

CASE STUDY : A UK HEALTHCARE COMMUNICATIONS AGENCY

Chiara's marketing & translation expertise + medical knowledge = trustworthy results



AT A GLANCE

Solutions

- Bespoke and fast quotes.
- Flexibility to adjust to all customers' needs, budgets, and deadlines.
- One single point of contact for three skilled services (translation, editing, and medical consultancy).

Outcomes

- Expert MedComms translations from English and German into Italian.
- Satisfied customers - every time.
- A long-term partnership with a professional team.

"Chiara is diligent, responsive, insightful and we value and trust her services on regular translation projects."

Colin Williams

Senior Account Director

INTRODUCTION

This case study is about an award-winning, fully integrated UK medical communications agency whose teams create powerful, strategic healthcare content. One of their specialist areas is rare diseases.

From pre-launch creative concepts and marketing plans to post-launch communications: they do it all.

PROBLEM: FINDING A SKILLED ITALIAN TRANSLATOR WITH EXPERIENCE IN MEDCOMMS

Working with discerning customers on tight schedules doesn't allow any time for second guessing. This is especially true when clients are making last-minute copy changes that'll need to be checked and translated into Italian: for example, masterclasses on rare diseases, ads for new drugs, or urgent social media posts.

That's why this UK-based healthcare translation agency needed to find an experienced professional with a deep understanding of marketing *and* medicine, as well as with experience in handling urgent copy tweaks.

SOLUTION: A THREE-IN-ONE EXPERT TEAM FROM ITALY - LED BY CHIARA

Enter qualified Italian MedComms translator Chiara, who worked in marketing and customer services for more than 5 years. This has given her a deep understanding of her clients' needs, as well as the resourcefulness to come up with helpful solutions.

Chiara works in partnership with a professional medical consultant and with a skilled editor, Cinzia Turrini. This means that all copy is not only carefully translated, but also checked by a doctor and a second qualified translator. Together, they form a powerful trio that produces flawless Italian copy for the healthcare sector.

Turn over to read about the amazing results!

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RESULTS: IMPECCABLE COPY AND SATISFIED CUSTOMERS

The healthcare communications agency knows that Chiara's expert translation MedComms team is just one click away. There's no need to hire an additional Italian editor or another medical expert, either – these services are already included.

This wealth of knowledge ensures that most questions are solved internally and that end clients only receive essential queries. A real time-saver!

NEED HIGH-QUALITY ITALIAN TEXT FOR YOUR NEXT MEDCOMMS PROJECT?

Do you manage demanding campaigns that require a sound yet innovative approach?

Would you like impeccable Italian copy that's *triple-checked* by a translator, editor, and medical expert?

You've found your solution: save time, nerves, and money with Chiara and her team.

Email chiara@chiaravecchi.com to arrange a free discovery call.

"I just wanted to say a massive thank you for all your help with translations this year... we are very grateful for your flexibility and efficiency."

Grace B.

Account Manager



Associate Member of the
Institute of Translation and Interpreting (Italy)



Associate Member of the
Institute of Translation and Interpreting (UK)