



Breaking Down Barriers — **The key role of** **localization in enhancing** **diversity in clinical trials**



A Little About Me



Jonathan Norman
Director, Localisation Services
YPrime

Disclaimer

All views expressed in this talk are my own and do not represent the views of YPrime as an organization.

Ensuring studies represent a wide range of populations is crucial for developing treatments that work for everyone.

A key component to reaching diverse populations, is speaking to them in their own language.

Translation Works: Pepsi and Coca Cola

CANADA

Here, it's Pepsi: Cola Wars, Culture and Quebec Market-Entry Strategy



BY TREVOR WILLIAMS

APRIL 29, 2022



Coke has a lot of work to do in the province.

Catalan (Spain)

English (United States)

French (Canada)

English (Canada)

Chinese (United States)

French (France)

Armenian (France)

Turkish (Germany)

English (Australia)

Spanish (United States)

Basque (Spain)

German (Germany)

Russian (Israel)

English (United Kingdom)

Navajo (United States)

Polish (United Kingdom)

Urdu (United Kingdom)

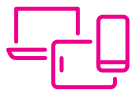
Vietnamese (United States)

Kurdish (Turkey)

Localization is not just down to translation providers.

Every stakeholder has a role to play.

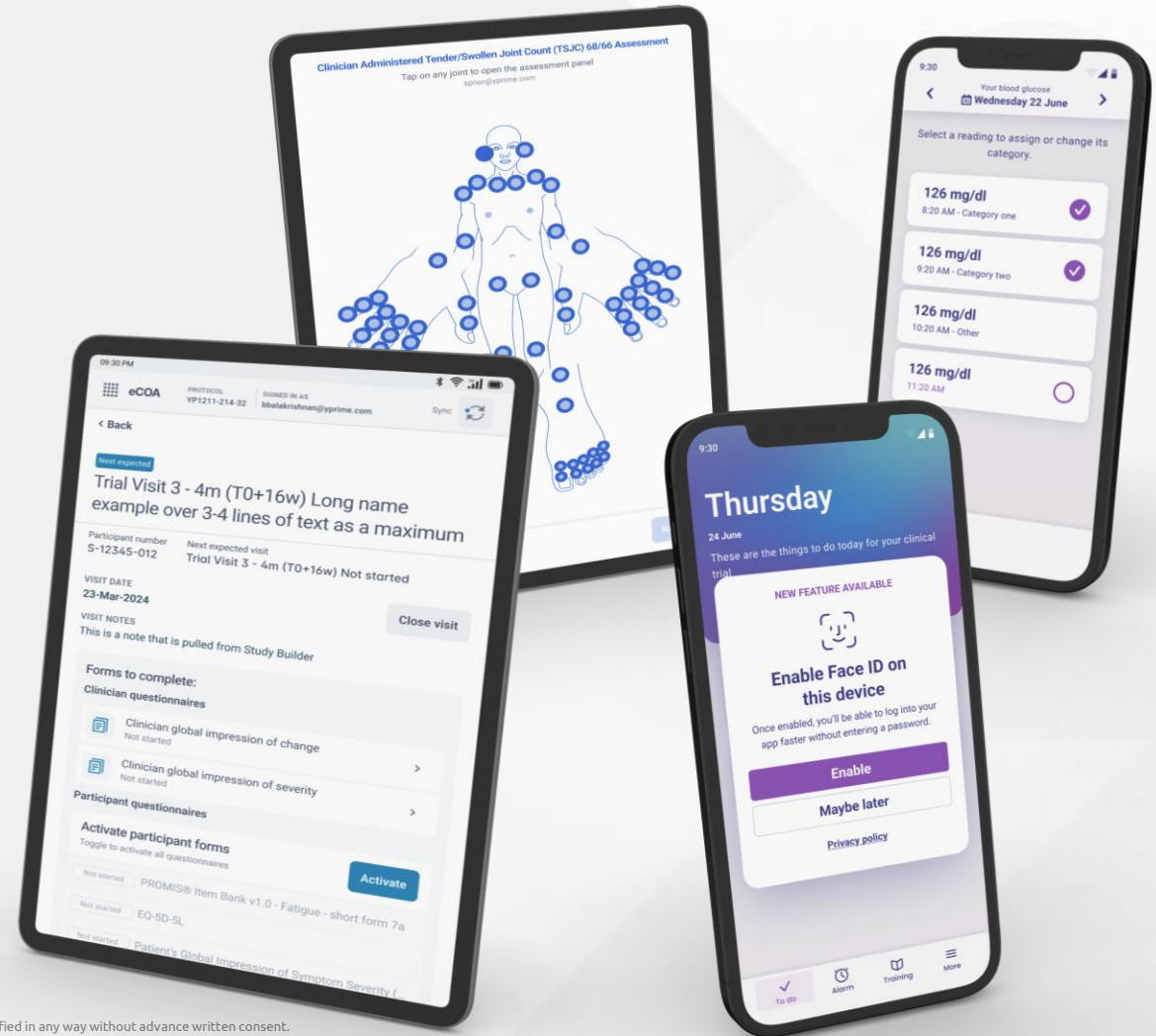
Technology Partners



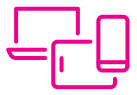
Language Support

Can your devices support more diverse language pairs?

- Characters
- Direction
- Diacritics
- Fonts



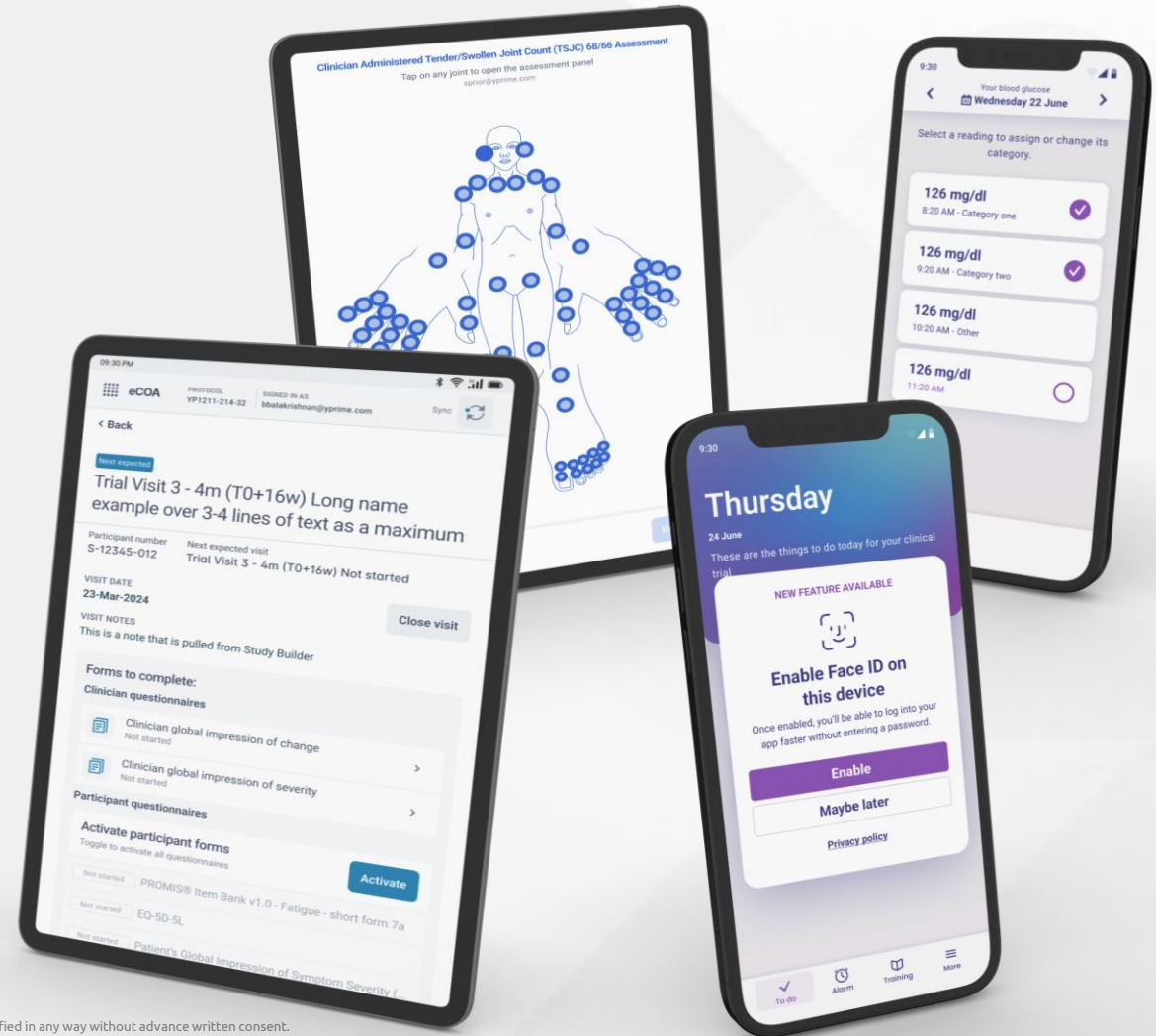
Technology Partners



Platform Translatability

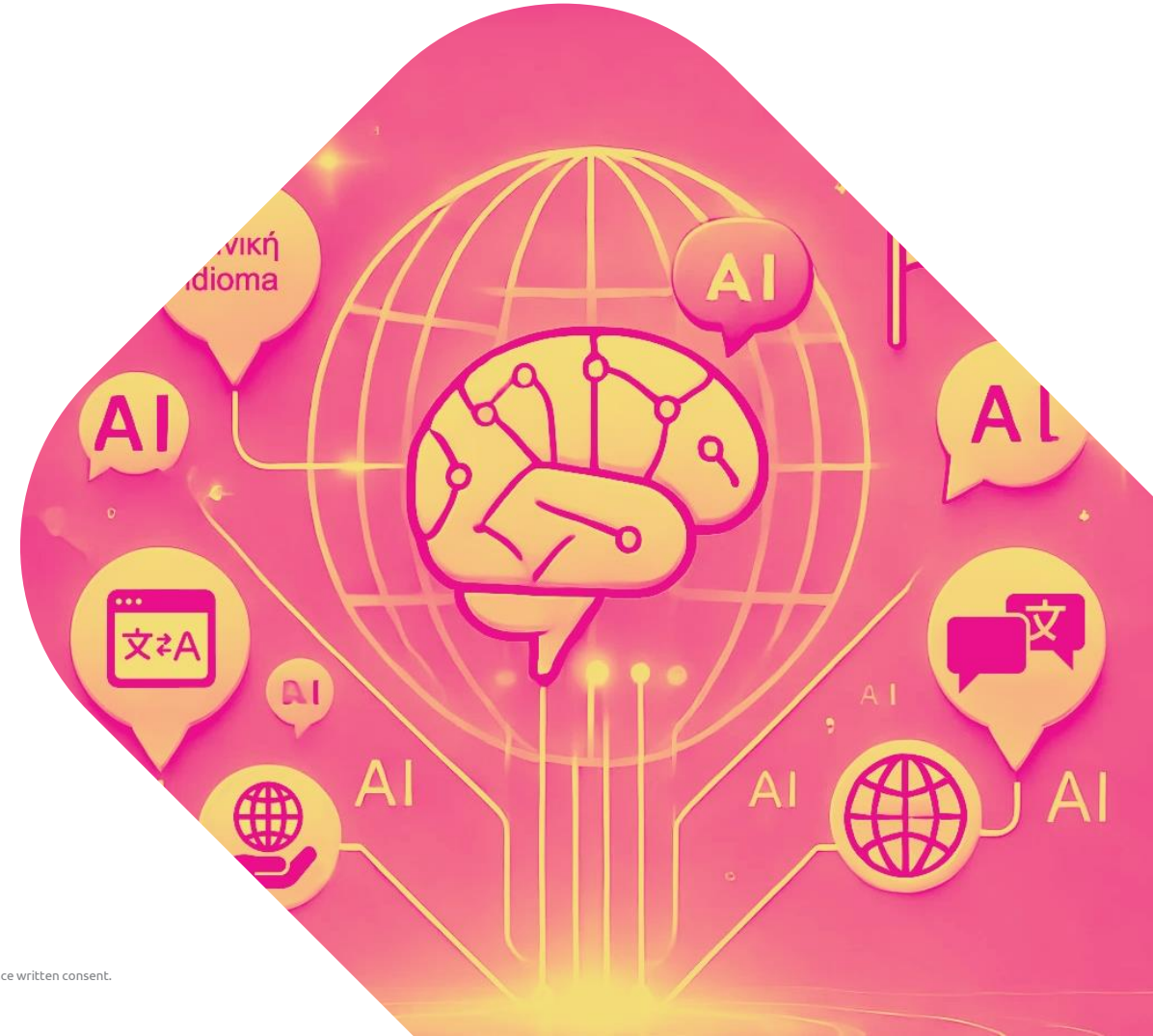
How easily can translations be implemented into your systems?

- Import types
- Procedural complexity
- Direct access



Clear Case for AI in the Localization Process

Let's talk through a real use case for AI in the localization process.



Trial Sponsors — Proactive Translations

What languages would you like to include?

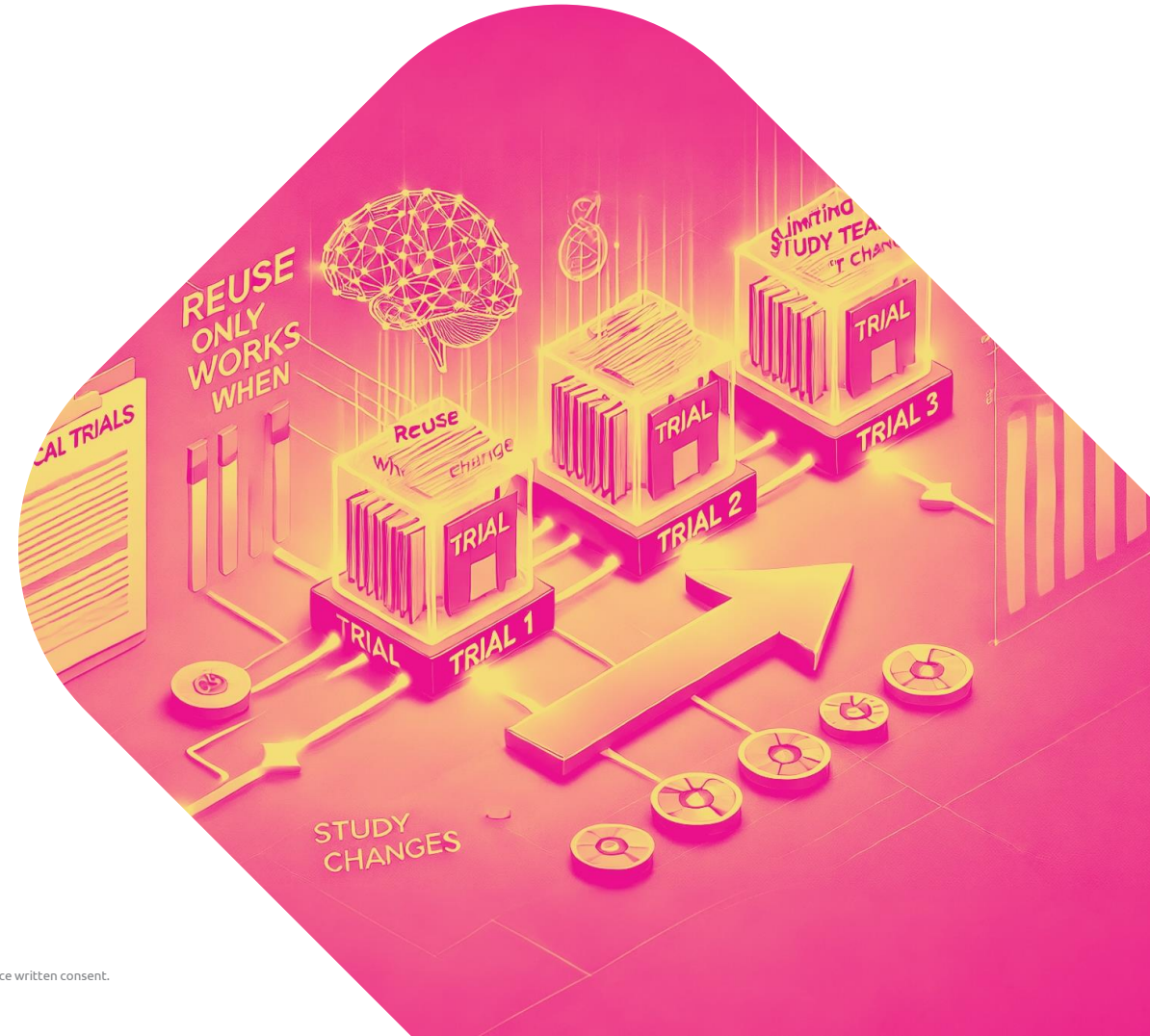
Let's develop them ahead of time!



Trial Sponsors — Support Reuse

How do you promote reuse
and limit study team changes?

Remember: reuse only works
when the content doesn't
change!



Trial Sponsors — Study Team Education

Does your team know the common issues to avoid?

Are they making assumptions that harm their chances of success?



Myth #1

Myth

We don't need a license for this study because we've used this instrument in the past.

Myth Busted

Most copyrighted instruments require some sort of licensing (and payment) at the study level.



Myth #2

Myth

Working with copyright holders is a straightforward process. All copyright holders are experts and have plenty of time to work with me.

Myth Busted

The licensing process for copyrighted instruments can be rigorous and time-consuming.



Myth #3

Myth

I can't get started with licensing because I don't have a final protocol yet.

Myth Busted

It's never too early to start licensing.



Myths #4 & #5

Myths

I don't need to work with a translation company because:

- a) The instruments in my study have already been translated into the required languages
- b) I'm working with an eCOA vendor that has an instrument library

Myths Busted

When working with copyrighted instruments, a specialized translation agency is essential.



Translation Providers

Innovate

Innovate

Innovate

Innovate

Innovate

Key Takeaways

1

Localization today is often a blocker to truly diversifying our trials.



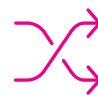
2

Every stakeholder in the process has a role to play in making localization better.



3

There are common myths around translation and licensing which slow down the work we do.



4

Localization has to improve to allow our trials to move forward in line with Sponsor goals.



Let an expert help!

Q&A



Let's keep the conversation going!



Jonathan Norman
jnorman@yprime.com

Thank you

