

# AI Risk Management in Healthcare

## How proprietary, homegrown AI solutions can mitigate risk in healthcare settings

ChatGPT and other artificial intelligence (AI) solutions have become ubiquitous in the conversations around the future of data-driven decision making for business growth in the long and short-term.

For financial decision makers in a cost-heavy healthcare setting, the potential savings and efficacies of these technologies can make an already-built AI solution a tempting choice for immediate results.

However, there are specific considerations in healthcare that make AI risk management especially essential to long-term operations and patient care. Before making a decision on the future of AI in your organization, it's important to understand the risk management inherent in these pre-built solutions like ChatGPT versus risk management solutions that can be built into a proprietary solution.

## Specific risks with AI in Integrated Risk Management in Healthcare

Unlike a marketing company that can essentially plug in an AI solution and hit the ground running, healthcare AI solutions require a real evaluation of the risks associated with implementing AI in processes like integrated risk management (IRM).

Considering the outcome of these risks can drastically affect patient health and safety, it's important for decision makers to understand why box AI solutions can fall short in healthcare AI risk management and how proprietary AI can mitigate some of these risks.

According to a recent article in The Journal of AI, some of the risks of AI in hospital IRM include misinterpretation of results in diagnostic tests, [ethical concerns around patient privacy and consent, and reduced human oversight and accountability](#) (Božić, 2023).

In the article, Božić further identifies close collaboration between those with “domain knowledge”, ie. an in-depth understanding of the healthcare setting in which the AI will be used, and those with the technical knowledge for building AI solutions themselves.

Another study found that clinical data sets can even skew data from hospital to hospital based on how a specific team collects and classifies data, a phenomenon called [“hospital-specific biases”](#) (Muley et al., 2023). This data is then used to teach an AI tool, and if a hospital's data does not correspond to the original data set used to teach the AI healthcare solution, then the usefulness and accuracy of that solution falls drastically.

These are essential sticking points to consider for those looking to outside solutions for an AI healthcare solution. The AI risk management inherent in a pre-built system is not built on collaboration between healthcare providers and the programmers who created the data-reading programs underneath the layers of technology.

Additionally, variances in how data is collected from hospital to hospital can affect how accurately an AI healthcare solution performs when its learning algorithms are not based on proprietary data sets.

Therefore, rather than being an aide to IRM processes in a clinical setting, the AI solution itself can pose a risk by possessing large blindspots to trends that are specific to healthcare settings, to weighing data inaccurately, or by offering solutions to clinicians that are hard to understand or completely inaccurate.

## How proprietary solutions can simplify AI risk management in healthcare

In a symposium on implementing AI in healthcare, the keynote speakers agreed on several necessary ingredients for the smooth implementation of AI in healthcare settings: [contextualization, lifecycle planning, and stakeholder involvement](#) (Drysdale, 2020).

When implementing proprietary software, a healthcare organization is able to incorporate these principles for successful healthcare AI implementation directly into their AI solution.

Contextualization is the process of integrating the AI solution into the current operational and cultural framework of a healthcare setting. [Most healthcare data is encounter-specific](#) (Stanfill & Marc, 2019), meaning that most healthcare providers classify and code data specific to their internal systems. A proprietary system addresses the reality of healthcare AI in existing workflows by being specifically built for a healthcare system's existing data set and workflows.

Lifecycle planning, or the practice of assigning responsibility for updating and refining an AI healthcare solution over time, can also be addressed with a proprietary system. This is a huge AI risk management move because a healthcare provider does not place their trust in an AI solution provider to be adapting to the healthcare landscape and data patterns over time, instead they are able to directly mitigate this risk with personnel that are intimately familiar with their systems.

Stakeholder involvement is perhaps the most crucial upside for crafting proprietary AI healthcare solutions and for implementing ideal AI risk management. A solution can be made with the specific buy-in and feedback from the clinicians, executives, and daily users who will be responsible for using AI solutions in real-time to improve patient care and healthcare practices. Rather than relying on a programmer's idea of ideal healthcare operations, your team can craft an AI solution that's pointed directly at the data you deem most important and focused on solving problems specific to your healthcare context.

## AI risk management is in your hands

Above all, what this blog aims to do is show you that there are options besides just plugging in someone else's AI solution, and that doing so may actually put your healthcare system at risk.

The flexibility and customization inherent in a proprietary healthcare AI solution can help your team ensure you're doing the very best for your patients by mitigating risks inherent, AI while also using AI to make life easier on your physicians and improve patient outcomes.

If you have more questions about implementing AI risk management in your healthcare AI solution, we'd love to talk!

**Keyword: interpreting business**

## How to grow your interpreting business with direct clients

You are a small business owner as well as an independent interpreting business or a translation agency. As a result, developing a client base is critical. Each year, interpreting businesses and translation agencies expand rapidly, and the business side of it has become lucrative.

Did you know that [over 50,000 interpreters](#) and translators will be employed in the United States by 2021? That's a great number for those reading who want to get into the industry, especially if they want to grow their interpreting business, but keep in mind that it's not always easy to find clients who require any type of language services.

In this post, we will discuss the best ways to effectively gain potential clients for your interpreting business. There are numerous ways to get your company's name out there, such as social media, word of mouth, or even digital marketing strategies to boost your brand's digital presence.

However, many interpreters overlook a tried-and-true method for gaining more clients: reaching out directly. While language service providers, interpretation websites, and associations are all great places to look for work, you may encounter fierce competition. You'll cast a bigger net if you contact out directly in addition to using those tactics. Here's how to go about it:

## Enhance The Branding of Your Interpreting Business

In 2022, the most successful strategy to build a business digitally is to have an online presence that defines what your business is and piques visitors' interest in engaging with your brand further. Improving the branding of your interpreting business gives you a significant edge over your competition. When branding your interpreting business, it is critical to ask oneself what your primary business mission would be. Branding is similar to storytelling; describe why you began your interpreting business and how you want to improve and assist communities in need of interpretation.

Branding includes a variety of strategies such as a snappy website, colors that are suited for your message, and consistent action of releasing content to keep your business in the eyes of people. This may be accomplished in a variety of ways, including marketing your company on social media platforms such as LinkedIn, Instagram, YouTube, and even Facebook.

From here, your brand will attract attention, which will allow you to determine where your potential clients are. It's an important step in establishing your target client base. Which we shall elaborate on in the next part!

# As an Interpreting Business, You Should Determine a Target Group of Customers in A Target Area

In general, determining your target group of customers within your targeted area is the best way to zero in on any potential clients that you believe would be a good fit for your business. Your interpreting business is no exception. When determining your target market ask yourself questions like, “Who needs my services?” or “what industries require interpreters?” When researching those questions, you should be able to find a few comfortable answers.

For example, assume that you are a [medical interpreter](#) in the Los Angeles region. Begin by compiling a list of organizations that might be a suitable fit. These may include:

- Hospitals and clinics
- Private practices
- Rehabilitation centers
- Non-profit healthcare organizations

## Create A Spreadsheet with the Prospective Client’s Contact Information

Conduct an internet search and review organizations that you feel would be great to work with. If they are a good fit to work with, make sure you check for a point of contact. Depending on your industry, titles may include:

- Vendor Manager
- Assistant Manager/Executive Assistant
- Office Manager
- Department Manager

If you can’t find a reliable point of contact, it’s a good idea to expand your search to LinkedIn. LinkedIn is a fantastic resource for studying organizations across the world. If you still can’t find an employee to contact, consider free add-on programs like [GetProspect](#) or [Clearbit](#), which are designed to help you recover someone’s email through the site.

It’s also effective to use the organization’s “Contact Us” email address or fill out an online form.

## Compose a Brief, Personalized Email

One of the best ways to start the process of acquiring a new customer for your interpreting business if you want to increase your clientele is by creating a brief but personalized email. Start with a crisp subject line, followed by an email that includes a brief introduction, an explanation for your interaction, and a statement of how your company differs from others who provide interpreting services.

Check out this example that we've created for perspective:

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**Subject Line:** Medical Interpreter – Spanish/English – Experience in Pediatrics

*My name is Jane Smith, and I'm a certified Spanish-English medical interpreter who specializes in pediatrics. Throughout my 10-year career, I've helped numerous patients and their parents in hospital and clinical settings.*

*I recently read a story about how ABC Children's Hospital is facing an interpreter shortage, so I decided to reach out to offer my help. In addition to onsite interpreting, I accept video remote and over-the-phone assignments, including emergency calls.*

*I have attached my proposal for your consideration. Do you have a few minutes next week to discuss your interpreting needs?*

*Thanks,*

*Jane Smith, Certified Medical Interpreter*

(555) 555-5555

[jane.smith@gmail.com](mailto:jane.smith@gmail.com)

## Attach Your Proposal and Click Send

Include your CV, portfolio, diplomas or certificates, and any references or recommendations in your submission. It is critical that you demonstrate your real value because these pieces are there to back up your email and assure the organization you are contacting that you are legitimate. To make this process easier, provide a link to this information, such as a Dropbox link.

After you send the email, remember to update your spreadsheet with the date. This will assist you in keeping track of the organizations you've contacted and remembering when to follow up.

## Be Sure to Follow Up

Direct clients are frequently overburdened and hiring an interpreting service is not always a top priority. Given that, a gentle reminder is a great way to stay on top of things. Follow up on a regular basis or whenever you have something to say. It could be as simple as informing them that you have received a new certification or training, or that you will be working extra hours over the holiday weekend.

**With Boostlingo, You Can Manage Your Interpreting Business with Our Innovative Platform**

BoostLingo is an [interpretation platform](#) that can help you simplify your business. Keeping organized has never been easier! You can manage your onsite schedule, accept on-demand remote requests, and track your earnings all in one place.

Want to try Boostlingo for yourself? [Contact us](#) today for a free trial!

# Why your company should ditch banners and posters for LED screen rentals

As an event planner or brand manager, your job is to make your company stand out as an innovator. In his landmark book, “[Brand Against the Machine](#)”, branding guru John Michael Morgan boils down successful branding to a simple phrase: “Your visibility is more important than your ability.” Companies who are seen get opportunities!

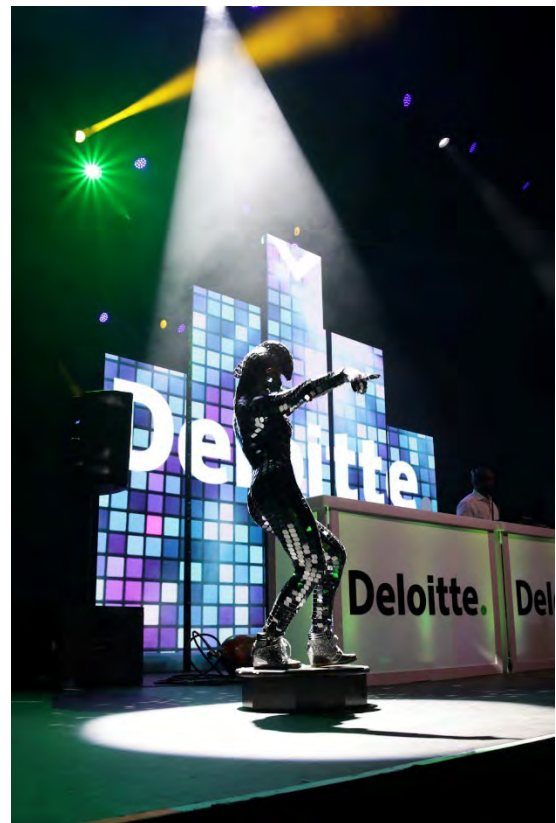
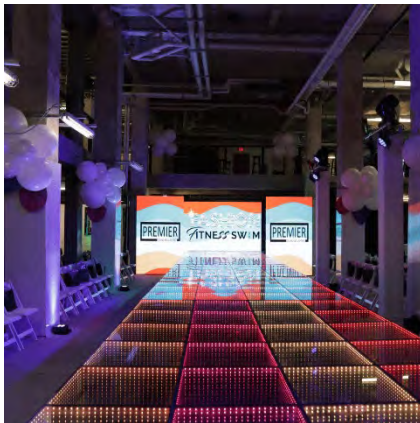
So how can an LED screen rental get you seen? Two ways: First, they can attract attention in a crowded room. You can compete against posters and banners with slick, interesting graphics that modernize your brand.

Second, they create shareable content. If you have an amazing setup at your next event, a conference, a seminar, a workshop, etc., you attract more photos. Photos are your brand’s best friend. Provide people with a way to share your name online and watch how your investment in a great setup turns into viral marketing. Below are ideas to get you started with using LED screens.

## 7 Ways to Use LED Screen Rentals for Better Events

### 1. Dynamic Stage Backdrops

Transform your stage into a visual masterpiece with LED screens as dynamic backdrops. Gone are the days of static banners and posters—LED screens allow you to create changing, vibrant backgrounds that can sync with the theme or mood of your event. Imagine a concert where the backdrop changes with each song, or a corporate event where the company’s logo, mission, and key messages are displayed in a visually captivating way.





## 2. Immersive Brand Experiences

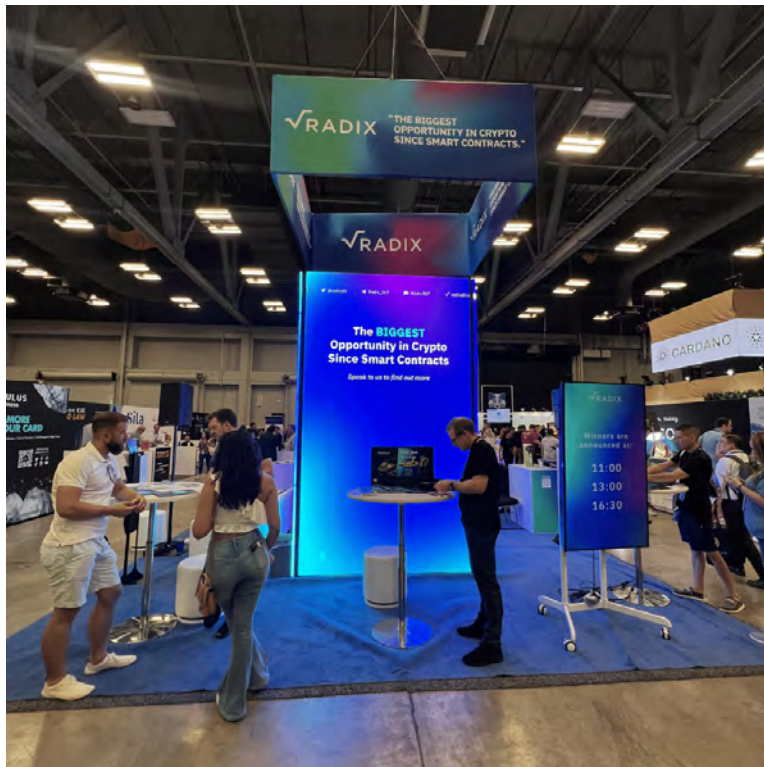
LED screens can be used to create immersive brand experiences that engage your audience on a deeper level. For product launches, you can use LED screens to showcase product features in stunning detail, create 3D visuals that seem to jump off the screen, or even simulate real-world environments where your product can be seen in action. This not only grabs attention but also helps in building a strong emotional connection with your audience.

## 3. Interactive Audience Engagement

One of the most exciting uses of LED screens is for interactive audience engagement. You can use LED screens to conduct live polls, display social media feeds in real-time, or even allow attendees to interact with the screen via their smartphones. This not only entertains your guests but also encourages participation, making your event more lively and engaging.

## 4. Stand out in a Sales Conference Crowd

You want interested prospects to find the booth you invested in at your latest sales conference. LED screens can be the answer. Your brand evolves over the year, so your sales setup should be able to keep up. Instead of being stuck with one product or one slogan, your booth can stand out from the crowd with dynamic, eye-catching messaging.



## 5. Creative Set Design

Why limit LED screens to just the stage? Incorporate them into your set design to create an all-encompassing visual experience. From floor-to-ceiling screens that create an immersive environment to smaller, strategically placed screens that highlight specific areas, LED screens can transform any space into a stunning visual spectacle. This can be particularly effective for themed events, where the screens can change to reflect different elements of the theme as the event progresses.



## 6. Unique Photo Opportunities

In addition or instead of a stage installation, your brand can create specific photo opps with very shareable backgrounds for a big event. Whether it's a digital photo booth, a custom-designed selfie station, or a massive screen displaying an animated brand logo, these setups encourage attendees to take photos and share them on social media, extending the reach of your event beyond the venue.

## 7. Visual Storytelling

LED screens are perfect for visual storytelling, allowing you to take your audience on a journey throughout the event. Whether you're telling the story of a brand, a product, or even a love story at a wedding, LED screens can be used to display photos, videos, animations, and other visual content in a way that captivates your audience. This not only adds depth to your event but also leaves a lasting impression.

## Conclusion

At Premier, we use a combination of these types of screen rentals along with our [AV installations](#) to create brand events that are unforgettable. We partner with our clients to take their creative identity and build it out into exceptional experiences. LED screen setups can be as small and impactful or large and dynamic as your event needs.

Amazing installations are not out of reach for your brand! We make the design and installation of LED screens as easy as possible, so you can focus on your areas of expertise. Reach out to us today to get started on your next event!



## How the proposed changes to Section 1557 could affect your healthcare organization

**Merrie Wallace, BSN, MN**  
Chief Revenue Officer



### By Merrie Wallace, BSN, MN | Chief Revenue Officer

Sitting at the intersection of language access and [healthcare](#) as we do at Boostlingo, the hot topic around our office has been how the [proposed Rule Changes to Section 1557](#) could significantly change language access compliance for providers. We decided to dive in a little deeper and discuss what could be coming up for some of our customers and prospects in the United States.

#### Here's a few of the big picture proposed changes to Section 1557:

- The scope of Section 1557 (language access) would expand to HHS Health programs and activities, and Medicare part B
- Staff would be required to receive training on availability of language services
- It would undo a 2020 ruling to reinstate rule that language assistant services be posted for patients to see; notice of availability must be posted in English and at least the 15 most common languages spoken by LEP individuals in the state
- Expands language access requirements to telehealth

Many of our healthcare providers already have these practices in place. For tasks like identifying the 15 most common languages and printing out language assistance notices, the administrative burden will likely be minimal as this information is usually widely available.

However, as a language company, we're thinking through how we can be a partner in these new proposed rules. We believe strongly that language support improves healthcare outcomes and patient experiences, so we want to put our effort in line with that belief.

#### No longer an unfunded mandate?

As most outpatient providers know, the addition of Medicare Part B to these language support reimbursement eligibilities will make a significant difference in the amount of providers willing and/or able to provide language access support.

The question we'll see answered over the coming years is whether the historically lax enforcement from the Office of Civil Rights (OCR) will increase in tandem with funding for language access. As of right now, investigations are really only started if a patient files a claim. Proactive enforcement of language support provision is essentially nonexistent.

As we move toward fully reimbursable language support, could these changes to Section 1557 reflect a growing willingness to enforce language access laws?

#### Qualified Interpreters

One big change proposed is below:



“HHS proposes to permit an adult, who is a non-qualified interpreter, accompanying the LEP individual serve as an interpreter when the situation involves an emergency or when an LEP individual specifically requests the accompanying adult serve as the interpreter. However, in the second instance, the covered entity must assess whether or not the non-qualified individual can appropriately serve as the interpreter.”

Quoted from great coverage on the proposed rule changes by [MGMA](#) – if you’re a member, you can read the full analysis [here](#).

The degree to which guidelines will exist for determining a non-qualified individual vs. qualified individual will have intense impacts on the effect of this law. Will practice administrators be asked to give what is essentially a medical terminology test on the spot when a family member is requested? If they make the wrong choice, and failed interpretation leads to medical complications, will they be liable for that decision?

There’s a lot to tease out in these proposed rules.


**Bottom line: There are some things in here to be excited and skeptical about**

As a team, we’re still digging into what these proposed changes to Section 1557 could mean for the daily lives of our healthcare customers. We’re thrilled to see more coverage proposed, and glad patients will be even more aware of their rights. We’ll keep you updated as we do our research and hear from people like you.

Public comment closes October 3rd; we’ll all be anxiously waiting to see which changes are here to stay.

What is your team thinking about the proposed changes? Will they meaningfully change your day to day? Comment below!

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## How health care systems can comply with language support laws

boostlingo

### By Merrie Wallace, BSN, MN | Chief Revenue Officer

In the U.S., several laws address discrimination as a means to ensure access to education, employment, and services such as health care. While they were initially passed to protect against discrimination based on race and/or national origin, protections have expanded to include a person's primary language. Today, organizations that serve people with limited English proficiency (LEP) need to meet certain requirements regarding language access. For health care systems, this typically means complying with [Title VI](#) of the Civil Rights Act of 1964 (a topic our Language Access Director, Caroline Remer, discussed last month).

#### What Is Title VI of the Civil Rights Act?

Title VI states that people can't be denied access to certain services—including covered health care services—due to national origin, race, or color. The U.S. Department of Health and Human Services later extrapolated this list of protected classes to include primary language. Therefore, in order to comply with non-discrimination, health care organizations that receive federal funding must make reasonable accommodations to ensure that LEP patients have access to:

- Free language assistance
- Translated essential documents.
- Translated signage.
- [Medical interpreters](#)

These requirements apply to a [broad range of health care providers](#) including:

- Hospitals
- Clinics
- Extended care facilities
- Nursing Homes
- Mental Health Centers
- Alcohol and Drug Treatment Centers
- Family Health Centers
- Public Assistance Programs
- And other health organizations receiving federal funding

**Please note:** Under Title VI, federal funding includes Medicare and Medicaid payments, financial assistance through the [Hill-Burton Act](#), grants, and certain other federal sources.

Even if an organization doesn't receive financial assistance, it must still adhere to other laws that address discriminatory practices.

#### How to Comply with Title VI and Other Discrimination Laws

Although providing translated materials and access to an interpreter is a straightforward directive, complying with that mandate can be a major challenge for rural communities and for [uncommon languages](#) regardless of area.

Additionally, when a language is uncommon in a region, healthcare facilities aren't always required to have translated documents or signage or to provide an onsite interpreter. Remote interpretation options such as [over-the-phone \(OPI\)](#) and [video remote \(VRI\)](#) interpreting are considered suitable substitutes in some instances. Under [Section 1557 of the Affordable Care Act](#), bilingual minors, adult family members and staff are prohibited from acting as a medical interpreter.

The Office of Health and Human Services provides four-part [guidance](#) on what type of language support must be provided based on: (1) the number or proportion of Limited English Proficiency (LEP) patients in your eligible service population (2) the frequency that LEP individuals come into contact with your program (3) the nature and importance of your program (4) resources available to your team as well as the costs of implementing support.

**Remote Interpretation as a Part of the Mix**


According to HHS, “Recipients with limited resources may find that entering into a bulk telephonic interpretation service contract will prove cost effective.”

Fortunately, an interpretation platform such as [Boostlingo](#) makes it easier than ever to connect with medical interpreters remotely. With Boostlingo, you'll gain access to interpreters who speak [over 300 languages](#) within minutes—either over the phone or via a video call.

Regardless of the remote platform used, providers can think of virtual interpretation as a tool to use in the toolkit of language support. Based on the guidelines above, not every language in your network may require onsite support. Complying with language support mandates can get done more cost-effectively when a mixture of onsite, video and over the phone solutions are implemented dependent on the situation.



How are you meeting requirements today? Let us know in the comments.

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As I've talked about in [previous articles](#), one in 10 U.S. residents of childbearing age has limited English proficiency (LEP). That means millions of parents face language barriers when it comes to accessing healthcare for their children. Fortunately, we have hundreds of healthcare clients who have shown us how video remote interpreting (VRI) can improve children's healthcare, with better outcomes and satisfaction for LEP families.

I've dug into a few studies that show how language disparities can adversely affect children, and how VRI can be a new option to change the script on these situations. We also looked over how a Los Angeles children's healthcare system implemented VRI to increase usage and adoption by providers.

## **Families with limited English proficiency are less likely to question their child's hospital care and 2.1x more likely to experience adverse events**

A [study](#) published in June of this year led by researchers at Boston Children's Hospital revealed that caregivers who lack English proficiency felt less safe asking questions and speaking up during their child's stay. The team surveyed 533 families and patients of 21 children's hospitals throughout the US and was led by [Alisa Khan, MD, MPH](#).

According to [coverage](#), the study found that after adjusting for income level and other mitigating factors, parents with limited English proficiency were:

- were one-fourth as likely as English-proficient participants to say they would freely speak up about something that may adversely affect the child's care
- were one-fifth as likely to say they would question providers' decisions or actions
- were less than half as likely to say they would be unafraid to ask questions when something does not seem right.

Medical interpreters are essential to successful LEP interactions and care, but can be skipped because of cost and limited availability when a family seems to have passable language skills. Video remote interpreting improves children's healthcare in medical settings by offering a cost-saving and easy-to-access alternative that can incentivize bringing in language support when a parent has limited English proficiency, even if limited communication can take place between a provider and patient family.



## Children diagnosed with Autism Spectrum Disorder are less likely to receive services they need if their parent's first language is not English

There have been repeated critical shortages of ASL school interpreters for districts across the US, including in [East Texas](#), in [Iowa](#), and other states as far back as [1997](#). This lack of language support has implications beyond students' education. Many students across the country receive critical services for their disabilities through their school, including those diagnosed with Autism Spectrum Disorder (ASD).

The [Journal of Autism and Developmental Disorders](#) published a study in 2018 showing that students with parents whose first language is not English were less likely to access the same amount of services as their counterparts diagnosed with ASD. These included communication and behavioral interventions that are essential to the mental wellbeing of children receiving occupational therapy through their school.

Video remote interpreting offers schools an affordable way to bring interpreters, especially ASL interpreters, into these crucial parent-school district conversations to ensure their student is receiving the disability care they are guaranteed by law.

### Los Angeles Children's Hospital: A Study in VRI

From 2012 to 2017, researchers conducted a study to evaluate the implementation of VRI at Children's Hospital Los Angeles (CHLA). The healthcare system, which serves patients throughout Southern California, already offered in-person and over-the-phone (OPI) interpretation services.

Researchers rolled out 165 VRI carts and iPads in clinics, inpatient wards, and the emergency department. Staff in each department received support through six weeks of training and problem-solving issues. Additional rollouts occurred in groups every two to four months.

Despite some initial challenges, the program was an overwhelming success. Over 50,600 VRI appointments occurred for a total of 556,938 interpretation minutes. Meanwhile, the use of OPI decreased by 37.5%, and the mean wait time for an interpreter fell from 60 minutes to 5 minutes. Rapid VRI adoption also occurred in clinics that lacked in-person interpreters.

Initially, CHLA Pulmonary and Orthopedic Clinics used VRI the most per minute. As VRI supplemented in-person interpreting, the annual census for the Pulmonary Clinic increased by 1,000 patients. The use of language services rose from 4 in-person meetings per month to 129 per month, 96.9% of which were VRI.

Additionally, VRI usage increased:

- 755.9% in the emergency department
- 583.6% in the endocrinology clinic.

It also increased substantially in outpatient settings through the use of iPads.

During interviews, clinical teams reported that VRI offered a more engaging, interactive, and readily available alternative to in-person and OPI for far more languages than staff interpreters. It also reduced wait times, appointment times, and improved patient satisfaction. However, staff still preferred in-person interpreters for more complex appointments.

Yet VRI also offers benefits for in-person interpreters. Researchers found that VRI freed up time for in-person interpreters to attend professional conferences and undergo additional training.

Overall, VRI proved to be beneficial for patients, clinical staff, and in-person interpreters.

**Video remote interpreting at Boostlingo**

While VRI doesn’t replace the need for in-person and over-the-phone interpreting, it does serve as a great alternative in many medical scenarios. But to fully enjoy the benefits, you need a platform that makes it easy to connect. [BoostOnDemand](#) is our offering to get you connected to qualified medical interpreters instantly.

With BoostCare, you can connect with patients quickly and effectively—as well as suppliers and other support services. Plus, you’ll gain access to our Boostlingo Professional Interpreter Network (BPIN) of interpreters who speak over 200 languages.

Think Boostlingo is right for you? Contact us today to start your free trial!

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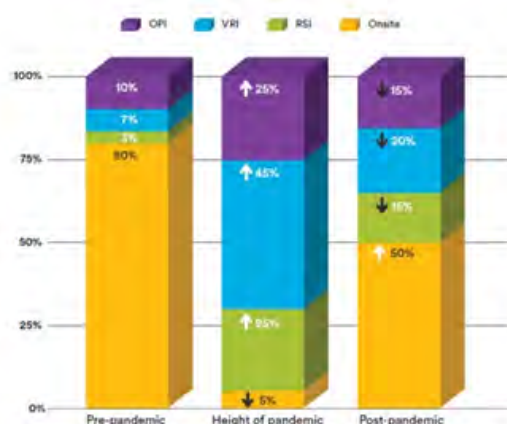


As the leader in market research and consulting for the Language Services Industry, Nimdzi annually synthesizes the data from their research into a combination of rankings and insights called the Nimdzi Interpreting Index.

This year's index was full of insights about how the pandemic has disrupted the industry, who emerged as the winners and the losers, and advice on how language service companies can make themselves more resilient in the changing market. As a software provider for language service providers, we read over 40 pages of their findings and chose the lessons we think are most important for our partners to continue growing in 2022.

## 1. Virtual is here to stay.

The struggle to pivot to remote options at the pandemic created a revenue loss of up to 70% for interpreting providers with onsite focuses. The providers who were able to increase or maintain their revenue were uniformly capable of offering remote services either before the pandemic or quickly after its start.



Language Line, the top provider globally (with a revenue worth more than the next 10 ranked companies combined), actually experienced revenue growth of 30% over the last two years. Previous to the pandemic, they had positioned themselves as the leader in remote interpreting in healthcare; the unfortunate circumstances of the pandemic were specifically aligned with this business offering.

According to Nimdzi, Virtual Remote Interpreting (VRI) and Over the Phone Interpreting (OPI) made up only 17% of the market before the pandemic. During the pandemic, these numbers shot up by nearly 500% to 47% share of the interpreting market. Post-pandemic, Nimdzi is predicting that the levels will fall to virtual holding a 35% share of the market as onsite interpreting returns as an option. At Boostlingo we consider that to be a conservative post-pandemic estimate that would still mean a doubling of the size of the market for remote interpretation services.

## 2. The biggest language services providers still don't dominate the total interpretation market.

The estimated market valuation for 2021 is 8.8 billion, with most of that market concentrated in the United States (valued at 5.1 billion alone). This total value is up from 8.3 billion in 2020, with accelerated growth expected to lead to a total market of 11 billion by 2025.

Within that larger pie, the top 35 companies grab 18.7% of the industry revenue. This is relatively low compared to some industries, where the top four producers can share up to 96% of the market. What this means practically for growing language service providers is that the market is still mainly composed of smaller companies and one-person operations offering similar services and price points.

If a language service company keeps up with language trends, particularly in the incredibly large US market, there is still plenty of room to remain competitive. During the pandemic, providers even saw margins increasing for interpretation services, with the average profit margin expanding from 30-40% to 30-50%.

### **3. Integrating with video conference platforms is crucial.**

At Boostlingo, we understood quickly that seamlessly integrating into virtual meetings would be crucial for our language service partners to make it through the pandemic. We were the first virtual interpretation technology (VIT) provider to integrate with Zoom. As a result, our partners were able to offer Zoom meetings to their interpretation customers before their competitors.

As Zoom continues to grow their Remote Simultaneous Interpreting (RSI) and other multilingual support capabilities, interpreting providers will need to provide increasingly sophisticated and seamless audio and video conference integration offerings. Boostlingo is committed to being a leader in this field; we've continued to add Zoom enhancements since that embedded app's release, and are on target for integrations with other web conferencing platforms coming soon. Remote work is becoming more common in global markets, which means remote interpretation must meet video conferencing needs.

### **4. Competing for interpreters has gone global.**

Remote work is a draw for interpreters just as it is in any other industry. As more interpreting goes virtual, more interpreters are choosing to work with companies that offer the choice to work from home all or part of the time.

The borderless options for interpreters can mean more competition in hiring, but it can also mean opportunities for language service providers. Nimdzi rightly points out that having a global interpreter pool "not only allows LSPs to offer 24/7 access to interpreters but also increases their chances of filling assignments for rare language combinations." As interpreting service companies start to rethink their operations, a global workforce can be a possible revenue model.

### **The big picture**

For those who have been in the thick of growing their language service business for the last year, these insights will likely just reaffirm what we've learned throughout 2021. What the Nimdzi Index shows us is that these trends are global and exist at the market level – a powerful frame for making better business decisions in 2022.

To stay ahead in interpreting, language service providers will need the technology to help them adapt to virtual offerings, go after a large market with better products than their competitors, integrate into video and be a company for whom interpreters all over the globe want to work. At Boostlingo, we're building the customizable software that allows LSCs to integrate those principles into their business with the click of a button.

How do these lessons line up with your experience of 2021? Tell us how the shift toward virtual has changed your business in the comments below!

# Outdoor Shoot Locations for Free or Cheap in Austin

## Schedule these spots with Austin video production companies for maximum effect

Austin is filled with amazing vistas for hiking and exploring. Many of them are easily accessible even with equipment and most are free or sport a modest fee per person if you want a new background for your latest footage. Here are a few of our faves:

### [Laguna Gloria](#)

I've written about the Laguna before as a date day stop and just as an Austin oasis. The historic grounds boast Carol Driscoll's incredible home as well as installations like the one above. Adding the unique makeup of the sculpture garden into the background of your Austin shoot is a gorgeous, subtle call out to dedicated Austinites and will look incredible even for those who've never seen the property.



The Eastern half of the property boasts winding trails with view on the Laguna.

*Every day but Tuesday the entrance fee is \$10/adults, valid for a week. Hours are limited to daytime unless booked for an event.*

### [Umlauf Sculpture Garden](#)

What can I say? I'm a sucker for a good sculpture garden. Umlauf is a much smaller, but still dense property close to downtown. The picture above features Lovers V - the inspiration



behind our logo at Invalid Productions and one of my favorite staples at the museum.

There are several well placed benches throughout the grounds for a good talking head interview at any time of day. You'll get a little more traffic noise here, so I'd recommend a mic for your subject to save the headache in post.



*Entrance here is \$5/person and hours are limited to daytime unless booked for an event.*

## **Zilker Park**



There are few places as iconic as Zilker Park for an Austin background. I especially recommend the background for videos promoting Austin realty, shopping, etc. The subliminal power of our skyline in the background is powerful. The only fee you'll have here is parking, but the park is always crowded. I definitely recommend external audio for any recording done here.

### **Pfluger Bridge**



Down the street from Zilker is Pfluger Pedestrian Bridge, another great free location for interviews. Not pictured here, this is where you'll grab footage of the iconic graffiti bridge (NINJA KING FU GRIP) and sometimes even grab a passing train in the background. Parking and



bringing equipment can be a little harder here, but it's also a pretty heavily trafficked area. I definitely recommend taking the extra steps of external mics.

## Mayfield Park



Last but not least is the beautiful Mayfield House just up the street from Laguna Gloria. Joining your shoot will be the peacocks who roam the grounds here. This is another free location, but the traffic here is usually very minimal and is ideal for quick interviews you want to grab on your phone or the like.

The hours are also a little longer than the Laguna or Umlauf. It's another park that's sacred to tried and true Austinites, so definitely expect bonus points from potential viewers for making use of the space.

*Have you ever shot at these locations? Where are some of your favorite places to grab outdoor footage? If you're a business looking for video content that shows your Austin roots, book with us today!*





## What is Open API? Brian D'Agostino

VP of Product



**Open API allows apps to share data and can be an important part of interpretation technology. Learn what this software buzzword can do for your business.**

Open API, also known as Public API, indicates a publicly available Application Programming Interface. Applications (like [Boostlingo](#)) with an Open API allow developers working on another application (like a hospital's scheduling system) to create a line of communication that allows the two applications to share information and data.

An easy way to think of this in your daily life is to picture the last time you took your car into the mechanic. Now imagine that rather than just fixing the problem, the mechanic hands you the tools to get the job done. "This is a European car requiring specific wrenches, screws and computer software," they tell you. For most of us, we'd rather just let the mechanic do his job and keep the tools.

When it comes to customization and ease of use in software, we like to have the "mechanics" on both sides of the software using the same tools. Open API is the software practice that allows for that communication.

### **What does "ease of use" look like in interpretation technology?**

When we think of ease of use in interpretation, we think of a few things: getting connected with an interpreter, reliable calls, easily accessible data, and the ability to transfer information from the interpretation software to business tools like shared calendars and billing suites.

Getting connected with an interpreter via [over-the-phone interpreting](#) (OPI) and [video-remote-interpreting](#) (VRI), requires a well running app and a good connection. If everyone in an interpretation session is having an easy time using Boostlingo and experiencing stable connections, then the app itself is working well.

Easily accessible data can be hosted entirely within the Boostlingo platform (or whichever interpretation technology platform you use). When that is the case, all of the reports you generate and the information you need are within that application. When these components are doing what they need to do, we're experiencing great ease-of-use in that interpretation technology.

Open API is important for the other scenarios we care about for ease-of-use. When interpretation technology is just a small piece of your technology landscape (ie. In hospital

systems or in a school system), this small piece of the puzzle needs to be able to communicate with the rest of your tech to achieve ease-of-use.

Let's think of a hospital setting where a patient is being scheduled for outpatient surgery. Without the ability for interpretation technology and patient data apps to speak to each other, a scheduler would have to leave their patient portal application, go into a separate scheduling platform for the interpreter, then transfer any time stamps and patient data back into a separate billing software when it comes time to report to Medicare or another provider.

Open API instead allows patient data from your patient portal to flow into your interpretation platform and schedule an interpreter onsite or virtually for those who request a language other than English. Ease-of-use here means having one workflow from registration to providing interpretation at the appointment to paying for the interpretation services and reporting for providers, making it easier to train administrators and lower the stress of getting a patient in and out of the hospital.

### **A note on data security with Open API**

When dealing with an API it's crucial that data is secure ([what we call encrypted at rest and encrypted in transit](#)). You don't have to understand the ins and outs of securing data that's being transferred from your app to your virtual interpretation provider, but the developers should have a plan. Make sure that you ask potential providers for their info security plan and API security best practices, and check that whatever data protocols they have meet the requirements for your business.

### **Bottom Line on Open API**

[Open API](#) is a buzzword in software development that can feel detached from the daily experience of your staff. However, if used correctly, the ability for interpretation technology to communicate with your business's existing software can make administrator's lives easier and reduce the stress of providing quality interpretation. When you're looking at an interpretation technology solution, this Open API software is an important feature to consider.

# Clean Food, Clear Skin?

## Your diet could have an effect on acne



The rumors around diet and acne are plenty: Don't eat chocolate because it will give you pimples; pizza turns you into a pizza face—the list goes on. Is there a connection between what you eat and your breakouts? The American Association of Dermatologists (AAD) reports weak ties between certain foods and the prevalence of acne. In the ADA's current newsletter "Beauty Breakthroughs," the medical association discussed the relationship between food intake and acne.

Several studies have shown a connection between foods with high glycemic indexes (GI). The GI is essentially a map of how likely high carbohydrate food is to increase blood sugar levels and how quickly it typically does so. One of the studies followed 23 Austrian males ages 15–25 who consumed a low-glycemic load and showed signs of decreased acne symptoms after the onset of the diet. However, the boys involved also lost weight because of their diet; therefore, acne reductions could have stemmed from this change as well. Other studies found a connection between females suffering with polycystic ovarian syndrome and how lower glycemic load helped acne, and a Web survey that polled those who took similar measures. Dr. Bowe, an expert with the ADA, stated that high glycemic diets could set off "a cascade of responses" that could lead to changes in growth hormones and sex hormones.

The ADA also discussed the effect of dairy consumption on acne, but classified the connection only as "weak, but possible." Much of this information is gathered from self-reported studies, which are studies conducted in the form of surveys or questionnaires that participants fill out without oversight or assistance from a researcher. A 2005 survey-type study done on 50,000 women showed a slight connection between skim milk consumption and physician-diagnosed severe acne. Another self-reported diet study revealed a similar

connection for girls, ages nine to 15, and the consumption of whole milk, skim milk, low-fat milk, and other dairy products. Yet another self-reported study made a dairy-acne connection for teenage boys, particularly with skim milk. The correlation could be a result of the hormones found in milk products. However, although all studies showed similar results, the ADA clarified that there are several flaws in self-reported studies.

The exact cause of acne is not known, but stress and other antagonistic factors have widely been accepted as making the condition worse. Genetics and hormones are also triggers. So when fighting all of these causes, dermatologists do not recommend simply changing one's diet to combat acne. Rather, the pesky skin problem should be fought with proven acne treatments, and any changes to diet should merely be supplemental.

The bottom line is, if you think your diet is making your acne worse, keep a food diary to share with your dermatologist. Keep track of anything you think could be a trigger, but be aware that any shifts in diet could take up to 12 weeks to contribute a change to acne. Working with a dermatologist can help you find the best treatment options available for your acne issues.