



**AHA Solutions**

An American Hospital Association Company™

# Interpretation and Translation Solutions

## The Need for Quality Language Solutions Is Not Open to Interpretation

“Evidence shows that effective communication between patients and clinicians is a critical component of providing high-quality health care. When communication is compromised by language barriers, the quality of care is also compromised. Consequently, providing individuals with LEP the means to communicate effectively with their health care providers is critical to improving their experience in the health care setting, the quality of care they receive, and their health outcomes,” according to a 2006 report from Research and Educational Trust (HRET)<sup>1</sup>.

More than 37 million U.S. residents are foreign born; 54 million people speak a language other than English at home and 24 million people speak English less than “very well” and are classified as *Limited English Proficient* (LEP), according to a recent US Census<sup>2</sup>. And, consider the implications on patient care cited by Fred D. Hobby, President and CEO of the American Hospital Association’s Institute for Diversity, “There is plenty of evidence that links poor outcomes with poor communication. Without professionally trained and qualified interpreters, hospitals can expect to perform unnecessary tests, have an increase in the average length of stay, and experience a decrease in patient satisfaction when treating non-English speaking patients. Poor communication can be as hazardous as no communication.”<sup>3</sup>

Healthcare interpreters help patients to communicate with doctors, nurses, general medical staff and administration. Interpreters need a deep knowledge of medical and colloquial terminology in both languages in order to be aware of, and sensitive to, how patients receive information, and accommodate regional and cultural nuances among people even speaking the same language. Language barriers slow down hospital patient flow at a time when process improvements and increased asset utilization are critical issues.

So the question is: How can your organization effectively and efficiently do that?

## AHA Solutions’ Due Diligence Process

By applying a formal due diligence process consistently, AHA Solutions identifies products and services that help hospitals achieve excellence in the work they do and the business they’re in. So when facing buying decisions, hospitals look for the AHA Endorsement Seal and are confident that the product and its vendor have been assessed by the AHA using this consistent due diligence process, and that each has met our high standards.





## WHY THE AHA ENDORSED CYRACOM'S SOLUTION?

With comprehensive training, best practices assessments and 24/7 client services, CyraCom is more than just an interpretation and translation solution. It is a tool to improve patient flow by reaching for the goals set by the IOM 6 Aims and AHA's Pursuit of Excellence by offering *Patient-Centered Care* that is *Timely, Safe and Efficient*. Through the rigorous "Due Diligence" process employed by AHA Solutions, the American Hospital Association (AHA) endorsed CyraCom's interpretation and translation services as the preferred solution for hospital seeking to improve communications and patient flow. CyraCom is healthcare focused, offering innovative language solutions, including Over-the-Phone Interpretation, Video Interpretation as well as Translation and Localization solutions. Interpretation and translation solutions are able to link otherwise insurmountable communication gaps. There is not one area of the hospital that does not require these services.

CyraCom has earned national recognition from *InfoWorld Magazine* for cutting-edge and innovative technology developments, was winner of the *InfoWorld 100 Award* for innovative use of technology within healthcare, and was named to the *Inc. 500* list of fastest growing privately held companies in the United States.



## Tenemos una solución (We have a solution)

Interpretation and translation solutions, offered by CyraCom, bridge what at times would otherwise be an insurmountable communication gap. Hospitals require interpretation and translation solutions in most areas of their operations, including general public communications, written communication of patient information (before and after care), as well as verbal communication at the point of care. Hospitals can solve for these types of communication issues in order to provide proper levels of care and, from a regulatory perspective, to comply with Joint Commission standards regarding the provision of "Culturally and Linguistically Appropriate Health Care."

## HOW IT WORKS...

**When seconds count, CyraCom® provides trained medical interpreters 24/7.**



### Over-the-Phone Interpretation (OPI):

CyraCom offers on-demand access to medical interpreters 24/7. CyraCom's interpreters have advanced, healthcare-focused training.

Using the ClearLink® dual-handset phones, an immediate link with an interpreter is established. Time is a luxury in healthcare, and a system that reacts instantly and is easy to use is critical.

### The Blue Phone for Medical Interpretation

CyraCom's over-the-phone interpretation service is available wherever there is a telephone connection. Staff can easily access medical interpreters by manually dialing CyraCom's toll-free access number, entering account information and following the voice prompts to request a patient's preferred language.

Specifically designed for medical interpretation, ClearLink dual-handset telephones enable natural and continuous face-to-face communication to provide the best possible care for Limited English Proficient (LEP) patients. Preprogrammed buttons allow for easy access to a medical interpreter in seconds and its distinctive blue color makes it as easy to find as it is to use. With inbound calling Limited English Proficient (LEP) callers can also contact a facility with an interpreter already on the line.



## VERBAL LANGUAGE BARRIERS ARE ONE THING. BUT HOW CAN YOU BETTER COMMUNICATE IN WRITTEN FORM?

### Translation & Localization:

Administration, education, marketing and clinical units can benefit through CyraCom's editing, proofreading, multilingual desktop publishing, and post-graphics review capabilities. But from a patient flow perspective, CyraCom aids in completing and communicating vital documents including consent forms and discharge instructions, plus CyraCom can assist your facility in creating the correct language for signage and outward communication projects.



## ABOUT CYRACOM

CyraCom is a leading provider of innovative language solutions for healthcare, including Over-the-Phone Interpretation, Video Interpretation as well as Translation and Localization services.

### Consider the CyraCom Advantages

- Short wait time, efficient interpretation and staff education
- Medically focused language services
- Extensive local and regional resources: implementation of best practices and improved compliance
- Support materials: demonstrate compliance with language access legislation and availability of language services
- ClearLook™ on-line reporting: improves quality management for language services

### How Interpretation and Translation services from CyraCom help hospitals.

- Fewer patients leaving without treatment
- Greater compliance with education and treatment regimens
- Compliance with federal & state regulations
- Improved quality patient care and better health outcomes
- Meaningful access to health services and improved patient satisfaction
- Improved patient flow for LEP patients

## WHAT OTHERS ARE SAYING...

*"From the beginning, CyraCom and its representatives have consistently exceeded expectations, collaborating closely with our staff to install the service and following through afterwards."*

### Marc Friedman, M.A.

Coordinator - Interpreter Services  
St. Jude Children's Research Hospital  
Memphis, TN

*"Initially, we were looking for a firm whose total focus was on healthcare and which was large enough to bring a more global frame of reference. CyraCom has proven to be a wise choice and has been most responsive and cooperative. We have not been disappointed."*

### Therese Netter

Director of Patient Relations  
Stony Brook University Medical Center  
Stony Brook, NY

*"CyraCom provides complete and comprehensive language access services. The quality of their interpreter services assures our patients receive exemplary care 24 hours a day, 7 days a week. CyraCom has been our trusted source of interpreter services since 2005."*

### Pamela Thorpe

Coordinator of Cultural Services  
and Special Projects  
Mary Washington Hospital  
Fredericksburg, VA



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We know hospitals.®

**For more information on  
our AHA-Endorsed Products and  
Signature Learning Series, please  
visit [www.aha-solutions.org](http://www.aha-solutions.org) or  
call 800.242.4677.**

AHA Solutions, Inc. is a resource to hospitals pursuing operational excellence. As an American Hospital Association (AHA) member service, AHA Solutions collaborates with hospital leaders and market consultants to conduct product due diligence and identify solutions to hospital challenges in the areas of finance, human resources, patient flow and technology. AHA Solutions provides related marketplace analytics and education to support product decision-making. As a subsidiary of the AHA, the organization convenes people with like interests for knowledge sharing centered on timely information and research.

AHA Solutions is proud to reinvest its profits in the AHA mission:  
creating healthier communities.

**References:**

1. "Hospital Language Services for Patients with Limited English Proficiency: Results from a National Study" October 2006
2. 2000, U.S. Census
3. "The Language Gap Widens" *Bridges Newsletter*, Fall, 2006



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