

Global Pharmaceutical Company Expands European Presence

Customer Success

Overview

This global pharmaceutical company is focused on advancing the treatment of critical care patients through the delivery of innovative, cost-effective medicines to the worldwide hospital marketplace. The Company markets a set of cardiovascular drugs in the United States and other countries for use in patients undergoing coronary angioplasty, and for the reduction of blood pressure when oral therapy is not feasible or not desirable. The Company is publicly traded on the Nasdaq exchange and employs approximately 500 professionals.

Business Needs & Objectives

The company was in the process of hiring local sales teams to introduce a cardiovascular drug in Italy, Germany and France. Their elaborate and highly technical training materials to prepare the new sales teams for this first-time introduction were only available in English.

Solution

Magnum Group translated 5 modules into Italian, German and French on an accelerated delivery schedule (over 525,000 words across three languages) within a couple of months. These modules included one full chapter on EU compliance as well as tests of knowledge obtained by studying the materials. To date, Magnum Group provides continuous updates of these materials written by a team of cardiologists and scientific medical writers. In order to ensure the correct translation of this highly technical and specific material, Magnum Group engaged a team translators, medical editors and doctors specialized in cardiology (all native speakers of the target languages with experience in cardiology), who worked hand-in-hand with the client's in-country reviewers. Services also included linguistic consulting, development of glossaries and indices, as well as extensive formatting in MS Word and embedded PowerPoint illustrations.

Return on Investment & Service Level Enhancements

Translating all the materials simultaneously into 3 languages minimized project management costs and sped up file delivery. Volume-discount was applied. By accessing 3 new markets, the client's ROI on the drug increased exponentially.

One result of the project is the successful achievement of EU compliance. The company's sales force teams and, through them, physicians and patients in Germany, Italy, and France now have access to cardiovascular drugs and can be trained in its proper use in their local language, resulting in stronger buy-in and reduced probability for error.