists for almost any project.

Using [LinguistLink](#)

Once you're set up in LinguistLink, you will be connected to talented linguists who support the languages you need. You can set up a project and propose to qualified resources. **You can rest assured that the linguists are qualified and have the proper tools available to them for the translation of your website.** Have your own linguists? That's cool, LinguistLink will help you manage all your translation projects. [Schedule a demo](#) with me right now and I'll show you how it works.

2. Translate File

Machine Translation

The temptation to use [machine translation](#) tools like "google translate" to convert documents into languages is strong. Google supports 140+ languages and can be helpful in sharing the gist of your message.

However, the quality of the output is lacking and if "access" is your goal, this method will not be effective.

Instant Translation

As an alternative, Mindlink, with our partner, Wordbee, provides an "[Instant Translation Module](#)". **This feature allows us to combine tools like google as well as access a database of terms and glossaries to help the translation more accurate.**

It can be very effective to use [Instant Translation Module](#) + [Post Editing](#) by a human editor (selected in step 1). It's a great way to translate shorter documents and forms.

Learn more about how using Mindlink's Instant Translation can provide a fast, cheap, and easy solution to provide Language Access. [Click here.](#)

Submit Order for [Translation, Edit, and Proofread](#)

For longer and more complex documents, you will need to have the document [translated](#) and edited using a [CAT tool](#) and then proofread in the final format. This is easily done by submitting an order.

3. Share

Once your documents are translated, it's time to share them with your target audience!

Using the tools and processes mentioned, you will be able to remove the language barrier and communicate with your clients in their native language.

Terms to Know

Computer-Aided Translation (CAT)

Translation made with a tool that provides tools to aid in providing quality translations. Our CAT Tool of choice at Mindlink is "WordBee Translator".

Instant Translation Module

The instant translation module is a good way to save time and money. The Google Translate engine is integrated into the module. This allows you to use your Translation Memory to translate commonly used terms in your documents and then Google will fill in the gaps. You can then easily assigned to a human for post editing.

Limited English Proficiency (LEP)

Limited English proficiency (LEP) is a term used in the United States that refers to a person who is not fluent in the English language, often because it is not their native language.

Localization

Localization (also referred to as "l10n") is the process of adapting a product or content to a specific locale or market.

Machine Translation

Machine Translation is translation carried out by a computer.

Post Editing

Post-editing (or postediting) is the process whereby humans amend machine-generated translation to achieve an acceptable

final product. A person who post-edits is called a post-editor. The concept of post-editing is linked to that of pre-editing.

Translation

Translation is the communication of meaning from one language (the source) to another language (the target). Translation refers to written information, whereas interpretation refers to spoken information.

Translation Memory

A translation memory (TM) is a database that stores "segments", which can be sentences, paragraphs or sentence-like units (headings, titles or elements in a list) that have previously been translated, in order to aid human translators.

Need More Information?

If you are interested in learning more about Localization, here are a few articles you might find interesting:

[Human translations](#)

[When to use google translate](#)

[Affordable Translation in 5 Easy Steps](#)

Schedule a Free Consult

Call or email me directly to schedule a free consultation. I'm happy to look at your website and help you develop a plan. 360-254-7711 or stacey@mindlinkresources.com.