



Vistatec Streamlines Global Video Subtitling for a Medical Device Manufacturer

Client

Our client is a global medical device manufacturer with operations across North America, Europe, and Asia-Pacific. They produce more than 16,000 products used in over 50 clinical specialties, including cardiology, urology, and interventional radiology. Founded more than 50 years ago, the privately owned company has grown steadily and reports revenues in the multi-billion-dollar range.

Vistatec has supported the organization's localization program for over a decade, working with multiple functional groups across the business. The program currently spans almost 40 languages and supports a wide range of deliverables, including labeling content, marketing and multimedia assets, as well as legal tenders and corporate communications.

Critical Challenges

Video content plays a key role in the client's product education and marketing programs. However, the subtitle workflow relied heavily on the internal Marketing team. Marketing acted as an intermediary between video creators and localization providers, which created unnecessary handoffs and slowed project delivery, with turnaround times averaging between ten and fifteen business days. The workflow also limited the client's ability to scale video production.

Regulatory and policy changes increased demand further. Expanded FCC captioning regulations in the US required subtitles for all video content, and an internal policy mandated subtitles for every video beginning January 2026.

The customer needed a solution that could:

- Remove unnecessary workflow intermediaries
- Increase subtitling throughput
- Improve turnaround times
- Support English-only and multilingual video production
- Provide financial visibility without bottlenecks
- Maintain accuracy and quality standards needed for medical content

Solution

AI-Assisted Transcription and Subtitling Workflow

The client selected Vistatec's integrated AI-assisted transcription and subtitling workflow, a change that involved both a workflow shift and the adoption of our tool. The solution removed the Marketing team as an operational intermediary. Client video producers now collaborate directly with the Vistatec team.

Vistatec implemented its proprietary transcription platform, which provides high-accuracy AI-assisted transcription with streamlined human review. The platform automatically alerts reviewers when transcripts are ready. Client reviewers simply log in and approve transcripts directly within the platform. No external file transfers are required. It also allows subtitle previews within the final video layout, improving quality review and reducing post-production revisions.

After a successful pilot, the client expanded the collaboration model. Vistatec project managers were integrated into the client's proprietary Workfront environment. This centralized project communication and task management. Vistatec and the client also implemented a structured financial protocol. Projects above the agreed value require approval from designated stakeholders, while those below it proceed immediately without approval.

In addition, weekly reports summarize:

- Project status
- Delivery timelines
- Invoices details
- Total project costs

Results

The integrated workflow significantly improved the client's video production capacity. The client now processes an average of ten video projects each week. Turnaround times improved from 10 to 15 days previously to **5 business days**. This represents a delivery speed improvement of approximately **50 to 67 percent over** the original workflow.

Direct collaboration reduced coordination steps by one to two touchpoints. The streamlined workflow improved communication efficiency across project teams. Operational productivity increased as project timelines became more predictable. The program now supports higher video output **without increasing internal workload**.

Strategic Value

Beyond immediate operational gains, the program established a sustainable framework for managing large-scale video subtitling requirements.

By integrating transcription, subtitle preparation, and project management into a single structured workflow, the client gained:

- Greater visibility into project timelines and costs
- A scalable system for multilingual video production
- Reduced internal administrative overhead
- Improved compliance with accessibility requirements
- A consistent process for managing global multimedia content

The new regulatory need for English subtitles drove process improvements for video subtitling work in all languages that immediately removed burden from internal teams.

Client Feedback & Partnership Impact

“To date, Vistatec’s communication, responsiveness, and quickness to address questions/concerns have been top shelf. We are striving for English translations to be completed within a 10-day window and are meeting this goal regularly. Accuracy of transcript, caption, and subtitle burn-in files – with improved end-to-end delivery time.”

The success of the implementation has positioned the program as the client’s standard workflow for video subtitling and transcription. Having successfully addressed the surge in English subtitling requirements, the client plans to continue expanding the program across additional languages and video content types.

The embedded collaboration model, combined with integrated project management and reporting, provides a stable foundation for ongoing growth in multimedia localization while maintaining operational efficiency and transparency.

Through this partnership, the client has transformed a previously fragmented process into a structured, scalable program that supports the growing role of video in global medical device communications.

Learn more about Vistatec Life Sciences today!

Visit vistatec.com/life-sciences