

# Content Localization Capability

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Regional Consolidation of Medical  
Information Responses for Top 3 Global  
Pharmaceutical Major

# Regional Consolidation of Medical Information Responses and Implementation of a Document-Management System

## Top global innovative healthcare products company

### *Business Need*

- Enhancement of locally available standard responses to make them regionally applicable in regional languages—English, Chinese, Korean, Indonesian
- Create a standard template that meets the regulatory and fair balance requirements

### *Our Solution*

- Conducted an audit of existing assets, identified gaps in formatting and fair balance and recommended a style guide
- English-speaking affiliates serviced from Bangalore; leveraged Shanghai location for servicing Mandarin and Korean requirements. Smaller volume SEA languages managed by vendor partners

### *Outcome*

Identified >30% duplication of effort among affiliate medical information activities. Completed the delivery of first drafts on time, within 3 months.

Set up a simple document management and tracking system (sharepoint) to allow for affiliates to share visibility.



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