

## Optimization Training Guide

Optimize Your  
LanguageLine Solutions®  
Over-the-Phone Interpreting Services



# Section 1: Optimizing LanguageLine Solutions Phone Interpretation Services: End User Training

**PURPOSE:** The Champion/Trainer will be responsible for training the end users about phone interpretation service(s). The purpose of this section is to provide the materials the Champion/Trainer will use for training.

## Step 1. Determine Training Modality

The chart below describes the modalities you can use and the equipment you will need:

Training Modality	Suggested Equipment
On-the-spot training conducted at the end users' work station	Laptop, iPad, or handouts
Scheduled groups classroom style training	Laptop, projector, or handouts
Language Services Fair - table set up in a central location to provide on-the-spot training and material distribution	Laptop, iPad, or handouts

## Step 2. Conduct End User Training

Demonstrate the use of Phone Interpreting in two ways: in-person or via webinar presentation. In-person is recommended but a webinar presentation is helpful especially when end users are located across a broad area. Periodic webinar training and posting of the training on a hosted site reinforces its use.

Training topics include how to:

- Why language access is important
- Why LanguageLine Solutions
- How to identify the preferred language
- Working with an Interpreter
- Managing cultural differences

During training, discuss and demonstrate how to use the access materials and the QRG.

The LanguageLine Solutions' Implementation Team and Account Managers are well versed in conducting user training. We are available to support your organization in the effective use of Phone Interpreting.



**Reference Material 1.0 Optimization Training Guide and 1.1 Power Point Training Presentation** have been prepared to help you conduct the trainings.



**Video: How to Access an Interpreter when In Person Over the Phone**

YouTube- [https://www.youtube.com/watch?v=jJHK\\_7tyL3U&list=PLq\\_cfv9tFIQBRnlv0XBf7W9RrXCOje1-R](https://www.youtube.com/watch?v=jJHK_7tyL3U&list=PLq_cfv9tFIQBRnlv0XBf7W9RrXCOje1-R)

**END OF SECTION 1:** The organization is now prepared to maximize the benefits of their investment in LanguageLine interpretation services.

## 1.0 Reference Material-Optimization Training Guide

The trainer will need to gather the material and equipment that is necessary to conduct the training. Depending on the training modality chosen the equipment will change. Below is an example of what type of equipment may be needed:

Training Modality	Suggested Equipment
On-the-spot training conducted at the end users' work station	Laptop, iPad, or handouts
Scheduled groups classroom style training	Laptop, projector, or handouts
Language Services Fair - table set up in a central location to provide on-the-spot training and material distribution	Laptop, iPad, or handouts

The trainer should also customize the presentation based on the audience, the way they interact with customers and the specific service that is being implemented or optimized. If the organization is not a healthcare facility then slide 5 can be eliminated. If you are not using Awareness materials, delete slide 7.

### OPTIONAL SLIDES

Health Care – Slide 5

Materials – Slide 7

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### SLIDE 1

The trainer should introduce themselves and welcome the group to the training session.

**SAY:** Good day. Today we will be learning about our Language Access Program here at (name of institution). This is an important program as I am sure we have all been frustrated with language barriers during the course of our working day. And this frustration isn't going to go away. It is going to continue to grow.

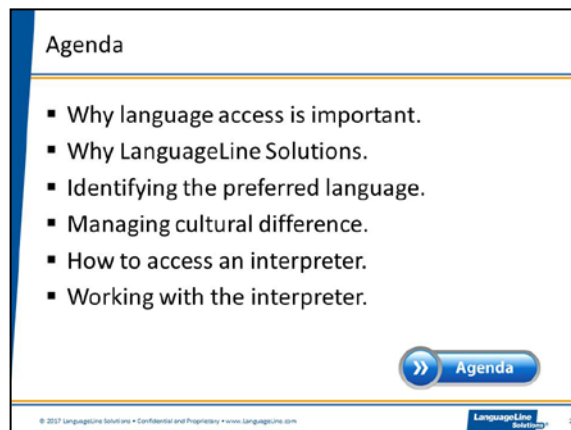
LanguageLine Solutions is our partner to eliminate those barriers. Through them we have near instant access to trained video interpreters. This will help to reduce your frustration, make you more efficient so you can get through your day easier, and provide outstanding service to our LEP customers.



## SLIDE 2

**SAY:** In this session you will learn:

- Why interpretation services are a critical business tool for our organization
- Why we have chosen LanguageLine Solutions as our partner for interpretation services
- How to identify the language our LEP customers speak so that we can access the right interpreters quickly
- How to manage cultural differences.
- How to access the interpreter
- And, we'll cover tips for working with the interpreter and LEP customers.



Agenda

- Why language access is important.
- Why LanguageLine Solutions.
- Identifying the preferred language.
- Managing cultural difference.
- How to access an interpreter.
- Working with the interpreter.

» Agenda

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## SLIDE 3

**SAY:** Let's start with why language access services are important. Well first, it's the right thing to do:

- When we do business in the language our customers prefer we improve customer service and build loyalty which accelerates business results.
- We improve the efficiency of the organization. It eliminates the need to find a colleague that can speak the language and take them off their job to help us with the LEP customer. This in turn makes your jobs easier.



Why Language Access Services?

It's the Right Thing to Do

- Improves customer service and builds loyalty by communicating in the customer's preferred language.
- Improves staff efficiency by streamlining the communication process.
- Mitigates the risk and reduces the expense associated with a lack of communication.

RIGHT

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## SLIDE 4

**SAY:** And it's the law! We'll review the laws that mandate this but it's very important to understand that the law applies to recipients of federal funding and is very clear on three things:

1. That professional **language access services are available** for LEP persons
2. That the services are free
3. And that **notification of the services**, and the fact that they are free, is available and **clearly visible**.

**SAY:** Let's review what the laws say:

- **Title VI of the Civil Rights Act of 1964**
  - Prohibits a recipient of federal funding from discriminating against individuals on the basis of national origin (extended to the individual's preferred language).
  - The Office for Civil Rights policy guidance for compliance states: LEP persons must be notified of the availability of free interpreting services, and the services must not require friends or family to provide interpretation.
- **Section 504 of the Rehabilitation Act of 1973**
  - No qualified individual with a disability shall be excluded from, denied the benefits of, or be subjected to discrimination under any program activity that receives Federal financial assistance. Requirements include effective communication with the Deaf and Hard-of-Hearing.
- **Title III of the Americans with Disabilities Act of 1990**
  - No individual shall be discriminated against on the basis of disability in any place of public accommodation, which includes the professional office of a health care professional and hospitals. Public accommodation shall take steps to provide auxiliary aids and services, including qualified interpreters, written material etc.
  - Be aware that there are also states that have their own local language access mandates, i.e. Executive Order 120 in NYC.

**SAY:** Remember **compliance is MANDATORY**. If we do not comply we risk errors and fines.

For more information about compliance you can go to [LEP.gov](http://LEP.gov) or [ADA.gov](http://ADA.gov) to mitigate the risk and reduce the expense associated with a lack of communication.

### Why Language Access Services: It's The Law

The law requires recipients of Federal funds to provide free, professional language access services to limited English proficient and the Deaf and Hard-of-Hearing people and provide notification that service is available.

- Title VI of the Civil Rights Act of 1964.
- Section 504 of the Rehabilitation Act of 1973.
- Title III of the Americans with Disabilities Act of 1990.
- Local Language Access Mandates.

- Compliance is mandatory!
  - Provide outstanding customer experience.
  - Avoid costly fines.
  - Maximize Federal funding.
  - Avoid cost of litigation.



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## SLIDE 5

**SAY:** (if applicable): And for healthcare facilities like ours, there are additional laws and regulations:

### Executive Order 13166 passed in 2000

Passed in 2000 by President Clinton further clarified Title VI to include language. The order stated that to improve access to federally assisted programs for persons who, as a result of national origin, are limited in their English proficiency (LEP), private physicians, clinics and hospitals that accept Medicare and Medicaid must provide, at their own expense, interpreters in any language spoken by the patient.

### The Joint Commission

The Joint Commission views culturally and linguistically appropriate health care services as an important quality and safety issue and a key element in individual-centered care. They state “For many patients, communication can be inhibited by language and cultural differences or by the patient’s visual or hearing impairment, health literacy, cognitive impairment, disease, or disability”. For this reason in 2011 they approved new and revised requirements to improve patient-provider communication applicable to the hospital accreditation program. The new and revised elements of performance that address language issues are:

- Addressing qualifications for language interpreters and translators
- Identifying patient communication needs
- Addressing patient communication needs
- Collecting language data
- Non-discrimination in patient care
- Providing language services

### Culturally and Linguistically Appropriate Services (CLAS) Standards.

The National Culturally and Linguistically Appropriate Services (CLAS) Standards in Health and Health Care are intended to advance health equity, improve quality and help eliminate healthcare disparities by establishing a blueprint for health and health care organizations:

Communication and Language Assistance (of the 14 standards the 4 below are related to language access)

5 - **Offer language assistance** to individuals who have limited English proficiency and/or other communication needs, at no cost to them, to facilitate timely access to health care services.

6 - **Inform all individuals** of the availability of language assistance services clearly and in their preferred language, verbally and in writing.

7 - **Ensure the competence** of individuals providing language assistance, recognizing the use of untrained individuals and/or minors as interpreters should be avoided.

8 - **Provide easy to understand** print, multimedia materials and signage in the languages commonly used by the population in the service area.

### Section 1557 of the Affordable Care Act

Prohibits discrimination on the basis of race, color, national origin, sex, age, or disability and includes important language access protections for the LEP and Deaf and Hard-of-Hearing.

### Why Language Access Services: It's The Law *And Even More So in Health Care*

The law requires recipients of federal funds to provide free, professional language access services to limited English proficient and the Deaf and Hard-of-Hearing persons and to provide notification that service is available.

- Executive Order 13166 2000
- The Joint Commission
- Culturally and Linguistically Appropriate Services (CLAS) Standards
- Section 1557 of the Affordable Care Act

- Compliance is mandatory!
  - Provide an outstanding patient experience
  - Avoid costly fine.
  - Maximize Federal funding
  - Avoid cost of litigation



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And we must never forget that **COMPLIANCE IS MANDATORY.**

## SLIDE 6

**SAY:** We have chosen LanguageLine Solutions as our interpretation service partner for two reasons:

1. They've been providing the service longer than any other firm. They have over 27,000 customers which means they have a lot of experience and we can trust them with our business.
2. They are also very dedicated to the quality of their nearly 9,000 interpreters they provide. Only 1 in 12 gets hired. They go through a rigorous training process so they have knowledge of the subjects they are interpreting. They are also required not only to be bilingual but bicultural as well so they know the norms and practices of the LEP customers we serve.

### The Industry's Most Dependable Provider

**THE PREMIER PARTNER**

- Quality Linguists**
  - Only 1 in 12 (8%) applicants hired
  - Ongoing training and support
  - Quality assurance and monitoring
  - Average annual investment in our linguists exceeds many of our competitors annual earnings
- Systems Safety and Security**
  - Complete 500+ security and business continuity client audits annually in Finance, Insurance, Biotech, Healthcare, Utilities, Government sectors
  - True global comprehensive insurance and Liability Policy
- Financial Stability**
  - More than 3x revenue of our nearest competitor\*
  - More than 3x the revenues next 8 competitors combined\*
- Technological Innovation**
  - Single largest technology investment in the history of the language industry to support client needs
  - Faster, clearer connections to interpreters
  - New cutting edge solutions

**THE TRUSTED PARTNER**

Experienced: 35 YEARS  
Clients: 27,000  
Client Retention: 99%

**THE PROVEN PARTNER**

13 of the top 14 Medical Facilities  
10 of the top 10 Insurance Companies  
15 out of the top 27 Commercial Banks  
1000s of Government Agencies

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## SLIDE 7

**SAY:** You will be supplied with materials to help you identify which language the LEP person speaks. You can use either the Language ID Desktop Display, which should be clearly displayed on desks and counter tops. Or you can use the Language ID card that is typically stored in an “easy to grab” area.

The materials say “Point to your language. An interpreter will be called. The interpreter is provided at no cost to you”.

The LEP will point to the language they speak. The desktop display contains the 20 most commonly spoken languages and the Language ID card includes over 90 languages.

**Trainer Note:** you may also want to make copies as handouts and/or bring samples.

### How to Identify a Language Preference

Language identification tools are available to enable limited English speakers to point to their preferred language. If a language still can not be identified, call an interpreter for language identification assistance.

Language ID Card      Desktop Display      Language ID Poster

English  
Point to your language. An interpreter will be called. The interpreter is provided at no cost to you.

English  
This phrase is translated into various languages for limited English speakers self-identification.

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## SLIDE 8

**SAY:** Keep in mind, when interacting with non-English speaking customers:

**Cultural Sensitivity.** An LEP person's culture, traditions and experiences may be very different from our own. For example some may be distrustful of government, some may not be familiar with the concept of street addresses, while others may use home remedies not familiar in the United States. Understand differences exist. Be non-judgmental.

**Indirect Communication.** English is a direct language. In other languages and cultures, it often takes longer to get to the point—even during emergencies. Understand this issue and be patient.

**Education.** LEP persons may not be familiar with practices common to us. To improve communication and reduce confusion, offer explanations when possible to bring LEP customers into the mainstream.

**Simple Language.** To improve understanding, use simple language and ask for clarification if needed.

**Your Manner.** Be respectful and speak in a neutral tone.

**Managing Cultural Difference**

Interpreters help overcome language and cultural barriers. When working with LEP persons keep in mind:

- **Cultural Sensitivity.** An LEP's culture, traditions and experiences may be very different from our own. Understand differences exist. Be non-judgmental.
- **Indirect Communication.** English is a direct language. In other languages and cultures, it often takes longer to get to the point—even during emergencies. Understand this issue and be patient.
- **Education.** LEP persons may not be familiar with practices common to us. To improve communication and reduce confusion, offer explanations when possible to bring LEP customers into the mainstream.
- **Simple Language.** To improve understanding, use simple language and ask for clarification if needed.
- **Your Manner.** Be respectful and speak in a neutral tone.

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## SLIDE 9

**SAY:** Here are some tips for working with the Interpreter:

1. Document that you are working with an interpreter. Write down their name and interpreter ID#.
2. Position the device so the interpreter and the individual can see each other.
3. Brief and update the interpreter – Introduce yourself and state the goal of the encounter, interpreters work by anticipation and by stating the goal of the encounter it allows the interpreter to start thinking about potential terminology that will be used during the conversation.
4. Retain control of the call - The interpreter will assist with communication, but you drive the conversation.
5. Use direct speech at all times - Direct speech is communicating in the 1<sup>st</sup> person. You should speak directly to your customer NOT the interpreter. Say “How are you today”? NOT “Ask him how he is today”.
6. Speak in short sentences - Use 3-5 sentence segments and pause at the end of a thought. This allows the interpreter to be most accurate.
7. Avoid jargon, slang and complicated technical terminology - Idiomatic expressions, slang and regionalisms will not always have a direct equivalent so your interpreter will often use more or less words to transmit the same idea.
8. If you sense that the customer does not understand, try to rephrase or explain in a different manner or repeat what you have heard.
9. Avoid private conversations or side remarks. Remember whatever the interpreter hears will be interpreted.
10. At the close of the conversation, check with the customer for understanding.

**Working with the Interpreter**

- Brief and update the interpreter
  - Introduce yourself and state the goal of the encounter.
- Communicating with the customer
  - Retain control of the call. The interpreter will assist with communication, but you drive the conversation.
  - Use direct speech (first person) at all times. “How are you today?”
  - Speak in short sentences, using 3-5 sentence segments and pause at the end of a thought.
  - Avoid jargon, slang and complicated technical terminology
  - If you sense that the customer does not understand, try to rephrase or explain in a different manner or repeat what you have heard.
  - Remember, whatever the interpreter hears will be interpreted. Avoid private conversations.
- Closing the conversation
  - Check with the customer for understanding
  - Document that you worked with an interpreter, include the interpreter name and ID #. This is especially important in healthcare situations.

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It is important to keep in mind that during the conversation, interpreters might ask for clarification to get a better understanding of a concept or word. Also, languages differ in grammatical structures and ways of expressing ideas so the rendition might take a bit longer. But if you are concerned with the rendition feel free to ask the interpreter to repeat back to you what they just interpreted to the customer/patient.

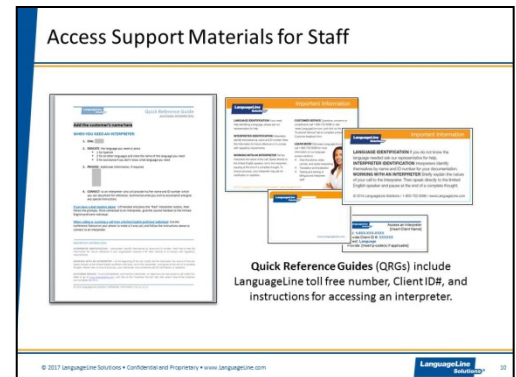


## SLIDE 10

**Trainer Note:** Only cover the support material your organization has ordered. You may want to bring copies or samples for illustration.

**SAY:** We will be providing you with customized support materials so you will always have easy and quick access to OPI interpreters. The materials document the toll free number and Client ID# or Access Code.

- Badges - laminated tags with slots to be attached to lanyards
- Postcards – can be kept in desk draws or hung on office/workstation work areas
- Wallet cards – can be kept for quick reference
- Stickers – can be applied to phones

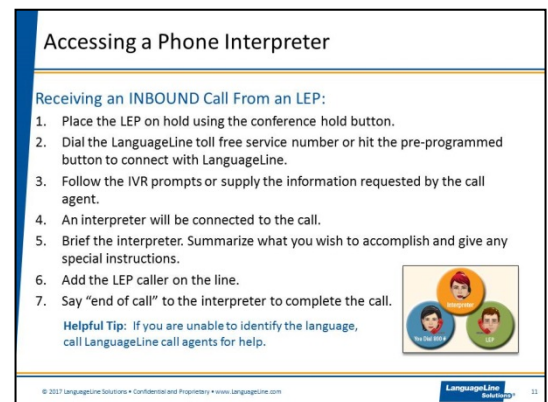


## SLIDE 11

**SAY:** There are three different circumstances under which you and your LEP customer will access an interpreter. The first circumstance is when you are receiving an inbound call from an LEP.

To access the interpreter follow these steps:

1. Place the LEP on hold using the conference hold button on your phone
2. Dial the LanguageLine toll free service number or hit the pre-programmed button to connect with LanguageLine
3. Follow the IVR prompts or supply the information requested by the call agent
4. Brief the interpreter. Summarize what you wish to accomplish and give any special instructions
5. Place the outbound call, or have the interpreter place it for you
6. Add the LEP caller on the line
7. Say “end of call” to the interpreter to complete the call



## SLIDE 12

**SAY:** The second circumstance when you will need to access an interpreter is when you need to place an outbound call to an LEP. To get all parties on the line (you, the interpreter and the LEP) follow these steps:


1. Dial the LanguageLine toll free service number or hit the pre-programmed button to connect with LanguageLine
2. Follow the IVR prompts or supply the information requested by the call agent
3. Brief the interpreter. Summarize what you wish to accomplish and give any special instructions
4. Ask the interpreter to dial the LEP or place the interpreter on hold and conference in the LEP
5. Say "end of call" to the interpreter to complete the call

### Accessing a Phone Interpreter

**Placing an OUTBOUND Call to an LEP:**

1. Dial the LanguageLine toll free service number or hit the pre-programmed button to connect with LanguageLine.
2. Follow the IVR prompts or supply the information requested by the call agent.
3. Brief the interpreter. Summarize what you wish to accomplish and give any special instructions.
4. Ask the interpreter to dial the LEP or place the interpreter on hold and conference in the LEP.
5. Say "end of call" to the interpreter to complete the call.

**Helpful Tip:** If you are unable to identify the language, call LanguageLine call agents for help.



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## SLIDE 13

**SAY:** Select the language needed. A hold screen will appear until you connect with the interpreter. Document the interpreter name and ID#.

### Helpful tips:

- Position the screen so the interpreter and customer can see each other
- Ensure the customer is not in front of a window or light source
- Make sure the microphone is on and at the highest volume



### Accessing an Over-the-Phone Interpreter

**When You Are Face-to-Face With an LEP**

You may pass the phone handset back and forth, use a speakerphone, or use the LanguageLine Dual Handset phone.

1. Dial the LanguageLine toll free service number or hit the pre-programmed button to connect with LanguageLine.
2. Follow the IVR prompts or supply the information requested by the call agent.
3. Brief the interpreter. Summarize what you wish to accomplish and give any special instructions.
4. Say "end of call" to the interpreter to complete the call.

**Helpful Tip:** If you are unable to identify the language, call LanguageLine call agents for help.



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## SLIDE 14

LanguageLine Customer Service Information

**SAY:** LanguageLine is available to help us be successful.

We can contact them directly whenever we need support. Or provide feedback, both good and bad, on their website through the Voice of the Customer.

### LanguageLine Customer Service

**Customer Service:**

LanguageLine is available for assistance for all services. If you need help with product information or support:

By Phone: 1-800-752-6096, option 2 - 6AM - 6PM PST Mon-Fri  
By Email: [customer care@language line.com](mailto:customer care@language line.com)

**Voice of the Customer:**

If you wish to submit a comment or feedback to LanguageLine, visit their website at [www.language line.com](http://www.language line.com) and mouse over Customer Service and click on Provide Feedback. You may submit a Voice of the Customer (VOC). They welcome your communication.

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**End of presentation.** The Trainer should feel free to ask questions and to be able to respond to any questions. If the Trainer, or staff, has additional questions not covered in this presentation, please contact your Account Executive for further clarification.