



# 2006 Medical Localization Roundtable

May 30th, 2006

Barcelona, Spain

## Bridging Business Units and Geographies

This year's Medical Round Table will enhance the overall Localization World Barcelona Conference theme of "**Working - Together**" by focusing on bridging functional differences and corporate 'silos' through greater collaboration. This one-day special edition of the Medical Round Table will be open to clients only and is intended for the experienced localization professionals in the medical device industry.

We will begin the day with brief presentations of case studies about how processes currently work or don't work in their organization. After the presentations, a moderator will lead both presenters and participants through some of the positive and negative attributes of different corporate organizational forms as they apply to localization.

After lunch, one of the participants representing a major medical manufacturer will present an interesting case study, showing why and how this company is planning to achieve a higher degree of efficiency in the different localization entities. Finally, we will try to apply all observations made and the educational lessons learned during this day to a set of best practices applicable to and compatible with your own specific corporate environment.

The Medical Round Table will address issues such as:

- ✓ the positive and negative attributes of different corporate organizational forms as they apply to localization
- ✓ the effects of mergers and acquisitions on localization management
- ✓ the challenge of managing a hybrid translation model of outsourcing and in-sourcing
- ✓ the challenges of creating more efficient localization processes across business entities
- ✓ the pros and cons of standardization and simplification in localization
- ✓ the challenging process of managing in-country reviews
- ✓ the challenging process of validating multiple vendors

This day-long conference is conceived specifically for localization professionals working in the health sciences arena, in particular for those responsible for delivery of localized product packaging, documentation, and/or software used in the pharmaceutical and medical device technology industries.

### Advisory Board:

**Andres Heuberger**, ForeignExchange Translations, US  
**Fred Leierzapf**, Philips Medical Systems, USA  
**Göran Nordlund**, Maquet Critical Care, Sweden  
**Inna Geller**, Medtronic, USA  
**Richard Korn**, St. Jude Medical, USA  
**Simon Andriesen**, MediLingua, Netherlands

## Agenda

08:00 – 08:30	Opening Remarks
08:30 – 10:00	Taking Stock of Current Experiences (part 1) <i>"Compelling Solutions for Translation Challenges"</i> - Guidant <i>"Flexible Strategies"</i> - Medtronic
10:00 – 10:30	Coffee/Networking Break
10:30 – 12:00	<i>"In-Country Review: Managing a Challenging Process"</i> - Gambro BCT <i>"Translation Madness"</i> - Biosense Webster
12:00 – 13:30	Lunch/Networking
13:30 – 15:00	Taking Stock of Current Experiences (part 2) <i>"A global Approach to Translations within Philips Medical Systems"</i> - Philips Medical Systems
15:00 – 15:30	Coffee/Networking Break
15:30 – 16:15	<i>"Challenges of a Merger - How to establish localization management for a fast growing company"</i> - Synthes
16:15 – 17:15	Best Practices to Promote Connection Between Corporate Silos
17:15 – 17:30	Closing Remarks and Wrap-up

## Format

The format of the meeting is one of brief presentations, followed by an open discussion that allows for sharing of experiences and insights. We expect to bring together a group of thirty to forty practitioners.

Within the context of medical localization, the topics are designed to provide informational content relevant to:

- ⇒ Localization department managers
- ⇒ Localization project managers
- ⇒ Documentation specialists
- ⇒ International Regulatory Affairs resources
- ⇒ International marketing specialists
- ⇒ International product planners
- ⇒ Localization professionals from other industrial areas who have transitioned to responsibility in the medical industry

## Roundtable Objectives

The Medical Localization Round Table offers the opportunity to:

- ⇒ Exchange unbiased information with industry peers
- ⇒ Shorten the search for information about processes, technologies, specifications, and standards
- ⇒ Establish contacts with peers in the medical device industry
- ⇒ Reduce the risk of making uninformed decisions by engaging in open exchange of experiences

## Registration

You can register for the Medical Localization Round Table through the normal Localization World registration procedure. However, if you would like to reserve a seat (as the number of participants will be limited), please send an email to: [clio@localizationinstitute.com](mailto:clio@localizationinstitute.com).

