

# med-translations

...because your texts deserve us

2023 newsletter



## Higher, faster, further!

Sorry to disappoint you – find out more about med-translations values.

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## Need cheering up?

Look at the pictures from our Muddy Angel run

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## Added value

Find out how we add value to your translations and what makes us different from other providers.

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Dear customers,

We are delighted to attach our latest newsletter.

Over the last year we have expanded the range of services we provide to include voiceovers and subtitles, so we'd like to use this edition to explain a bit more about them.

Read on to find out about med-translations' commitment to healthy growth and why we think languages are more than just words on a page.

And of course this year's newsletter still has the competition for a good cause. We'd be delighted if you can join in – who knows, with a bit of luck you might win one of our great prizes.

We hope you enjoy reading the newsletter and would be delighted to hear back from you!

Stay healthy.

With our very best wishes from Freiburg,

A handwritten signature in blue ink that reads "Tanja Mukovic". The signature is stylized and fluid.

Tanja Mukovic  
Managing Director

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## 2023 MUDDY ANGEL RUN

"He who does nothing for others, does nothing for himself."  
*Johann Wolfgang von Goethe.*



# HIGHER, FASTER, FURTHER!

## Growth at any price, regardless of what you lose!

That, sadly, is the strategy pursued by many companies. Earning “quick bucks” with no regard for resources, customer and staff satisfaction and long-term strategies and goals.

At med-translations, we are committed to growth too, of course. But it needs to happen within a healthy framework that takes into account quality standards and planning of resources.

Satisfying our customers is our highest aim but just as important is the satisfaction of our staff who give of their best every day to meet our customers’ requirements.

How can I expect to rely on my staff do everything that’s needed to satisfy our customers if they aren’t satisfied themselves? Our customers aren’t just a number or “client” to drive sales up.

Each project manager deals with their own customers’ products, is familiar with them and is in personal touch with the customer’s contacts.

Maintaining a proper customer relationship based on trust is important to us.

We are proud of the regular customers we have had for years, who appreciate our service and customer loyalty.

Some of you may well grin if I mention the long weekends we spent tweaking

marketing authorisation translations to meet official deadlines, sometimes working into the night with a virtual glass of red wine and a bar of chocolate.

We cannot imagine working with companies that don’t appreciate the quality of our services. We need to adapt to our customers’ requirements and our customers need to adapt to ours as well. We’re not interested in being a flash in the pan!

We love what we do. Working with customers from a wide range of medical specialties and specialist translators is demanding and interesting, never boring!

Next time you phone, listen out – can’t you almost hear your project manager smiling?

I am proud to be Managing Director at med-translations.

Proud of our great customers, some of whom we have been closely involved with for years, and proud of my staff who contribute to our success and wellbeing, each in their own way and each with their own individual strengths.

Tanja Mukovic





# MUDDY ANGEL RUN

## – squelching mud and deep chasms

On 08.07.23 we were off to Zurich for the "Muddy Angel Run". It has everything you might expect from the name, except that none of us has grown any wings (yet) 😊.

The route is around 5 km long with various obstacles that need to be overcome. So we briefly became low-level tightrope walkers with the mud squelching beneath our feet, professional climbers going up dangerous ramps and professional swimmers (though our golden swim badges unfortunately got lost in the depths of the mud – let's hope they float back to the surface some time!)

The pictures speak for themselves – we were living that dream where you feel like a child again, giving ourselves up entirely to splashing around in the mud.

"We didn't talk very much, we just wallowed." was one of the (anonymous) quotations from the day – would you like to hear more stories about the

run? Unfortunately we'll have to disappoint you. What happened on Muddy Angel Run stays on the Muddy Angel Run.







The Muddy Angel Run is in aid of people with breast cancer and its aim is to give people with cancer an opportunity to give each other strength and create beautiful memories. Education is the priority; people with breast cancer can take part in the run free of charge, and €1.00 from every ticket/item of merchandise purchased is donated to an organisation dedicated to breast cancer. The theme is: prevention through exercise.



You can find out more about the Muddy Angel Run on their website:  
<https://www.muddyangelrun.com/>





# READING? – NO THANKS!

That's an attitude that seems to be shared by more and more people, and young people in particular.

You might wonder exactly what we mean by "young people". We're talking about "Generation Z". People born between 1997 and 2012 (those now aged from 11 to 26 years old), prefer to find things out on social media such as YouTube, Instagram, Snapchat and co. Articles that take up more than one page are "out", videos with colourful, vivid presentations of information are "in".

At least that's the conclusion from surveys like the one carried out by Forbes and Business Insider.

after all, they need to reach "Generation Z" in other countries, too!

This type of translation is not just demanding from a professional perspective, as it also needs to take account of the visual content of the video – it also brings its own technical challenges. For example, there's not just a "normal" text to be translated: the contents for translation fall into a number of different categories:

There are **visual texts** such as text box displays or animated labels showing the special features of a product. And **auditory texts** – information communicated "off screen" might be one of the challenges of these translations.

There are two ways to translate auditory texts:

1. **Subtitles** – where a translation of the spoken text is displayed in the bottom third of the video. The original off-screen voice can still be heard at low volume in the background.
2. **Voiceovers** – where the translated text is spoken by a voiceover professional in a recording studio. This new soundtrack then replaces the original speaker's voice.

You might think translating the visual texts in the video is easier at first sight.

**But watch out – there are challenges to overcome here, too.**



The translations need to be displayed in the video exactly as they were in the original. Displaying text boxes or labels takes up a lot of time and effort, as we know to our cost. But imagine what happens when labels on packaging need to be translated and these products are rotated and moved around in the video. The texts to be translated need to be edited so that they appear to move along with the products. This requires a lot of skill and dexterity from the video editor.

**To summarise:** professional translators, video editors and voiceover professionals need to work closely together on video translations. **Coordination and communication skills** are needed!

At med-translations, communication and coordination is our "daily bread". That's why, together with our external partners, we launched an **all-inclusive worry-free package** for video translations this year. We want to do our bit on reaching "Generation Z" too!

**In 2011**  
... **44%** of  
respondents still read  
printed books  
**daily/several**  
**times a**  
**week.**<sup>1</sup>

Of course, this trend hasn't gone unnoticed by companies.

How can we reach this young generation? The answer is: by using video clips on the relevant platforms.

The healthcare sector is also following this new trend with interest, but this is a very interesting target group: young or future customers whom companies can educate about healthcare issues and inform about their products. As a result, companies that market their medicinal products globally are not only increasing their investments in producing this kind of videos but are also directing their attention to high quality translations of their application videos –

**In 2022**  
... **32%** of the  
young people surveyed  
still access  
**printed books**  
**daily/several times a**  
**week.**<sup>2</sup>

**15%**  
... of young people  
surveyed  
**have stopped**  
**reading**  
**entirely.**<sup>3</sup>

1: 2021 JIM study

2: 2022 JIM study

3: 2022 JIM study



And another **exciting** detail in passing: We provide several audio samples for the voiceover and you get to choose the speaker you like best. And you can also be present at the studio recording via a live broadcast feed so any last-minute questions on enunciation and speed can be clarified.

Sounds interesting? Do get in touch.

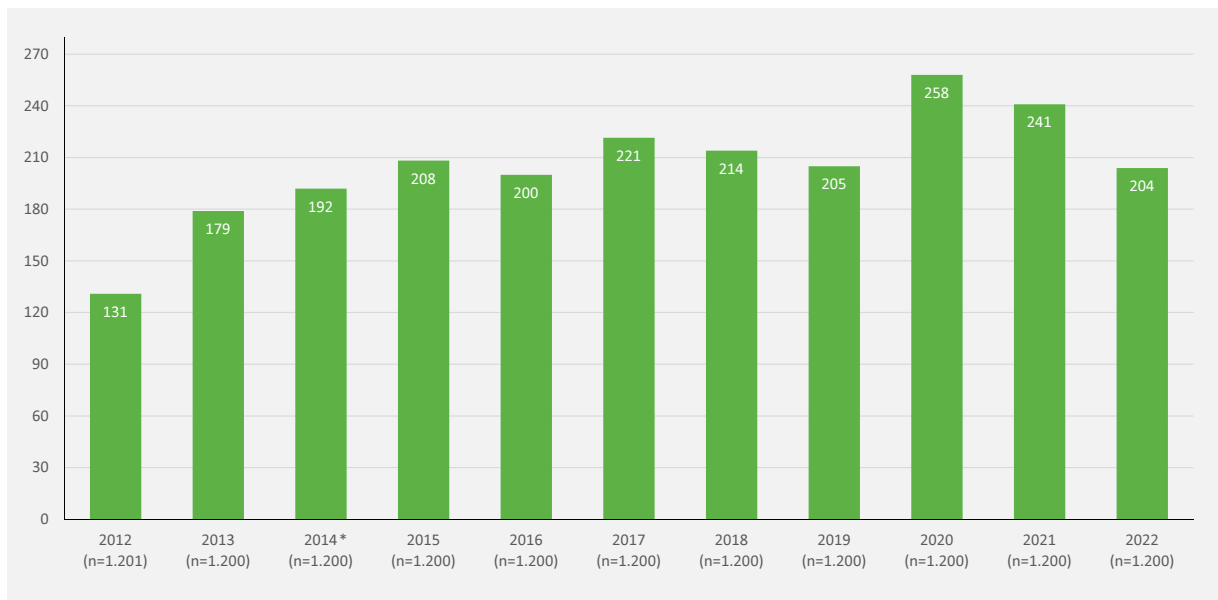
We look forward to helping you with your next project!

(If you've made it this far, congratulations! But you probably don't belong to Generation Z 😊).

We take care of the video translations to our usual high standards whilst our partners take care of editing.

We just need the open video files from you and we do the rest – that's right! There is very little extra time or cost to you.

**Daily online usage trends 2012 to 2022**



Source JIM 2012 to JIM 2022, in minutes \*survey questions changed, basis: all respondents n = 1,200



# ADDED VALUE – WHY MED-TRANSLATIONS?

## Global communication

### Why good translations don't come out of nowhere

– and what a difference the translators' qualifications make!

These days, globalisation is part of everyday life. It creates opportunities, energises the economy and opens up new prospects in many ways. But it also brings risks, particularly if communication doesn't go smoothly and messages, slogans and contents are not properly transferred into the target languages with the necessary specialist knowledge and nuanced approach.

This is where med-translations comes in.

Tanja Mukovic, Managing Director of med-translations:

"We translate medical texts from a very wide range of sectors into virtually any language. We are specialists in this area. For us, languages are not JUST languages. They mean the world to us. They create

opportunities for developing international relations, break down barriers, resolve conflicts, create transparency and bring cultures together.

You can't simply learn them. You need to live them and feel them, get to know the culture and history of the language, adapt as it changes whilst still remaining true to its roots.

Languages are our passion. And that's what makes the difference with our translations – they don't read like translations but convey your message in the target language with the same feeling and enthusiasm, the same clarity and facts used in the original."

Med-translations works to strict quality guidelines to delivery the best possible results.

We are certified to ISO 9001-2015 with verified transparent, quality-focussed processes so our customers can have the highest possible confidence in us.

The expert knowledge of med-translations in the global communication sector means customers can benefit from quicker market presence.

Many international companies have trusted the service provided by med-translations since 2010. Our customers' specialist texts range from marketing authorisations for pharmaceutical products (CP, MRP, DCP etc.), SOPs, CTDs, clinical study documentation, medical reports, medical publications and IFUs to patient information sheets – and more.

Any questions? Just e-mail us at: [service@med-translations.de](mailto:service@med-translations.de)





**Have a look during your lunch break.  
Join in the competition and who knows,  
you might win one of our great prizes!**

helfen-hilft.de), a charity for children with cancer.

A **gremlin** has crept in and ruined this text. Can you find all the mistakes?

***These can all be signs of vāri serious side effects.***

[illegible]

The winners will be informed by us in writing. The closing date for entries is 15.12.2023.