

# Philips Health Systems Gets Terminology Management into Peak Condition

SDL MultiTerm  
Case Study



## PHILIPS

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A division of Royal Philips

**Industry:** Healthcare

**Headquarters:** Amsterdam,  
Netherlands

**Size:** Sales and services in  
more than 100 countries  
71,000 employees

**Revenue:** €17.4 billion (2016)

With SDL MultiTerm Workflow, terminology management keeps pace with product innovation at Philips Health Systems

Around the world, in clinical settings and at home, Philips health solutions are making a difference in people's lives. But behind the scenes, the translation of product documentation was generating a considerable terminology management workload.

Today, after implementing SDL MultiTerm Workflow, the Patient Care & Monitoring Solutions (PCMS) business group at Philips Health Systems has transformed terminology management into a slick process that can keep up with the division's pace of innovation.

### Serving customers in more than 40 languages

The Philips PCMS business group creates product, promotional and educational documentation (such as instructions for use, brochures, datasheets and e-learning materials) in English; then localises them into more than 40 languages.

The PCMS localisation department manages all translations, working with in-house validators (language and subject-matter experts) and translators from SDL Language Services. It uses solutions such as SDL Trados Studio and SDL MultiTerm for translation and terminology management. The pace of production is such that every day brings one or more translation projects that call for terms to be added to or edited in the group's SDL MultiTerm termbase.

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## Challenges

- Reduce the complexity of the terminology management process
- Remove manual steps to enable focus on termbase enrichment
- Cut the lag between translation project completion and associated terminology work
- Speed up and simplify agreement of new terms
- Add more value to the termbase by making it easier to provide contributions and feedback

## Terminology management: the old way

The process for adding new terms used to be based on Excel spreadsheets. These were converted into and out of SDL ITD (\*.itd) file lists and shared by email between the department's terminologist, SDL translators and terminology validators.

"The process had too many steps and was too manual," says terminologist Daniela Fleck. "We had to be very vigilant to avoid copy-and-paste errors and it was difficult to agree new terms because the process just wasn't designed for collaborative working."

Because the process was cumbersome, terminology work tended to lag behind translation projects. Translators and validators often had to revisit terminology weeks after the end of a project, when their minds were no longer on the topic.

And if someone wanted to contribute terms or feedback outside of a formal translation project, they had to do so by emailing Daniela. "Only the most dedicated terminology fans tended to bother," she says. "So I knew we were missing out on a lot of valuable input."

## In search of a better way

Daniela wanted to spend less time working with spreadsheets and more time maintaining and enriching the termbase to make it a more useful resource for translators, validators and authors. So she and her colleagues started looking for a more efficient way to manage terminology.

SDL MultiTerm Workflow was found to offer the ideal solution. Fully integrated with SDL MultiTerm and SDL Trados Studio, it provides an online workflow management platform for requesting, translating, editing and approving terms.

Daniela took the solution's built-in workflow as her starting point, tailoring it for the needs of the Philips PCMS business group to simplify terminology management for all the participants in the process.



## Thousands of new term requests, easily managed

Using a MultiTerm Workflow plug-in for SDL Trados Studio, translators and validators can now quickly copy and paste a term into the MultiTerm termbase for approval. If they need to send a query or comment to Daniela, they can do so from within the tool, instead of having to write an email. She can respond more quickly with a clarification, or smoothly redirect a query to a content specialist within the workflow. Thanks to these improvements, terminology work no longer lags behind translation projects.

More people are also now willing to provide feedback, or suggest new terms, outside of translation projects. In the first 18 months after implementation, around 3,000 new terms were submitted for consideration.

“That’s a huge increase for us and is down to how easy it is now, using MultiTerm Workflow,” says Daniela. “These contributions are really important. Often they resolve an ongoing issue, such as a term that keeps being mistranslated.”

She also received around 800 pieces of feedback during the same 18-month period. “I would have been fortunate to receive one a month before MultiTerm Workflow,” she says, adding: “It’s impossible for me to be familiar with every term, so feedback is vital to helping me maintain the database, improve definitions, merge overlapping entries and so on.”

The termbase has grown fast since MultiTerm Workflow was implemented less than three years ago: from around 14,800 entries (collected over 25 years) to 18,300.

## More consistency in source and target terms

Daniela points out that consistent source terminology (in this case, in English) is just as important as consistent target terminology. In particular, as Philips Health Systems products are increasingly combined into solutions, documentation for all the products in a solution must use identical terminology to enhance the user experience and avoid any risk of confusion.

Using the MultiTerm Workflow platform, Daniela can now bring together authors and other subject-matter experts to discuss variants of English source terms and agree which is the preferred term and which are deprecated. The discussion and reasoning are recorded in the platform for future reference.

## Results

- Accelerated growth in termbase entries – 3,500 additions in three years
- Terminology work synchronised with translation projects
- Faster agreement on terminology additions and amendments, through improved collaboration
- Increased engagement with termbase users – 3,000 submissions and 800 pieces of feedback submitted in 18 months
- Greater consistency in source and target terminology
- Higher number of 100% matches
- Faster delivery of translation projects
- Better control over translation costs
- A consistently structured termbase able to support ongoing global expansion





"We've seen all sorts of improvements since we started using SDL MultiTerm Workflow. The quality of our termbase has improved and there is great collaboration between our users. There's always a fruitful discussion going on, which is something we simply didn't have before."

**Daniela Fleck**  
Terminologist,  
Philips Patient Care &  
Monitoring Solutions

Rather than deleting the deprecated variants, Daniela combines them with the preferred term into a single entry in the MultiTerm termbase. So if an author subsequently uses a deprecated term, they can be alerted and directed to use the preferred one instead.

"Besides being better for our customers, improving the overall consistency of our terminology helps us control translation costs," she says. "By avoiding unnecessary synonyms we can achieve a higher amount of 100% matches. Translators using the rationalised termbase don't have to do as much research and their translations are more likely to be correct and consistent first time around – a combination that drives faster delivery."

### A termbase fit for the future

"We've seen all sorts of improvements since we started using SDL MultiTerm Workflow," says Daniela. "The quality of our termbase has improved and there is great collaboration between our users. There's always a fruitful discussion going on, which is something we simply didn't have before."

Monthly reporting from MultiTerm Workflow gives Daniela and her colleagues new insight into the termbase, revealing which terms have been added, updated and deleted; and making it easier to identify duplicates. She can also track the growth per language and identify where dedicated terminology projects may be needed.

When MultiTerm Workflow was implemented, Daniela and her colleagues also took the opportunity to work with SDL to enhance the structure of the MultiTerm termbase (for example, by removing unused attribute fields).

"All in all, our termbase is now more consistent in both structure and content," she says. "That's critical, as Philips continues its global expansion and we increase the number of languages we work in."

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## SDL\*

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