



**Language
Solutions**

MAXIMIZING OPEN ENROLLMENT IN NON-ENGLISH MARKETS

**A leading provider of industry-specific
language access and localization solutions.**

HITRUST
CSF Certified

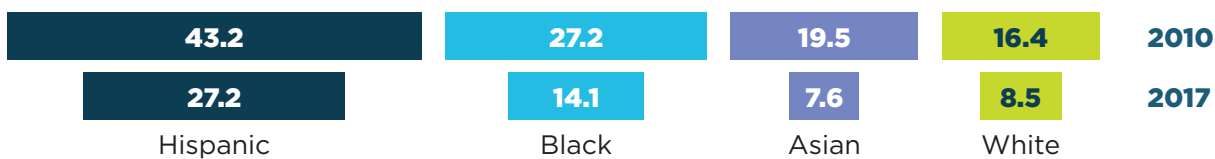


MAXIMIZING OPEN ENROLLMENT

Non-English target markets are ideal to grow membership.

Insurers and health plans focus on two primary functions; growing members and reducing expenses. Maximizing Open Enrollment is essential to the financial health of all health care payers. Savvy insurers and health plans have recognized the importance of non-English markets in increasing members through Open Enrollment.

Uninsured rates, % by race, 2010 and 2017



\$3.6 trillion in minority purchasing power



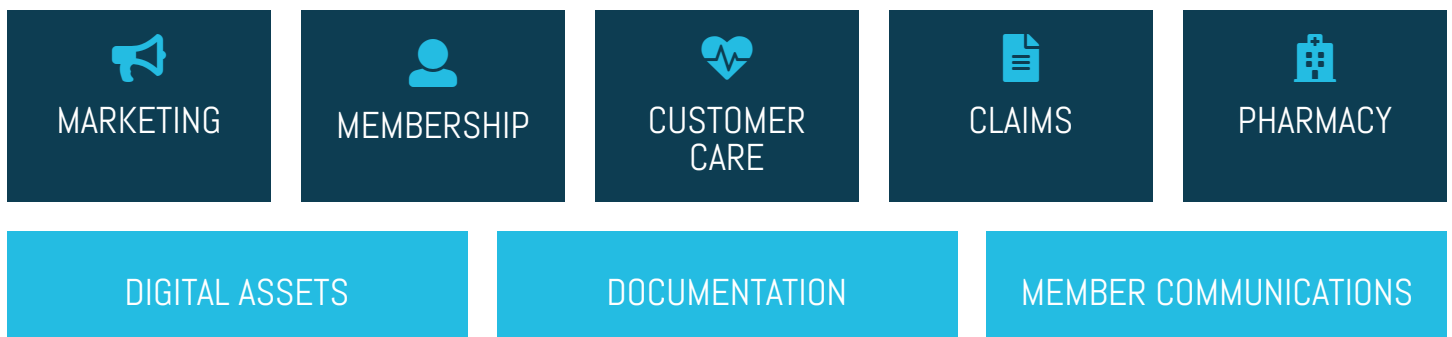
Language access improves conversion.

About 75% of U.S. Hispanics speak Spanish at home and about one third of Hispanics say they're not proficient in English. Ensuring your communications are in the language of your target markets is vital to success.

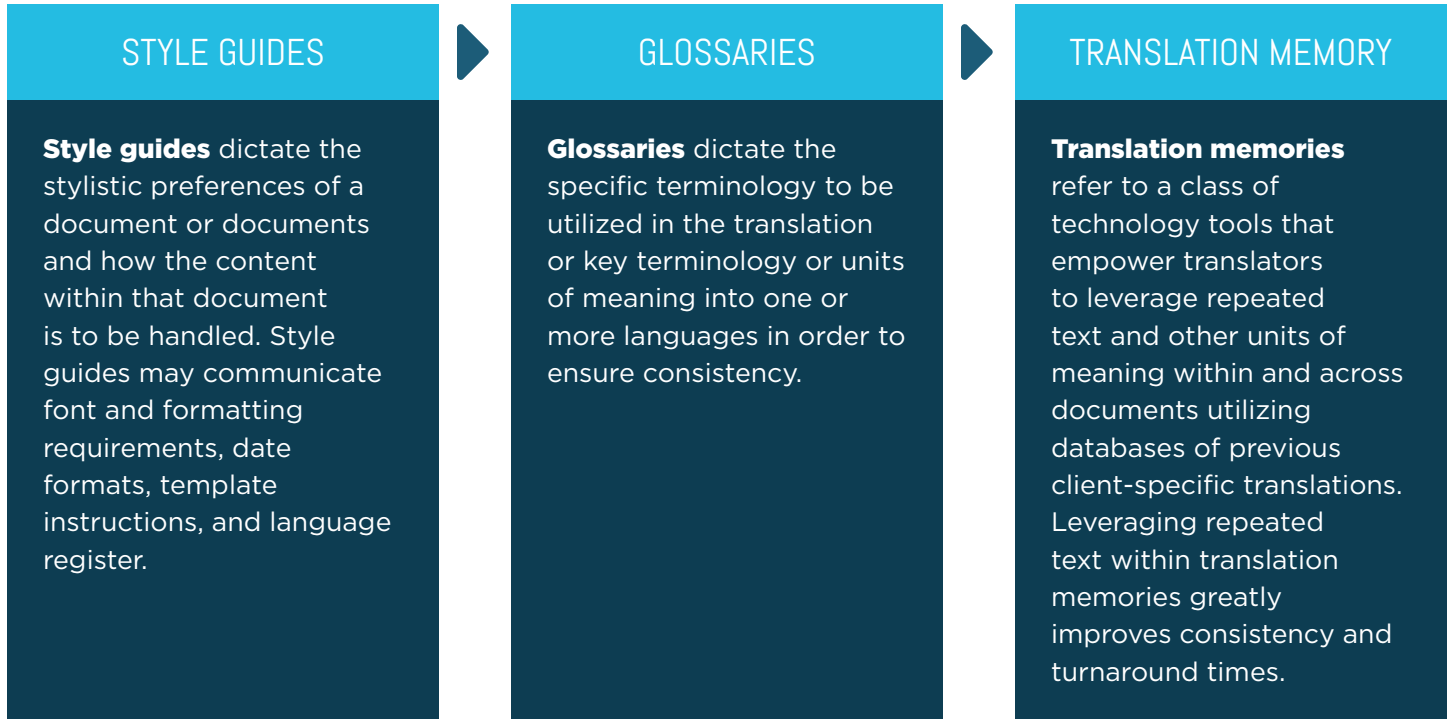
Non-English marketing works.

In 2010, a leading insurer launched a targeted Spanish language campaign that generated **\$3.7M in premium revenue** with a modest investment of \$250K.

PREPARING FOR OPEN ENROLLMENT: AUDIT YOUR CLIENT-FACING FUNCTIONS

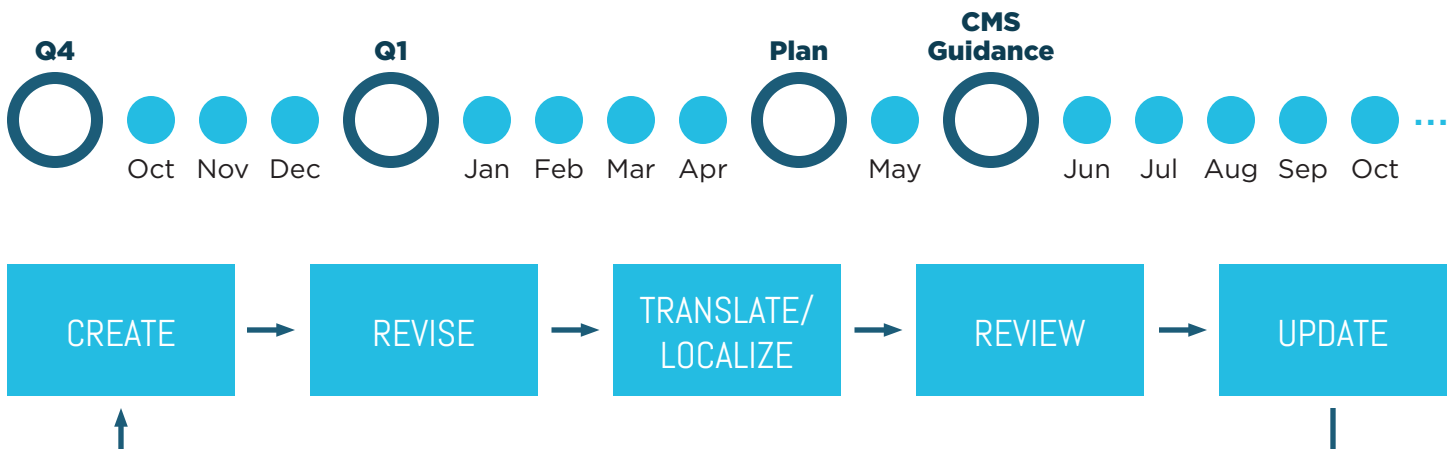


DEVELOP LINGUISTIC ASSETS



ESTABLISH TIMELINES

The Insurance industry is driven by annual work flows centering on the release of CMS data in June and Open Enrollment beginning in November. Document lifecycles should be sure to include time for translation, localization, and review. A true language services partner will mirror your timelines and understand how best to update plans and templates from one year to the next.



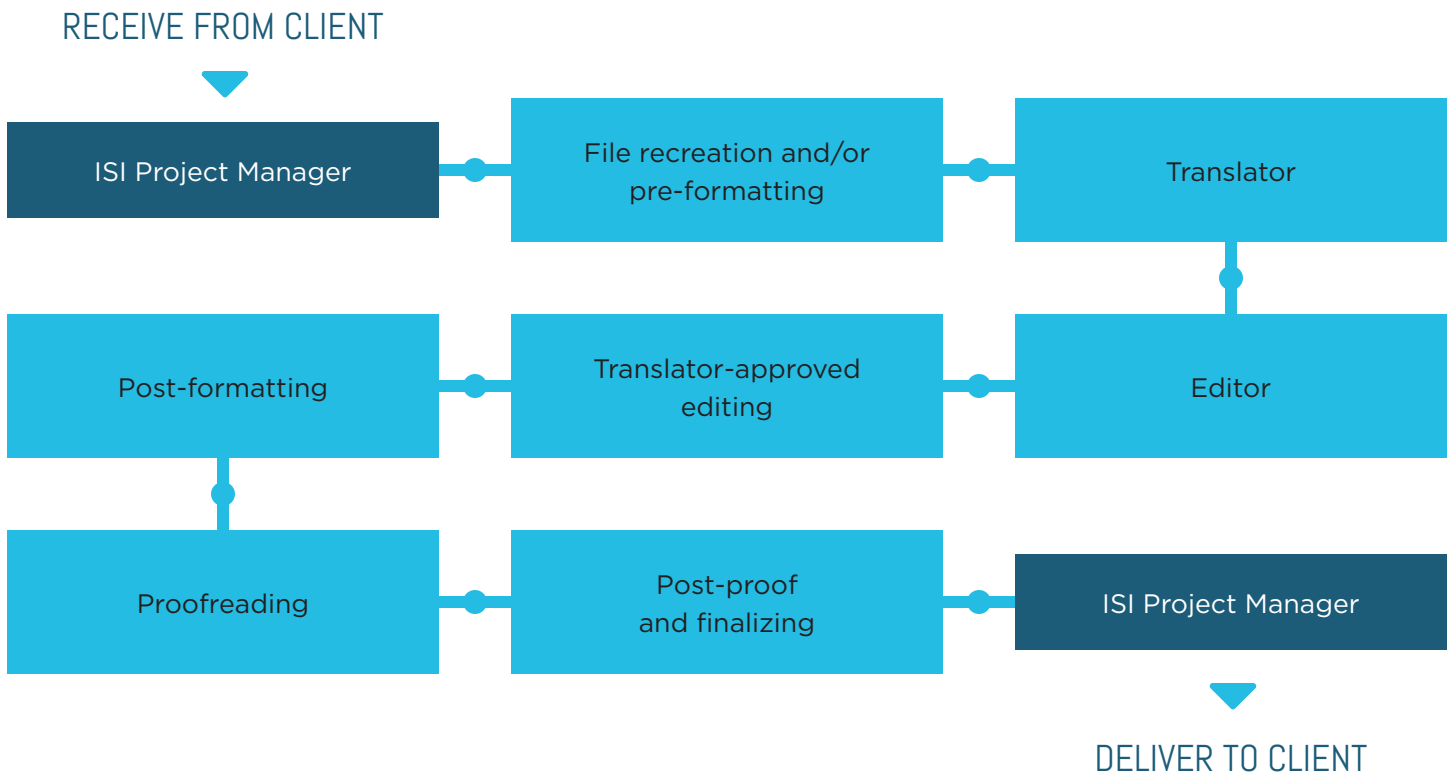
UNDERSTAND AND PLAN FOR ALTERNATE FORMATS

Alternate formats such as large print, audio, and braille enable effective communication with hard of hearing, visually impaired, and blind consumers. Alternate formats ensure regulatory compliance with the Americans with Disabilities Act. Understanding the need for, and production workflows of, alternate formats will allow you to integrate them into your regular workflows.



DEFINE THE PROCESS

Traditional Translation Workflow



PLAN FOR MEMBER COMMUNICATIONS

In 2017, Hispanics represented 12% of exchange enrollees and over 1 million calls required the assistance of a Spanish speaker. Ensuring quick “in-language” communication is vital to the success of Open Enrollment. The expectation for ubiquitous multilingual omni-channel communication is not far away.

MEMBER CALLS

Ensuring that you have qualified bilingual staff is essential to handling potential member queries, client interactions, as well as vital clinical information. Ensure your organization has a qualified testing mechanism in place to validate the fluency of bilingual staff. As call volumes can vary it is also important to ensure you have a trusted partner to handle call overflow to provide interpretation for languages you may not support internally.

MEMBER LETTERS

Member letters are the result of multiple templated versions utilized across several organizational departments. It is important to know how many templates and how many versions of each template exist. Ensuring consistency in template formatting is key to allow for a smooth hand off with your printer. Ensure your language services partner understands your template methodology and standards so that they can be mirrored in the target language.

MEMBER EMAIL

Email communication is now a standard form of communication. ISI Language Solutions is available to set up overflow support for your multilingual customer services team. Turnaround times and processes can be set up to meet client needs.

MULTILINGUAL LIVE CHAT

As its impact on increased sales has become clear, live chat has been incorporated into the customer service channels for many B2C organizations. Multilingual consumers will soon have the same expectation. ISI Language Solutions can help.

SERVICES



LANGUAGE ACCESS CONSULTING

Regulatory compliance
Utilization



TRANSLATION

Clinical
Pharmaceutical
Member communications
Plan documentation



LOCALIZATION

Digital assets
Process automation
Agile localization



MULTIMEDIA

Transcription
Subtitles
Voiceover
Dubbing
Editing



ON-SITE INTERPRETING

Medical
Community
Conference
Equipment rental



OVER-THE-PHONE INTERPRETING

Assess
Implement
Train



LINGUISTIC QUALITY ASSURANCE

Bilingual staff
Organizational communications



ALTERNATE FORMATS

Braille
Large print
Audio

WHY WE DO WHAT WE DO

It is important to understand the timelines and life cycles associated with your projects, products, services, content, and campaigns. Language access and localization processes can be integrated to reflect an agile, on-demand, or deadline-driven development and delivery environment. ISI Language Solutions customizes our products, services, and processes, to best meet client needs.



"My most moving experience was when my best friend's mom needed to come to California to have her thyroid removed, and needed a translator to translate all her medical records. It was so humbling to feel that my language skills could help someone fight cancer."

INES ILLARRAMENDI
Project Manager, Spanish

"Ever since I can remember, I've helped my family translate and interpret. However, as I got older, my mother needed to have surgery for a serious condition and I realized that a lot of terminology was beyond my capacity. This was when I first realized the need for professional translation and interpreting skills."



REBECCA BRAN
Project Manager, Spanish



"I remember traveling on boats, trucks, and hiking through muddy mountains together with an international medical team providing medical services to less fortunate communities in my country of El Salvador. Being the link of communication between patients and medical staff made me realize how fortunate I was to understand different languages, but most of all, how using this knowledge gave me the opportunity to be of service to many people in need."

ELSA AREVALO
Project Manager, Spanish

CONTACT US

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