

PRESS RELEASE

FOR IMMEDIATE RELEASE

Corporate Translations Announces a Poster Presentation on Preempting Difficulties in Linguistic Validation at the ISPOR 13th Annual European Congress in Prague, Czech Republic.

This poster presentation will describe the benefits provided by the supplemental pre-translation process of face validation.

East Hartford, CT (September 16, 2010) – In a new poster presentation to be made at ISPOR Europe, Corporate Translations, a leading provider of translation solutions to the world's leading life science companies and a known expert in the linguistic validation of Patient Reported Outcomes instruments, provides support for the need to clearly delineate concepts and synchronize wording within an instrument before the linguistic validation process begins. For this poster, case studies comparing face-validated questionnaires to their initially developed versions (questionnaires that were already psychometrically validated were not eligible) were analyzed. An in-depth discussion follows describing the changes that were implemented as a result of this analysis and the potential difficulties that were avoided because of the face validation are identified.

While standard elements of the linguistic validation process, such as concept elaboration, international harmonization, survey research expert review, in-country clinician review, and cognitive debriefing, all assist greatly in creating a quality translation, none of their benefits provide an adequate substitute for those of face validation. A series of cost-benefit analyses verifies that the preemption of linguistic or methodological issues prior to translation improves the quality of the resulting questionnaire and also justifies the up-front costs associated with the supplemental phase.

The poster presentation titled, "*Preempting Difficulties in Linguistic Validation: The Use of Face Validation to Create More Sound Translations*"¹ will be displayed at the ISPOR's 13th Annual European Congress in Prague, Czech Republic from November 6-9, 2010. The conclusions outlined in this research stress the importance of using face validation to maximize the translatability of a questionnaire prior to initiating any linguistic validation project. This process is highly beneficial in creating a sound English instrument and may also accelerate overall project completion and improve the quality of all foreign language versions of the instrument.

About Corporate Translations

Corporate Translations is a Certified Woman-Owned Business Enterprise that was founded in 1990 to specifically answer the demand for high quality translations solutions in the pharmaceutical, biotech, and medical device industries. With over 20 years of acquired knowledge in these highly regulated industries, the company has become a recognized expert in managing translation and linguistic validation projects for the world's top pharmaceutical and biotech companies including Pfizer, Amgen, Merck, Novartis, and many more.

For more information about the company please call 860-727-6000 or visit www.corptransinc.com

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