

How machine translation is rapidly breaking language barriers in real-world evidence

For those seeking **real-world evidence** from every corner of the globe, machine translation could just be the fastest route to impact with market research.

Real-world evidence (RWE) is big business growing fast. The market is expected to reach \$4.6 billion by 2030—registering a CAGR of 8.4% from today—fuelled by the high adoption of real-world services by pharmaceutical and biotech companies as well as healthcare providers.¹ This underscores the increasing importance of evidence-based decision-making within the life sciences industry. But, thinking laterally for a second, it becomes evident that this presents an immense data challenge for any globally-minded organization before it can capitalize on the RWE boom.

For RWE, the ability to gather and analyze data from diverse geographic regions is central to its existence. But collecting the likes of clinical settings data, claims data, pharmacy data, and patient-powered data—to name a few—is already a big task, whatever your organization's size. The need to then translate that accumulated data into your analysts' language(s) to make it actionable and within a meaningful timescale is an ask that is becoming unfeasible within traditional translation workflows.

How to shift gears in RWE translation

The human-based translation methods life science organizations typically rely on are simply too slow and difficult to scale for any organization to meaningfully compete using the latest RWE. Instead, pharmaceutical companies, biotech enterprises et al., need to turn their attention to enterprise-grade AI-powered machine translation (MT). This is the best means of discovering the insight they need from globally sourced, linguistically diverse RWE sooner. Using MT, you can shed slow, limited resource translation methods from your workflows and integrate 1000s of languages into your peoples' understanding in an instant.

What are the key benefits of machine translation in RWE?

AI is already being integrated within RWE spheres to great effect. ConcertAI and PathAI's joint creation of a first-in-class quantitative histopathology and curated clinical RWE solution is just one example. But integration of AI is also finding its place in substantially enhancing the translation of RWE data:

1. Global data accessibility and security

AI-powered MT facilitates the translation of diverse data sources from multiple languages from whatever format they arrive into a common language, securely. Data examples include electronic health records, medical literature, and regulatory documents. That means every document you need is available for analysis and your organization's regulatory compliance is never in doubt.

1. Grand View Research, 'Global Real World Evidence Solutions Market Size, Share & Trends Analysis Report by Component (Services, Data Sets), Application, End-use, Region, and Segment Forecasts, 2024-2030'

2. Enhanced data quality and accuracy

MT minimizes the risk of misinterpretation or data distortion by learning the industry-specific terminologies, nuances, and linguistic intricacies it finds when translating documents, meaning it improves with every use. It's a significant benefit if you're wanting to improve the quality, scale, and reliability of your market research findings and make informed decisions based on robust evidence.

3. Accelerated insight generation

With human translators maxing out at around 3,000 words per day, and leading MT solutions capable of accurately translating 100,000s+ words per minute, the speed with which your teams can generate insights and make decisions based on MT-translated RWE is simply unbeatable. This agility is crucial in such a competitive and accelerating market landscape.

This doesn't mean the end for human translators in RWE, however. Though unsuitable for RWE translations on a truly global scale, human translators are vital in helping to review and validate MT outputs. They therefore aid its learning and refinement for future translations. Human translators can also be required to meet certain regulatory requirements with translated documents.

Which MT solution is right for your RWE activities?

Language Weaver is the ideal MT solution for rapidly accelerating and scaling your depth and breadth of RWE for use in your market research. Used by many of the world's top pharmaceutical companies, it integrates over 3,000 language combinations and 150+ direct language pairs into existing workflows and IT setups.

As an AI-powered solution, Language Weaver perpetually learns and improves through leveraging state-of-the-art neural technologies. It means its knowledge base is always increasing, putting your teams one step ahead in every translation.

With a translation capacity of 100,000s+ words per minute, it's an essential tool for any globally minded life sciences organization wanting to arrive at and stay at the forefront of RWE.

Discover the potential of implementing Language Weaver across your entire operations, and how it can rapidly accelerate your teams' time to impact by visiting our dedicated landing page.

[languageweaver.com/life-sciences](https://www.languageweaver.com/life-sciences)

About RWS

RWS Holdings plc is a unique, world-leading provider of technology-enabled language, content and intellectual property services. Through content transformation and multilingual data analysis, our combination of AI-enabled technology and human expertise helps our clients to grow by ensuring they are understood anywhere, in any language.

Our purpose is unlocking global understanding. By combining cultural understanding, client understanding and technical understanding, our services and technology assist our clients to acquire and retain customers, deliver engaging user experiences, maintain compliance and gain actionable insights into their data and content.

Over the past 20 years we've been evolving our own AI solutions as well as helping clients to explore, build and use multilingual AI applications. With 45+ AI-related patents and more than 100 peer-reviewed papers, we have the experience and expertise to support clients on their AI journey.

We work with over 80% of the world's top 100 brands, more than three-quarters of Fortune's 20 'Most Admired Companies' and almost all of the top pharmaceutical companies, investment banks, law firms and patent filers. Our client base spans Europe, Asia Pacific, Africa and North and South America. Our 65+ global locations across five continents service clients in the automotive, chemical, financial, legal, medical, pharmaceutical, technology and telecommunications sectors.

Founded in 1958, RWS is headquartered in the UK and publicly listed on AIM, the London Stock Exchange regulated market (RWS.L).

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