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U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
 National Institutes of Health



National Institutes of Health Commercialization Assistance Program  
 (NIH-CAP)

## Company Profile

**Industry Sector:** Healthcare Informatics

**Company Overview:** LanguageMate is a leader in the development of language solutions for the healthcare field. Our mission is to create tools that enable healthcare institutions to enhance quality of care, improve patient safety, and elevate satisfaction levels for both patients and providers. We offer a suite of products and services that are specifically designed to meet the communication needs of clinicians, support staff, and the patients they serve. Given our nation's growing diversity, it is becoming increasingly important to provide appropriate language assistance to people who are not fluent in the English language.

**Target Market(s):** Clinicians, support staff, and the patients they serve

## Key Value Drivers

**Technology\*:** Our comprehensive, innovative tools address the communication needs of both providers and LEP patients, utilize media and methods of dissemination that are highly familiar to the end-users, and cover the spectrum of care from patient's homes to physician's offices.

### Competitive Advantage:

- *Multi-disciplinary Expertise.* Over the course of planning and implementing our language solutions, including a dozen NIH-funded SBIR grants, we have accumulated a rich body of highly pertinent expertise-e.g. application of ethnographic research methods in health communication, articulation of cultural competency and literacy factors in content authoring, conversion of end-user requirements into functional software features, and implementation of network-based information systems, to name just a few.
- *Compelling Value Propositions.* The unique ability to share and reuse content can substantially reduce the amount of time and financial outlay required to construct new language versions. Furthermore, the benefits accrued to patients who become more informed and more capable in the management of their conditions are additional incentives for hospitals and clinics to adopt the LanguageMate System.
- *Emphasis on Quality Assurance.* The peace of mind and confidence that healthcare providers can gain from using the LanguageMate System and its high-quality content will be a substantial competitive advantage over competitors' offerings.

**Plan & Strategy:** seeking a strategic partner

\*Technology funded by the NIH and being commercialized under the NIH-CAP

## Management

### Leadership:

William "Bill" Z. Tan, Founder and President  
 Vijay Bachani, Senior Vice President of Finance & Operations  
 Zarya A. Rubin, MD, Director of Grant Research & Development  
 Tal Barnea, Vice President of Technology

### Strategic Advisors:

World-renowned experts in the fields of computer science, linguistics, anthropology, public health, as well as leaders in corporate finance, technology product sales, and technological entrepreneurship,

## Product Pipeline



Communication tools that enable healthcare institutions to enhance the quality of care and improve patient satisfaction for the underserved, including:

- "VoiceReach" - Telephone-based Platform for Health Outreach and Education This system distributes pre-recorded voice messages such as appointment reminders, disease management information and general healthy living tips, in the patient's chosen language, to his/her pre-designated telephone number.
- "Private Tutor" - Language for Healthcare Professionals This e-learning system enables medical personnel to acquire language proficiency and cultural competence.
- "Gnosis" - Knowledge Management System for Multilingual Health Content A web-based multi-lingual document management system with a vast library of pre-translated forms that can be broken up and put back together to make new documents.
- "SAGE" - Computer-based Patient-Provider Communication about CAM Use A touchscreen kiosk designed to bridge the knowledge and language gaps between CAM users and their medical providers.

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