

PATIENT EDUCATION MATERIALS DESIGNED TO PROMOTE DIGITAL AND HEALTH LITERACY AMONG OLDER PEOPLE

CLIENT PROFILE: A leading Portuguese healthcare institution seeking to provide Portuguese-speaking patients with clear, concise, and culturally relevant information.



OBJECTIVES

1. To translate **patient education materials** from English to Portuguese, ensuring **cultural appropriateness and understanding** for Portuguese-speaking **older adults with low literacy levels**.
2. To address and resolve **ambiguities and inaccuracies** in the original English version.

APPROACH

- 1. Initial Content Review:** Partnered with a native English reviewer to correct and refine the source material, ensuring its precision and clarity.
- 2. Translation:** Took the lead in translating the polished English content into Portuguese, staying attuned to cultural nuances and the specific challenges of aging in Portugal.
- 3. Collaborative Review:** Engaged a trusted colleague to review the translated content meticulously. Together, we ensured accuracy, clarity, and cultural appropriateness.
- 4. Feedback Integration:** Incorporated the revisions proposed by my colleague, solidifying the content's accuracy and resonance with the intended audience.

BENEFITS

1. Accurate Communication

The translated materials offered clear, medically sound guidance on healthy habits to Portuguese-speaking older adults.

2. Cultural Relevance

Through close collaboration and continuous review, ensured that the materials were culturally tailored, resulting in improved patient engagement and understanding.

3. Client Satisfaction

Addressed the original English version's pitfalls and made quality improvements, showcasing dedication to standards and precision, thereby strengthening the trust relationship with the client.

AT A GLANCE

CHALLENGES

- Tackling ambiguities in the original English content, and ensuring cultural appropriateness and adequacy for the intended audience.

BENEFITS

- Culturally tailored materials, improved patient engagement and understanding, and reinforced client trust.



Need a medical translator or writer?
I'm Your Portuguese Patient Partner
www.anasofiacorreia.com
ana@anasofiacorreia.com