

About aiaTranslations

aiaTranslations is the leader in life sciences-specialized translation. A certified woman-owned business, we have over two decades of experience in translating for the pharmaceutical and healthcare industries. Our translation teams have specific therapeutic area expertise that allows us to understand the science behind your documents and outreach programs in order to translate them with cultural and linguistic accuracy. Our US Spanish Team is a group of Spanish linguists who have studied, worked in and published on the special challenges of creating a neutral Spanish that communicates clearly to the diverse Spanish speaking population in the United States.



Contact us for a free and immediate
quote on your project.

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Translating

*for the
Spanish-Speaking
Patient Population
in the US*



The Language of Life Sciences



The number of Spanish speakers in the United States is estimated to be around 40 million people. This population cannot be ignored by marketers.

Spanish is all the same, right?

While Spanish is the most translated language in the United States, these translations are often fraught with errors because translators are not fully accounting for the wide range of usage and vocabulary differences that due to the regional differences in the language. While over 300 million people speak Spanish, regional and local usage variations have created translation difficulties for those trying to create one version of their Spanish documents for global use. In a nutshell, Spanish is not all the same and, depending on the nature of your documents, there are some real localization requirements. And nowhere else is this issue more pronounced than in the United States, where not only are there speakers from all countries, but also the US Spanish variant has taken on a life of its own.

Healthcare Specialization >>>

Great translations can only really be done by a linguist who knows what the English says and means. We go a step further and provide only medical linguists who have education, experience and specialization in your specific therapeutic focus. If you haven't seen why this is important, try working with our team on your next project.

Context is Key

Neutrality >>>

To create neutrality, a linguist needs to know the words that will create issues. This careful process of translation that creates what is called Neutral or Universal Spanish is a difficult technique. Imagine having to be able to do the same thing in English, and write a piece that would be used in Australia? Even though you speak English, do you know Australian vocabulary? Conducted by a skilled linguist, this process greatly improves the accessibility of the Spanish translation.

Reading Level >>>

It is important that reading level is considered when producing Spanish documents for the US population. While healthcare-related pieces are often written at the sixth grade level, a skilled translator needs to know how to modify this so that it corresponds similarly to the target population.

Context >>>

When we write, we have to make an assumption about what the reader already knows about the topic. This is true for translation too. Medical documents need to be translated by medical linguists – experts in US Spanish medical language.



Translation Tips

1. Identify what is technical documentation and what is for marketing

Universal Spanish is never a good choice for marketing or advertising but can be a cost saver when produces user guides or manuals.

2. Write for translation

Creating a solid English piece is perhaps one of the most crucial steps in preparation for translation. Make sure the English is written as clearly and plainly as possible.

3. Identify the audience

Translators need to know to whom you are writing. They need to know where the pieces will be used and by whom.

4. Understand the nature of country reviewers

If you will have the translation reviewed internally, understand that not all reviewers have expertise in creating neutral Spanish. Provide comments for the translators to consider, but do not just implement single input feedback.

Cultural References Do Not Need Localization >>>

There are other very interesting considerations when developing educational pieces for Spanish-speaking patients in the US. For example, some cultural references that would not make sense in Mexico or in Argentina, do indeed speak strongly in the US, for example, American football. In Mexico, references to American football culture would be lost. But in the US, even when writing in Spanish, those American cultural references remain intact and are useful in certain situations or geographic locations.