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**FOR IMMEDIATE RELEASE**

## **Cody launches CodyPrint® Translation Services**

*Service allows health plans to easily create English and Spanish member materials in parallel*

TAMPA, Fla. (March 28, 2017) — Adding to its already extensive list of tools and services for health plan marketing departments, Cody has launched CodyPrint® Translation Services to help create member marketing materials – including Annual Notice of Coverage (ANOC), Evidence of Coverage (EOC), Drug Formulary and Summary of Benefits (SB) – in both English and Spanish in lockstep.

“Historically, health plans have used translation companies to translate their English documents into other languages. This “throw it over the fence” model can present a number of challenges, including disconnecting health plan project managers from the process,” said Doug Pray, director of CodyPrint. “Our methodology allows health plans to create these materials side by side in both English and Spanish, giving project managers peace of mind and simplifying the process from beginning to end.”

Using the trusted CodySoft® automation software, Cody’s Translation Services put the power back in the hands of the project manager, and involves the translation company doing what they do best – translating English to other languages instead of managing the process. It also shortens the production timeline and may reduce opportunity for error in the Spanish materials. This parallel process includes:

- **Translating Templates and Data:** CodySoft Editor templates for each plan type, data grids and assets are initially translated to Spanish. After specified rounds of updates to the English templates in CodySoft, the corresponding Spanish templates, assets and data grids are updated to match the current English components. Once the final English templates, data and assets are approved, CodySoft’s automation tool is used to create the individual English and parallel Spanish language plan versioned documents.
- **Professional Proofreading:** Professional linguists who are subject matter experts and have passed rigorous qualification standards proofread the Spanish language versioned documents.
- **Formatting/Typesetting/Desktop Publishing (DTP):** Just as with English language documents, Cody’s translation subject matter experts review each versioned document for correct formatting and pagination, including page breaks, tables of contents, and headers and footers.
- **Quality Assurance:** The entire set of files are checked again against a comprehensive checklist to ensure that final documents are culturally and linguistically accurate, that the files meet any special requirements indicated by the health plan and that they are compliant with regulatory standards.

“The conventional method of managing translations can make it difficult for project managers to understand and track what processes their translation vendors are following internally,” said Pray. “With CodyPrint, they now have increased visibility into the translation process and can review translation progress in advance of the final versioning. In addition, our process minimizes the production timeline and eliminates the iterative processes that increase the opportunity for errors.”

**About Cody:** Cody works with government-funded and commercial health plans to maximize efficiencies throughout the organization. We help clients strategically integrate operations by streamlining marketing communications; improving regulatory compliance; assisting with Business Process Outsourcing; and offering executive search. Our proprietary suite of software, CodySoft®, is specifically designed for health plans.  
[www.codyconsulting.com](http://www.codyconsulting.com)