



CUSTOMIZED PROCESSES AND TECHNOLOGIES TO MEET DRUG SAFETY DEADLINES

Expediting and Mining Translations of Real-World Evidence to Mitigate Risk

Read what happened when one of the world's largest global pharmaceutical companies came to CQ fluency with a need for quick and accurate translations of scientific articles for use in clinical trials.

Challenge:

In 2016, regulatory authorities increased the relevance of scientific literature for pharmacovigilance signal detection and monitoring. These directives required GLOBAL medical articles as a key source of safety information. This included the need to develop a global search strategy, a glossary for local language monitoring, understanding the differences between regulatory requirements and finding a way to handle large amounts of unstructured data.

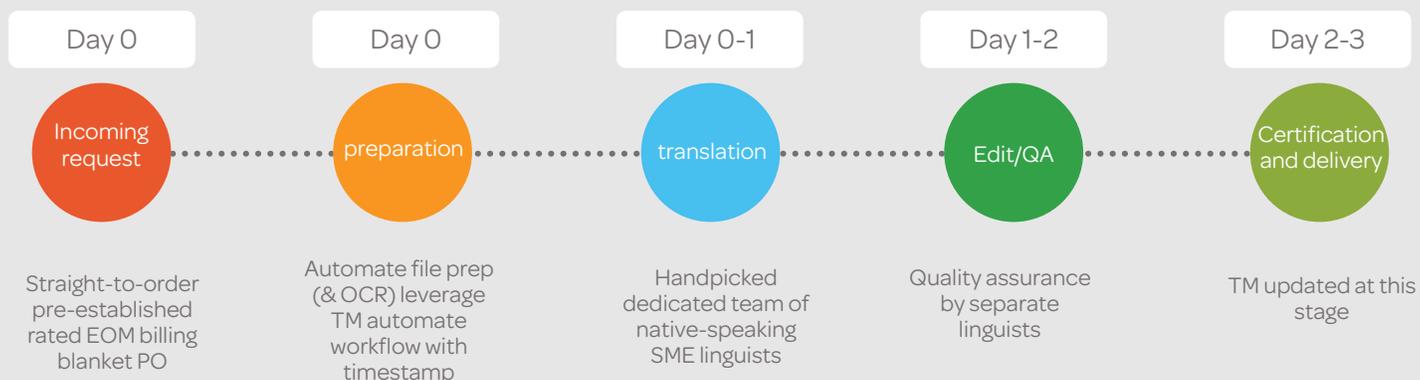
Pfizer's Drug Safety Unit (DSU) needed a rapid process to translate flagged articles and a method

to sift through vast amounts of multilingual data to understand the potential for life threatening communication. Since the content of the submitted articles are usually critical, strict processes needed to be implemented in order to meet the client's quality and submission deadlines. Such articles could be anywhere between 3-15 pages of content – but still need to be delivered in the same tight timeframe.

In addition, Pfizer was also seeking alternative solutions to quickly translate articles whose file types and quality varied.

Our Solution:

Based on CQ fluency's reputation for high quality, accurate translations as well as being an agile organization that can customize technologies for very specific needs, our solution to meet critical turnaround times resulted in a custom "lights out project management" program:



- **Automated processes and experienced project management**
Including a standard intake process that would semi-automate certain processes allowing projects to be kicked off instantly with our subject matter expert linguists.
- **Formulated glossary of life-threatening key words**
Working closely with the client, we handpicked subject matter resources to develop a glossary of life-threatening key words across their most frequently used source languages. When these key words are identified, the article is then translated within 2 business days regardless of volume. Our dedicated resources were also trained to master the tone and style preferences of our client.

Results:

Improved our client's ability to meet regulatory deadlines and mitigate risk due to our commitment of meeting the following turn-around-times:

- 2 business days, 4 calendar days, whichever is shorter for life-threatening/critical content
- 3 business days, 5 calendar days, whichever is shorter for all other articles

CQ fluency was able to offer Pfizer almost real-time access to very important and relevant reference documentation. Ultimately, the Pfizer on-time delivery increased. CQ fluency can bring this process seamlessly into any organization to fit their needs.

We have been working with CQ fluency through an agency for many years, and this was our first experience partnering directly. It's been a pleasure working with them. Our challenges included the speed and accuracy of translating Real World Evidence and clinical literature for our drug safety unit – we needed it faster without compromising on quality. CQ fluency presented the perfect short-term and long-term solutions through process improvement and technology support – allowing us to gradually automate and improve our timelines without incurring quality risk. Upon our approval of the program, CQ fluency mobilized quickly and put the right project management team in place to meet our cost, timing and quality needs right now – as well as through any changes the future may have in store.

-Projects & Vendor Management Lead-SER Business Management, Pfizer

Next Steps:

CQ fluency continues to coach artificial intelligence (AI) as a viable phase two solution once we have more data sets. This path to on-demand multilingual safety insights for medical literature will help our client drive down costs and turnaround times.

About CQ fluency

CQ fluency is a global company that offers a full suite of culturally relevant translation services for the life sciences and healthcare in over 170 languages. We are on a mission to improve lives– with subject matter experts who leverage their Cultural Intelligence (CQ) to blend meaning and feeling to cultivate real human connections. We combine human expertise with customized technology to help organizations effectively communicate to an increasingly diverse domestic population and navigate the global marketplace. Our clients include life sciences and health insurance companies, hospitals and health agencies.

