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CUSTOMER SPOTLIGHT

Over-the-Phone Interpreting Helps Children's Medical Center to Break through Language Barriers and to Provide Equal Healthcare Access



BRIEF OVERVIEW

Customer Profile

The Children's Medical Center system, located in Dallas, Texas, is comprised of two full-service pediatric hospitals that serve children through nearly 570,000 patient visits annually. Children's is the seventh largest pediatric healthcare provider in the nation, specializing in the care of children from birth to age 18.



EXECUTIVE SUMMARY

Children's patient care ranges from simple exams to specialized treatment, in areas such as heart disease, hematology-oncology, cystic fibrosis, and transplants. Children's has earned national recognition for their work and is consistently ranked among the nation's top pediatric hospitals by U.S. News & World Report.



“ **Over-the-phone interpreting is vital in providing equal access to people. Having a partnership with an OPI provider is so critical in meeting the needs of Limited English Proficient patients.** ”

– **Edgardo Garcia** | Director of Language Access Services
Children's Medical Center Dallas

To better serve its ethnically-diverse patient community, Children's established a Language Access Services program in 1993. For more than 17 years, the Language Access Services Program team has diligently worked to hone the program to offer Limited English Proficient patients (LEPs) with equal access to high-quality health care. Children's language access program consists of many components:

- Onsite Spanish interpreters who are available 24/7/365
- Spanish Bilingual Assistants
- Document translation
- Video remote interpreting (VRI)
- Over-the-phone interpreting

Children's has created a "Prioritization of Calls" pyramid that sets forth guidelines for providing LEPs with timely, situationally-appropriate language access. The pyramid classifies LEP encounters into four priorities based on the circumstances or the area of the hospital involved. For each priority, there is a corresponding preferred language access option.

MAKING THE MOST OF OVER-THE-PHONE INTERPRETING

When onsite interpreters or VRI aren't available to provide timely, efficient language access, over-the-phone interpreting (OPI) is the solution. According to Edgardo Garcia, Director of Language Access Services at Children's Medical Center Dallas, "Patient throughput is important. We want to offer LEPs a seamless experience that is similar to an English-speaking patient. We strive to provide equal healthcare service and not extend a patient's stay or waiting time." In order to do so, Children's recommends that staff members use OPI when face-to-face interpretation or VRI are not available. Pacific Interpreters is one of the OPI vendors of choice at Children's, complementing their language access program with medically-qualified interpreters specializing in pediatrics, live Customer Service Associates who provide an interpreter in an average of less than 30 seconds, competitive pricing without additional fees, and a responsive Voice of the Customer feedback solution.

LIVE CUSTOMER SERVICE ASSOCIATES QUICKLY CONNECT CALLS

Pacific Interpreters' customers have the choice to use an automated interactive voice response (IVR) system or Customer Service Associates (CSAs) to answer incoming calls. Children's opts to use live CSAs; therefore, when their providers call Pacific Interpreters to request an interpreter, they are able to talk to a live person instead of an automated system. Even with talking to a live person, connection time to an interpreter averages less than 30 seconds.

MEDICALLY QUALIFIED, SPECIALIZED INTERPRETERS

Pacific Interpreters' interpreters are medically qualified and specialize in healthcare interpreting. Impressively, Pacific Interpreters has a team of interpreters who have specialized skills in pediatric interpreting. As a result, this team has the additional skills and knowledge necessary to respond to the unique challenges of the pediatric environment, which is especially important at Children's.

COMPETITIVE, COST-EFFECTIVE PRICING OPTIONS

Pacific Interpreters offers competitive, cost-effective pricing options that meet Children's vast needs. For instance, Pacific Interpreters' customers do not pay connection fees for 3rd-party calls, nor are there time-of-day or hard-to-find language surcharges. These pricing options minimize the overall cost impact to each department. Pacific Interpreters has demonstrated to Children's its commitment to providing hard-to-find languages and dialects without an additional surcharge. For example, low German has posed a challenge at Children's; it is a rare dialect of German that is spoken in the panhandle of Texas. Even with this rare dialect, Pacific Interpreters has provided Children's with medically-qualified interpreters at no extra charge.



PEDIATRIC INTERPRETING

Pacific Interpreters' Pediatric Interpreting program facilitates clinician and interpreter collaboration, which enables the pediatric healthcare provider to better meet the needs of Limited English Proficient (LEP) patients and their families. Utilizing the expertise of Oregon Health & Science University and the Doernbecher Children's Hospital staff, along with nationwide input from interpreters and pediatric clinical providers and consultants, this program enhances interpreters' skills with classroom instruction, a pediatric glossary, vocabulary development and progress testing, and realistic practice sessions.





RESPONSIVE, HIGH-QUALITY CUSTOMER SERVICE

The heart of Pacific Interpreters' mission is to deliver affordable, accessible, high-quality medical interpreting that contributes to positive patient outcomes. If, for some reason, Pacific Interpreters does not meet a customer's expectations, the company provides all customers with a venue for feedback through the Voice of Customer (VoC) program. On the rare occasions that Children's has had a concern, Mr. Garcia has been impressed: "If there's an issue, Pacific Interpreters drills down and solves the problem by getting to the source of the issue. Furthermore, they make it right." In Mr. Garcia's words, "Pacific Interpreters takes customer service to the next level."

OVER-THE-PHONE INTERPRETING IS CRUCIAL TO PROVIDING EQUAL HEALTHCARE ACCESS

The language access program at Children's is broad in scope, but it is clear in its mission to provide equal healthcare access to LEPs. Pacific Interpreters' OPI services have served as a critical component in achieving this goal. "Pacific Interpreters should be proud of the services they are offering at Children's Medical Center," says Mr. Garcia. "Over-the-phone interpreting is vital in providing equal access to people. Having a partnership with an OPI provider is so critical in meeting the needs of Limited English Proficient patients."

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