

Localization of E-Modules Across 6 Countries

Delivering e-modules in local languages across the globe

CHALLENGES

A top 5 pharma company was looking to localize its e-Learning modules for its newly launched brand. The localization was for:

- Language
- Indications
- Dosing
- Marketing

SOLUTION

Indegene provided the client with a dedicated team of Medical Directors, Medical Writers, Creative Directors, Graphic Designers, Desktop Publishers, Multimedia Engineers, Project Managers, and Client Service Managers. In addition, Indegene provided a dedicated native-speaking client services manager for each country. As a result, the entire communication process happened in the native language, thereby enhancing the end user experience greatly.

A total of 6 countries were considered for this initiative – the United Kingdom, France, Germany, Brazil, Venezuela, and China. The client team closely supervised the overall development process and closely tracked metrics on the 3 following fronts:

Quality

- Overall quality of the final product delivered
- Language and content localization capabilities
- Number and complexity of modifications required
- Scope changes
- Overall process adherence
 - Response time
 - Source code and metadata supplied

Timelines

- Time to market
- Briefing time required by Indegene
- Total number of Indegene hours per course
- Access to and timing of translations capabilities
- Time saved by content repurpose versus new content creation

Cost

- Cost of initial build
- Cost of each repurpose/translation
- Resourcing costs

Indegene consistently ranked highest in overall quality and client satisfaction amongst all sourcing partners. Indegene has delivered more than \$2.5 mn cost savings to the client since 2012.

OUTCOME

Indegene was able to localize the e-Learning modules for each of the 6 countries within the timelines provided. With strong assurance of Indegene’s abilities as a global provider who also provided significant cost and time savings, the client offered to extend the engagement with localization of the same e-Learning modules for Spain, Russia, Italy, and Hungary among other countries. With the success in these regions, the client involved Indegene in the production of all asset types, including web development (websites, banners, and microsities), interactive detailing, video, static (print) etc.

With further trust in capabilities of Indegene, the client requested for localization of training modules for another newly launched drug for Canada (English & French), the United Kingdom, Brazil, and rest of Latin America.

Sample Images from the Solution



ABOUT INDEGENE

Indegene is a leading provider of R&D, commercial and marketing solutions to global pharmaceutical and healthcare organizations. Indegene partners with clients to drive both productivity and revenues by delivering better patient outcomes, optimizing cost, enhancing R&D agility, and improving sales and marketing effectiveness. A deep scientific knowledge, flexible delivery models, proprietary technology, and a client-centric approach helps Indegene drive transformational initiatives.

With offices in US, UK, China, India, and Australia, Indegene can partner globally with clients; leverage a global talent pool of clinicians, technologists, creative specialists, domain experts, and business process specialists; deploy global infrastructure assets; and harness global healthcare knowledge to solve client challenges. For more information, visit <http://www.indegene.com>.

TALK TO US



Everyone has unique challenges. If you'd like to discuss how we can help address your needs,

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