



CLIENT:

Certified Languages International

A.wordsmith built CLI a multi-faced PR and writing campaign including feature stories, bylined article writing and placements, and expert source commentary.

Client Description

Established in 1996, Certified Languages International (CLI) provides fast and easy 24/7 access to 2,500+ professional interpreters over phone and video in 230+ languages, servicing up to 30,000 calls per day. In addition to remote interpreting services, CLI offers a virtual interpreter call center solution, document translation in 100+ languages, transcription (audio, video, and Braille) and assessments for bilingual proficiency and interpreter skills.

Project Description

CLI engaged A.wordsmith to implement a strategic earned media campaign built on thought leadership from CEO Kristin Quinlan. The multi-faced PR and writing campaign included feature stories, bylined article writing and placements and expert source commentary. The program was designed to raise awareness amongst key industries (healthcare, finance, education) of CLI's unique services and mission to provide equitable language access for all.

Through 1:1 conversations with Quinlan, A.wordsmith extracted her key opinions and perspectives to craft a wide range of bylined article abstracts. The team managed all pitching and media management. After A.wordsmith's media team secured interest with publications, the writing team took over, interviewing Quinlan again and writing the bylined articles that would ultimately be published.

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Key Results:

- [Forbes](#): How Certified Languages International Makes Communication Accessible to Speakers of Every Tongue
- [Healthcare Business Today](#): 2024 Outlook: What You Need to Know About Language Access
- [MultiLingual](#): How to Create a Realistic Language Access Plan
- [Finance Derivative](#): How to Speak Your Customers' Language and Remove Barriers to Borrowing
- [BankBeat](#): How Banks Can Speak Their Customers' Language
- [Customer Service Manager](#): How to Prepare for CMS Test Call Season
- [MedCity News](#): What to Expect from Your Language Services Provider During CMS Test Call Season
- [Insurance News Net](#): How Insurance Companies Can Speak Their Customers' Language
- [Healthcare IT Today](#): How Adopting a Hybrid Model with a Virtual Interpreter Call Center Can Make Your In-House Interpreters More Efficient
- [Health IT Answers](#): How Language Access Affects Social Detriments of Health
- [Pharmacy Times](#): The Role of Language Proficiency Assessment in Improving Pharmacy Patient Communication
- [Physicians Practice](#): Why Interpreters are Critical for Physicians, Not Just Their LEP Patients
- [eSchool News](#): Schools Must Do More to Help Families Overcome Language Barriers
- [Medical Economics](#): Why It's Expensive to Invest in Low-Cost Interpreting Services
- [Patient Safety & Quality Healthcare](#): How to Ensure that Medical Teams Can Access Interpreters in Rare Languages