

The Angels Initiative—a part of Boehringer Ingelheim—is building a global community of stroke centers and stroke-ready hospitals, with a mission to increase the number of patients treated and optimize quality of treatment in all existing stroke centers.



THEIR GOAL IS TO SAVE 100,000 LIVES IN 5 YEARS.



Translation is not something that I gave any thought in the past, but without it we cannot empower the people who need it most. For us having the right content presented in a language that our audience understands means that perhaps tomorrow a grandma is going home having survived her stroke with her life intact. The stakes are high but with TransPerfect as a partner, we are changing the world—one grandma at a time.

- Project Lead, Europe
Angels Initiative



THE CHALLENGES

The initiative is active in 12 countries. To transition a hospital into a stroke center, a team of consultants travel and train ER teams on how to diagnose and treat stroke patients.

Localized versions of their website, as well as training materials, were instrumental in the onboarding process. But the same consultants responsible for training and onboarding were being used to review and improve the translations, taking up hours of time that could have been used to bring hospitals on board to the program.

Time is the most valuable resource to the Angels. Patients die from stroke when their brain is deprived of oxygen for too long, so the more stroke-ready hospitals that exist, the quicker stroke patients can get to care, and the greater their chance of survival.

THE TRANSPERFECT SOLUTION

Prior to working with TransPerfect, the consultants were taking valuable time away from building out the program due to focusing efforts on localization initiatives. By activating TransPerfect's OneLink solution to localize their site and their e-learning materials, we were able to remove that burden from their side. TransPerfect assembled pre-approved review teams for each language, so the consultants no longer need to review any of the translations.

The Angels Initiative now has 1,500 stroke-ready hospitals as part of the program, and they are continuing to grow. As a result of our partnership—and leaving the localization aspect in our hands—the consultant teams are now able to focus solely on spreading the Angels' messaging and onboarding new hospitals across the globe.