



Stratus InPerson

Is there an interpreter in the house?
There is now with Stratus InPerson.

Imagine you need to have a difficult conversation with a patient. Perhaps you need to discuss cancer treatment options, finalize end-of-life plans or share devastating news. Now imagine that patient doesn't speak English.

For difficult or lengthy conversations it is best practice to bring in an on-site interpreter, but as anyone who has worked in healthcare knows, the best option is not always immediately possible. Currently, most healthcare organizations rely on a combination of staff interpreters, agency interpreters and remote interpreters (either over the phone or through video) to communicate with limited English proficiency (LEP) patients. No hospital can staff interpreters for every language, and often times agency interpretation is prohibitively expensive – in those situations most healthcare providers turn to remote interpretive services, even when the conversation is difficult. It is a lose-lose situation and the patient is the one who suffers.

But all that is about to change.

Introducing Stratus InPerson

As an industry leader in healthcare interpreting, Stratus Video understands your need for a more flexible approach to language access services. In response, we have developed a next generation geolocation tool that connects you to qualified onsite interpreters in your area.

Stratus InPerson functions as a convenient mobile app. When you are in need of an onsite interpreter, all you need to do is open Stratus InPerson and specify the type of interpretation you need. That request will be routed exclusively to qualified interpreters in your area. The interpreter who accepts the job will show up on site at the specified time. Interpreter qualifications, session history and payment information can all be tracked through the location based app. This cutting edge interpreting service will change the way both hospitals and interpreters consider on-site interpretation.

How InPerson Meets Your Needs

Stratus InPerson simplifies scheduling and accounting for both healthcare organizations and interpreters. The app can be integrated with most existing scheduling management and accounting software. It utilizes one language access platform with a single customizable interface. Stratus InPerson also cuts cost by eliminating the need for third party interpreting agencies. Thanks to the integration of both scheduling and payment features directly in the app, interpretation management can be brought in-house. With Stratus InPerson, interpreters are free to register as independent contractors, choose





a price point that they are comfortable with and select the jobs they want. The app is easy to download and simple to use.

The simplicity of scheduling in-person interpreters through Stratus InPerson will astound you. With just a couple of taps on your handheld device, you can schedule a qualified interpreter to arrive on-site for any appointment with a limited English proficiency patient. It's that easy. If no on-site interpreter is available, Stratus InPerson will automatically route to a Stratus Video Interpreter, providing a fail-safe solution. The app provides healthcare facilities with access to a larger pool of interpreters to better cover scheduling needs. Likewise, the app provides interpreters with access to a larger pool of potential clients and a valuable networking tool. All InPerson interpreters are vetted, paid and 1099'd by Stratus, reducing hospital costs while maintaining interpreter pay scales, a shared benefit for both parties.

Let's revisit a real-world situation. Imagine your medical team has not been able to restore organ function in an Arabic-speaking patient. The family must be notified in their own language. Your hospital does not staff Arabic interpreters, and it is after hours so agency costs would be astronomical. Due to the sensitive nature of the information, you want to provide an on-site interpreter so that the family feels a stronger empathetic connection. With Stratus InPerson, all you have to do is open the application, select the current date, time and language (in this case, Arabic). A call goes out to qualified available interpreters in the area based on your criteria. An Arabic medical interpreter arrives to the scene, able to effectively communicate with the family about their son's condition and the decision they will ultimately have to make regarding life support.

Understanding Market Need

In a market as dynamic as language access services, there is always room for innovation and new service development. IbisWorld's Market Research Report¹ on interpreting services in the United States analyzes companies that translate written material and interpret speech from one language to another, predicts that globalization and an increase in immigration will consistently boost demand for industry services throughout its five year outlook. The LEP population grew a whopping 80 percent from nearly 14 million to 25.1 million between 1990 and 2013 alone, according to the Migration Policy Institute². It gives no indication of slowing down. The U.S. Census Bureau³ projects that international migration to the United States will prove to be the

¹ IbisWorld. (2015). Translation Services in the US: Market Research Report, <http://www.ibisworld.com/industry/default.aspx?indid=1446>.

² Long, J. & Batalova, J. (2015). The Limited English Proficient Population in the United States. MPI Migration Policy Institute, <http://www.migrationpolicy.org/article/limited-english-proficient-population-united-states>

³ The Pew. (2014). Changing Patterns in U.S. Immigration and Population: Immigrants slow population decline in many countries, <http://www.pewtrusts.org/en/research-and-analysis/issue-briefs/2014/12/changing-patterns-in-us-immigration-and-population>

With just a couple of taps on your handheld device, you can schedule a qualified interpreter to arrive on-site.



principal driver of the country's population growth between 2027 and 2038. With such extensive growth on the horizon, language access services are gearing up to meet the demand. The Common Sense Advisory⁴ reports that the United States language interpreting market is currently comprised of over the phone, in-person and video remote interpreting, with in-person interpreting taking the biggest slice of the pie. Although video remote interpretation is projected to increase in the future, reports indicate that in-person interpreting is predicted to hold its ground and remain a big player in the language interpreting market.

Stratus InPerson is the first in the market to provide a geolocation platform with an in-person interpreting language access solution. The new product is designed to facilitate communication in situations in which remote interpretation just won't cut it, addressing market needs and preserving patient satisfaction.

How Stratus Plans to Meet Market Need

Stratus developed Stratus Video in an effort to provide a convenient, immediate and cost-effective solution with access to a larger pool of interpreters for the growing LEP population. This indispensable language access service provides healthcare organizations with a live interpreter in the language they need over a dependable video network platform that can be utilized anywhere with Internet access. Video Remote Interpretation (VRI) training is provided so nurses and healthcare providers can utilize all of its capabilities with ease.

As a strong believer in improving lives through better communication, Stratus recognizes the ongoing need for on-site interpreters and has developed Stratus InPerson in an effort to bring all language access services under one roof. The new app creates an avenue for Stratus to vertically integrate into other areas of the market, providing healthcare providers with the ability to obtain both video and in-person interpreting services from one vendor.

Summary

In conclusion, Stratus has developed a location based app with cutting edge technology to respond to your interpreting needs and market demand. Stratus InPerson simplifies scheduling and accounting for both healthcare providers and interpreters. It integrates with most existing software and seamlessly transfers to Stratus Video, offering a fail-safe solution. With just a few taps on your handheld device, you will be equipped to bridge even the most delicate of communication barriers.

⁴ DePalma, D, Pielmeier, H, Stewart, R & Henderson, S. (2015). The Language Services Market: 2015. Common Sense Advisory, <https://www.commonsenseadvisory.com/AbstractView.aspx?ArticleID=26590>

