ACROLINX SCORE
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APPROVED

Customer Story

How Acrolinx Helps Siemens Healthineers Create Better Content Faster

Company Profile

Location: Erlangen, Germany

Industry: Healthcare

Siemens Healthineers AG (listed in Frankfurt, Germany: SHL) is shaping the future of healthcare. As a leading medical technology company headquartered in Erlangen, Germany, Siemens Healthineers enables healthcare providers worldwide through its regional companies to increase value by empowering them on their journey towards expanding precision medicine, transforming care delivery, improving the patient experience, and digitizing healthcare.

Siemens Healthineers is continuously developing its product and service portfolio, with AI-supported applications and digital offerings that play an increasingly important role in the next generation of medical technology.

Case Background

Siemens Healthineers has four working groups that produce content. Dr. Brigitte Herrmann is the Sr. Process Manager at Siemens Healthineers' business area for Digital Health. This business area creates software for Siemens Healthineers' medical and non-medical Software Product and Cloud solutions. SDL MultiTerm Terminology is used across Siemens Healthineers as the Terminology database.

Content types include:

- ✅ Product and User Documentation
- ✅ Service Documentation
- ✅ Software
- ✅ Corporate Marketing

Key Challenges

- ✅ Inconsistent use of terminology
- ✅ Difficulty creating content standards for globally distributed teams
- ✅ Long editorial review process
- ✅ Inconsistent brand and corporate style guidelines
- ✅ Compliance risks due to inconsistency

Key Value Points

- ✓ Writers use Acrolinx wherever they create content
- ✓ Fewer translator queries
- ✓ Dramatic decrease in duration of editorial review process
- ✓ Clear and consistent use of correct terminology
- ✓ Greater content compliance
- ✓ Unified language standards that are accessible across different locations

Before using Acrolinx, Siemens Healthineers were noticing inconsistencies in branding and product names created by R&D departments across global teams.

Source content was created in English and for many of the developers creating content, English isn't their native language. As the content is translated from English and localized into a minimum 35 languages—the inconsistencies and variations in terminology resulted in translation inefficiencies, longer translation times and increased costs.

Content Goals

The main goal that Siemens Healthineers has is that all its products are usable for the intended departments. That requires a high level of clarity and consistent terminology to make sure that localization is efficient and accurate.

Consistent terminology also plays a big part in compliance. It's important to prevent the use of terms for features that other life sciences companies use, to avoid violating patents. Avoiding product misuse that may arise from unclear product documentation is also a high priority.

Non-offensive, inclusive language is necessary, particularly in the field of healthcare, and making sure it meets the needs of their different stakeholders is essential in the healthcare industry.

> "The main goal with user content isn't to create more content. It's actually to create less content, but more effective content in the user's language."
>
> —Dr. Brigitte Herrmann

2.3 years of human effort saved in creating software content

How Acrolinx is Helping

With approximately 270 writers and over 5 million words checked in 2020 alone, Acrolinx has successfully helped the company implement unified language standards across all business units. Content creators use Acrolinx with the Microsoft Office suite and within the CMS through the Content Analyzer and Desktop Checker. As of 2021, development teams have also started checking UI strings in software content with Acrolinx.

The Content Analyzer has been the main force in dramatically shortening the editorial review process. **The content review process used to take three weeks, but with Acrolinx that time shortened to 2 days per product line**, because the Content Analyzer is able to batch check large volumes of content at once. Acrolinx is removing the need for expensive human resources to proofread our content thoroughly. Acrolinx will batch check content for errors and then prioritize the areas technical writers and developers need to focus on. This reduces the time to correct user documentation and software content errors.

As Siemens Healthcare translates their content into approximately 35 languages, Acrolinx checks all English content before it's forwarded onto translation agencies helping improve clarity, which reduces unnecessary words, which also drastically reduce translation costs. Translation is a highly regulated process that includes a review by human editors as part of the regulatory process. Acrolinx reduces the amount of time content spends in the review cycle, reduces translator queries and increases the likelihood of compliance with regulatory language requirements that human translators may miss.

Next Steps for Siemens Healthineers and Acrolinx

Siemens Healthineers is looking to use automated checking with the Acrolinx Content Analyzer to make it even easier to review and correct their content. Additionally Siemens Healthineers is looking to explore ways to reuse standard phrases and messaging to standardize reusable content.

The marketing department has a content goal to improve search behavior by understanding how their user searches and interacts with content. Marketing would like to refine their use of SEO keywords, which they plan to research independently in a platform like Searchmetrics and add them to the Acrolinx Findability List.

Siemens Healthcare is making inclusive language and emotive language a bigger priority in its content and look forward to working more with the Acrolinx inclusive language feature and Emolinx through 2021.

"We want to speak in the language of our users. To speak in all our product and web content in one consistent voice."

—Dr. Brigitte Herrmann

ABOUT ACROLINX

Acrolinx is an AI-powered software platform that improves the quality and effectiveness of enterprise content. We help some of the world's most valuable brands meet complex content challenges at immense scale — across writers, languages, and cultures. Acrolinx delivers a unified content experience across all digital touchpoints, all while avoiding editorial bottlenecks, quality issues, budget overruns, and compliance risk.

Learn more at acrolinx.com

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Better Content. Faster.