

1. Purpose

- 1.1. To describe and implement a standard process for non-product-related US English terminology, including term extraction, term selection criteria, and the term selection process.

2. Scope

- 2.1. This document applies to all [] locations and subsidiaries worldwide.
- 2.2. This document applies to all domains, except product-related terms and trademarks.

3. Definitions

3.1. Domain

A specified area of knowledge.

3.2. Subject Matter Expert (SME)

A person with a deep understanding of a particular domain, function, process, or technology.

3.3. Term

A word that matters at [].

3.4. Term candidate

Words reviewed for entry into the Dictionary.

3.5. Term entry

A record in the term base of a word that matters at [] and its relevant information.

3.6. Term base

An electronic collection of terms.

3.7. Terminologist

A language professional engaged in the organization and classification of information surrounding the body of words that matter at [].

4. Roles and Responsibilities

- 4.1. The [] team is responsible for:

- 4.1.1. Identifying, selecting, researching, verifying, organizing, classifying, and creating a term in the [].
- 4.1.2. Identifying and working with Subject Matter Experts to confirm the relevance and accuracy of a term entry for each domain area.
- 4.1.3. Providing guidance on a term's usage in each domain area.
- 4.2. Content authors, contributors and reviewers are encouraged:
 - 4.2.1. To apply the term usage guidance provided in a term entry at content concept, creation, and review stages.
 - 4.2.2. Check for term usage accuracy prior to publication.

5. Term Selection Criteria for Non-product-related Terminology

5.1. Key considerations for term selection

- 5.1.1. The most important terms are those that pose a risk to a patient and to the company as a result of imprecise term usage. These are [] terms that, if used incorrectly, may result in bodily harm, liability lawsuits, or loss of intellectual property.
- 5.1.2. Within the medical device industry, it is crucial to use precise terms to communicate an intended meaning.
- 5.1.3. A term candidate may fulfill one or more of the term selection criteria described within this section.

5.2. Novel terms

- 5.2.1. Terms that represent an innovative idea or concept that belongs to [] intellectual property.
- 5.2.2. [] company-specific terms.
- 5.2.3. Specific terms at [] that differ from the standard meaning, spelling, or conventional usage of the word.
Example: technology consultant is an [] company-specific vocabulary, referring to sales force personnel.
- 5.2.4. Prevalent terms that portray the credibility and image of [] product and services.

Example: Accurate spelling and styling of surgical technique names in and on the cover page of a brochure, in large font size.

5.3. Standardized terms

5.3.1. Key industry-specific technical terms that require correct usage.

5.3.2. These include established industry terms commonly used by domain experts.

Examples: Bankart repair, Cotton osteotomy.

5.4. Frequency and distribution of occurrence

5.4.1. Terms that appear repeatedly across multiple media.

6. Term Creation Process for Non-product-related Terminology

6.1. The terminologist uses a variety of methods to select terms from resources, using a set of terms selection criteria:

6.1.1. Semi-automatic identification of terms by using dedicated term extraction tools, to identify a list of term candidates.

6.1.2. Manual identification of terms by reading the texts and selecting term candidates.

6.2. The terminologist researches and documents the knowledge surrounding terms identified, against reference resources.

6.3. Creates a term entry in the Dictionary.

6.4. Collaborates with SMEs to review the term entries.

6.5. Publishes the term date in the Dictionary.

7. Term Selection Criteria Process for Existing Approved Content for Non-product-related Terminology

7.1. The terminologist:

7.1.1. Performs terminology extraction and analysis from electronic resources, using a set of term selection criteria.

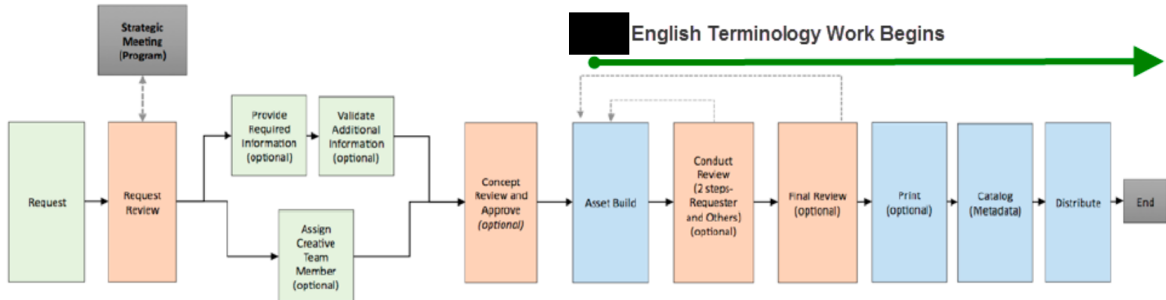
7.1.2. Researches term candidates.

7.1.3. Creates term entries with research findings.

7.1.4. Collaborates with SMEs the relevance and accuracy of term entries.

7.1.5. Publishes the term data in the Dictionary.

8. Term Selection Workflow for New Content Project Request in the Marketing Resource Management (MRM) System for Non-product-related Terminology



8.1. After the Marketing Project Management Office (PMO) approves a new content project request in the MRM system and the first Creative Asset Build is ready, the [] team receives an MRM notification to signal the start of an English language terminology process.

8.1.1. The [] team:

8.1.1.1. Leverages the Business Intelligence reporting tool and input from project participants to prioritize the English terminology process.

8.1.1.2. Performs terminology extraction, researches concepts, and creates term entries prior to translation.

9. Appendix