

6 Steps to Improving Your Language Access Plan.

Contact us for expert assistance in creating a language program that works

Assessing your current language program can uncover performance gaps, highlight missing languages, and identify areas that need improvement to enhance accessibility and provide a better experience for limited English proficient (LEP) and Deaf and Hard of Hearing individuals seeking your services.

Here's your guide to assess and optimize your language program:

STEP 1

Revisit the Population You are Serving and the Services You Are Providing



Are you covering all the languages your customers or patients speak?

Examine the demographics in your community and determine the most common languages spoken. Is your organization doing everything possible to offer your services in those languages?



What are the most common languages spoken in your community?

Providing translated documents in at least the top ten languages spoken in your community can help you increase your reach.

1 _____	6 _____	11 _____
2 _____	7 _____	12 _____
3 _____	8 _____	13 _____
4 _____	9 _____	14 _____
5 _____	10 _____	15 _____

Are important customer/patient-facing documents accessible in multiple languages?

While interpretation is critical in delivering your services to multilingual communities, ensuring that essential documents are translated, both at your facility and online, is a great way to reach more people. *Are your documents translated into the most common languages spoken in your community?*

Are you covering all the touchpoints where language access would be helpful?

Ensure all touchpoints are accounted for. Here's a list to get you started.

- | | | |
|--|---|--------------------------------|
| <input type="checkbox"/> Front Desk Services | <input type="checkbox"/> Administrative Documents | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Signage | <input type="checkbox"/> Contracts | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Website Content | <input type="checkbox"/> Marketing Materials | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Intake Forms | <input type="checkbox"/> Appointment Scheduling | <input type="checkbox"/> _____ |

STEP 2

Evaluate the Strengths and Weaknesses of Your Current Language Program

How are you providing interpretation and translation at your organization?

Examine the demographics in your community and determine the most common languages spoken. *Is your organization doing everything possible to offer your services in those languages?*

- Are you using professional interpreters and translators?
- Are you relying on untrained bilingual staff?
- Are you partnered with an experienced language services provider that offers all the languages you need?

“With the LSA partnership, we have been able to service over 15,000 language customers annually”

Khlecka Banks - Flagstar Bank

AVP Senior Systems Analyst-IVR

Is your interpretation service available in multiple modalities?

Modalities include:

- Over the Phone Interpretation
- Video Remote Interpretation
- Onsite Interpretation
- Hybrid (AI/Human) Interpretation

Choosing the most appropriate and effective method(s) of delivery guarantee a better ROI, improved customer experience, and stronger outcomes.

[Contact us today to discuss how we can increase your reach!](#)

 How long does it take for translated materials to be delivered?

When you need a document or content on your website converted into another language, does the service you use come with long wait times? While some types of documentation can require additional time to complete, some providers, like LSA, offer tools like our [AI Machine Translation+](#) for non-critical documents delivered faster and at a more affordable rate.

STEP 3**Refresh Your Training and Policies**

Even the best language access plan and program won't be effective if employees don't know how to use it.

 Ensure your staff knows all the details of your language access plan

Be sure your staff knows all the details of your language access plan such as how and when to request interpreters, where translated content is stored, and what languages you cover.

Clear guidelines are often forgotten, leaving staff with no way to get an interpreter when they need one. This can cause your organization to lose business and can be dangerous in medical situations when an LEP patient needs immediate care. [LSA is proud to provide free training materials as part of its implementation](#), including Desktop Reference Cards, Best Practices, and more to guide your staff in procuring an interpreter when needed.

STEP 4**Optimize and Streamline Your Processes**

A manual or disorganized process can slow down response times and create inconsistencies. Simplify your workflow:

- Implement centralized scheduling for interpretation.**
If you already partner with a provider, do they have a dashboard that tracks and offers real-time updates about your requests? If you use independent interpreters or your own, do you have an interpreter management system to organize assignments and scheduling?

LSA provides a centralized location through the LSA Client Portal to track your requests. If you use your own interpreters, various language service providers, and/or LSA as overflow, we offer the LSA Scheduler to streamline the scheduling process with a one-stop Integrated Management Solution that allows you to source interpreters from all outlets in one application.

- Optimize how you connect to on-demand audio and video interpreters when you need immediate assistance.**
Partnering with a language provider who offers an intuitive app can save you time, money, and frustration. The [LSA Interpretation App](#), allows users to access live interpreters on demand with a simple push of a button, providing instant access in hundreds of languages. It's available for download on Android, iOS, and Windows, and accessible on any laptop, desktop, tablet, or smartphone.
- Update translation request procedures for faster turnaround times.**
Develop a system that allows you to create and track requests easily to assure speedier turnaround times and consistent service delivery.
- Leverage technology and AI-powered translation solutions for non-sensitive materials.**
LSA offers several AI solutions, including [LSA AI Video Dubbing](#), and [LSA AI Machine Translation+](#), provided with human oversight.

Learn about our AI solutions.

We harness the latest technology, while ensuring clear results.
Human oversight is always provided on all our services.

[MORE INFORMATION](#)

STEP 5**Measure Impact & Set Goals**

For long-term success, create a more efficient language program by:

- Tracking Your Language Requests**
Are you tracking language requests? Implementing a system to monitor all interpretation and translation requests is essential. This can include tracking the date, time, languages, request fulfillment status, timeliness, and other relevant details like location and/or requester.

Language Services Associates' (LSA) Client Portal® facilitates this by providing secure access to data on every service transaction, allowing clients to monitor and analyze performance metrics in real-time.

- Collecting Feedback**
Collecting feedback from employees and customers on language service effectiveness is a great way to gauge how your current language program is performing. Feedback is your chance to improve. The better your employees feel about how well these services operate and the more your LEP customers or patients feel heard, the more impactful they will be.

- Tracking Performance Metrics**
Tracking performance metrics like interpreter response times, translation accuracy, and patient or customer satisfaction is another great way to understand how well your language services are performing.

If you don't have a system to do this on your own, partnering with a language services provider who can track these metrics for you. This indicates that the provider has complete confidence in their services by offering transparency in these metrics and services.

- Setting Goals**
Set goals for expanding language access and improving inclusivity by strategizing with your language provider. Are they offering the guidance you need? Do they offer the services and languages necessary for your growth? If not, it's time to switch to LSA!

STEP 6**Partner with Language Services Associates for a More Inclusive Future**

Optimizing your language access strategy isn't just a one-time task—it's an ongoing commitment to serving multilingual populations and facilitating inclusivity and accessibility. By assessing, refining, and optimizing your language services, you can ensure your organization is meeting the needs of all individuals, regardless of the language they speak, providing better outcomes and improving your standing in your community.

LSA takes a proactive approach to understanding your company, customer demographics, language needs, and technology. Our services are designed for seamless integration into existing platforms and workflows, enabling your organization to focus on its core competencies while LSA handles your language needs. Our experienced professionals are committed to providing high-quality, accurate, and appropriate language services and are dedicated to solving challenges and delivering excellent customer service.

The partnership begins with a deep discovery with your stakeholders to understand the specific multilingual challenges you face. This might include evaluating the volume and types of content for translation (e.g. forms, policy documents, educational materials, etc.), determining the languages most spoken in your community, the delivery methods to provide optimum service, and workflow customizations or technology implementations to create a tailored solution for your needs.

Why Top Performing Companies Choose LSA

For over three decades, Language Services Associates has offered a full suite of interpretation and translation solutions to help optimize the experience of customers and patients with limited English proficiency and the companies that serve them. We offer:

- [Over the Phone Interpretation \(OPI\)](#)
- [Video Remote Interpretation \(VRI\)](#)
- [Onsite Interpretation \(OSI\)](#)
- [American Sign Language \(ASL\)](#)
- [Translation and Localization](#)
- [Telehealth](#)
- [Language Assessments and Testing \(LAT\)](#)
- [AI Video Dubbing](#)
- [AI Machine Translation+](#)
- LSA Scheduler

Our OPI, VRI, and ASL services are available on demand 24/7/365 in hundreds of languages, and all of our services can be scheduled around the clock.

Did you answer “no” or are you unsure of any of these questions?

Contact us for expert guidance and to learn how our interpretation and translation solutions improve your reach!

[CONTACT US](#)