

RARE DISEASE FOUNDATION REACHES GLOBAL COMMUNITY WITH REAL-TIME INTERPRETATION FROM WORDLY.AI



All associations, foundations and interest communities thrive best when communication with members is efficient and effective. Live meetings, whether onsite or online, play a crucial role in exchanging ideas and enthusiasm to further their missions. Highly specialized associations such as rare disease foundations face additional obstacles to reaching their community members. The communities they serve may be so sparsely distributed as to require global outreach to attain critical mass for efficacy.

“Our foundation provides outreach, information, resources and support for families dealing with a disease that has only a few hundred diagnosed cases worldwide,” said Jennifer Sills, founder and president of CSNK2A1 Foundation. “Facilitating peer support from other families who understand intimately our members’ challenges requires overcoming language barriers in an efficient, effective, scalable way.”

As with many foundations, CSNK2A1 Foundation depends largely on philanthropic funding sources, and wants to focus most of its budget on needed research and services. The right communication solution had to be practical, repeatable and efficient.

Sills noted, “We initially sought out volunteer interpreters to facilitate participation from our overseas community. However, as we added more languages and more virtual events, human interpreters did not scale.”

REQUIREMENTS:

- Provide real-time translation of spoken words from and into diverse languages affected families and relevant medical experts speak
- Prove compatible with Zoom remote meeting platform
- Deliver easy-to-use translation on computers, smartphones and tablets
- Customizable glossary to more accurately interpret medical terminology, names of organizations and people

SOLUTION:

- Wordly real-time interpretation AI platform
- Real time captioning & translation of speech from and to 15+ languages via automated Cloud service
- Both audio & text accessible on attendee's own device from convenient custom URL
- Customizable glossary to enhance accuracy of unusual terms

BENEFITS:

- Enabled foundation to fulfill its outreach, support and education mission on a global scale
- Improved accessibility, inclusivity and support for community members with limited or no English proficiency
- Enhanced global outreach dramatically increasing reachable population

“With Wordly, everyone was really grateful the entire community’s voice was able to be represented in the call. Care varies from region to region, and we learn so much from each other.” --Jennifer Sills, President of CSNK2A1 Foundation

CSNK2A1 Foundation also selects experts to present at events and directs funding to needed research based on input from their global community. Linguistic accessibility is crucial for equity and steering the Foundation.

CSNK2A1 Foundation's leadership wanted to know if there was a reliable, practical, and affordable real-time translation solution that could be easily used by their diverse community. Through continued seeking, they found Wordly.ai, and received a prompt demo, followed by a trial.

Wordly leverages natural language processing, machine learning, and several innovative breakthroughs to capture spoken language with unparalleled accuracy. Wordly then transcribes and translates text as desired with low latency. Uniquely, Wordly provides a continuous real-time translation stream in multiple languages simultaneously. Users receive a custom session URL showing all available languages, to view or listen to on their personal phone, tablet, or laptop. The host is able to allow participants to speak and ask questions in 15+ supported languages.

Wordly currently delivers "Language on Demand" in Arabic, Bengali, Chinese Simplified, Chinese Traditional, Dutch, English, French, German, Hindi, Italian, Japanese, Korean, Portuguese, Russian, Spanish, and Tamil.

WHY WORDLY?

CSNK2A1 Foundation explored several options. Foundation President Jennifer Sills explained, "For us, Wordly's AI real-time interpretation was more transparent than human interpreters, more convenient and more affordable. It's designed specifically for meetings and events, which met our need by facilitating multilingual round tables, Q&A sessions, and expert talks. Families participate in their own languages. Wordly helps us build up the health literacy of our population and bridge the gap between researchers and patients."

ORGANIZATION OVERVIEW

CSNK2A1 Foundation is focused on finding a cure for Okur-Chung Neurodevelopmental Syndrome and ensuring affected individuals have the opportunities and supports necessary for happy and full lives.

They bring together a parental advisory board, a scientific advisory board and the Foundation's board of directors to collaboratively accelerate research and treatment. As part of their outreach, they seek to facilitate and plan in-person and virtual meetings to foster hope, community, collaboration, and further understanding of OCNS.

Founded in 2018, CSNK2A1 Foundation is a 501(c)(3) non-profit organization. If you would like to learn more, or support their efforts, go to <https://www.csnk2a1foundation.org/> or reach out to info@csnk2a1foundation.org or jennifer@csnk2a1foundation.org.

RESULTS

Overall, Sills noted, "Our foundation board felt we had a fiduciary responsibility to make sure that families across the globe could share their stories and learn from each other. Wordly made that possible."

Sills added, "For people who feel so isolated to suddenly get a global family is profoundly powerful. Everyone in our community benefits from more perspectives, more allies, and more hope. We're grateful platforms such as Wordly allow us to extend our reach."

"To take full advantage of Wordly, we are cultivating a network of regional ambassadors to raise awareness and locate more potential community members to grow our foundation and enhance our mission," said Jennifer Sills.