

Case Study



Summary

Novartis, a Swiss multinational pharmaceutical company, needed a translation, cognitive debriefing and linguistic validation for the company's Clinical Outcomes Assessments (COAs) from English to Spanish.



Challenges

- ✓ Linguistic validation and cognitive debriefing needed to qualify the equivalence of concepts on client's assessments.
- ✓ Recruit respondents, conduct interviews, generate reports, review and finalize.

Solutions

- ✓ We prepared two independent forward translations, reconciled the two forward independent translations and back translated the reconciled translation before producing the document for cognitive debrief in the target language.



- ✓ We worked with 40 healthy European Spanish subjects, conducting phone interviews and preparing cognitive debrief reports, showing that the respondents to the questionnaire understand the intent of the queries.



- ✓ Our linguists then reviewed or edited the translation based on subjects' comments, and another quality check was performed before final delivery to the client



- ✓ In the interview stage, respondents completed the questionnaire and then answered questions to explain their understanding of each question or item on the assessment.



Benefits

A mistranslation or even a misunderstanding of a translation could result in medical complications or the rejection of an entire clinical research project.

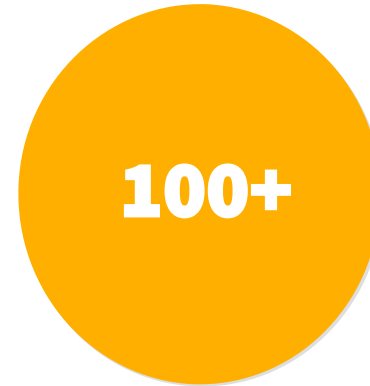
Our cognitive debriefing verified that translations of all items were interpreted in the same way across target populations and regions and had the same content validity.



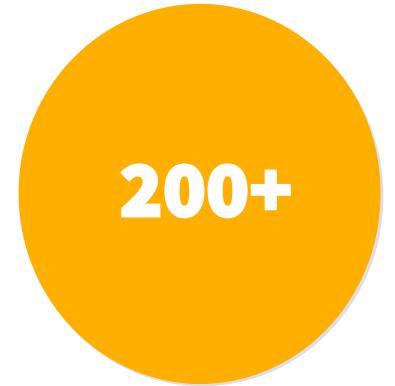
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