



Marketing Checklist

For Dual Language/Translated Prescription Labels

Display Your Dual Language Poster

- Place the poster in a prominent place where customers can easily view.

Inform local ethnic organizations, immigration support groups and refugee agencies

- Contact local organizations and let them know you now offer dual language/translation prescription label services, which can assist their clients.
- Ask to do a demonstration of ScripTalk. If they agree, contact En-Vision America to receive a ScripTalk unit programmed with the most common language the organization serves. Take dual language prescription labels to display.

Sponsor a Health Fair

- Place your health fair on local community calendars and do advertisements. Promote it in your pharmacy.
- Highlight ScripTalk and Dual Language/Translation prescription labels.
- Provide free wellness checks.
- Invite local ethnic organizations and low vision groups to participate and promote your event.

Feature Your Dual Language/Translation Services on Your Telephone On-Hold Message

- En-Vision America can help you create a script. Call 1-800-890-1180 and ask for Jenna Reed, director of marketing.
- If you have a local population that speaks a certain language, consider having an interpreter translate your on-hold message so it runs both in English and the second most popular language in your area.

Feature Dual Language/Translation and ScripTalk on Your Website and Social Media

- Write a blurb explaining ScripTalk and Dual Language/Translation services and add it to your website. Be sure to include a graphic. En-Vision America can help with content ideas. You can also visit <https://www.scriptability.com/marketing-support> for support.
- If you have a large population of Spanish-language speakers in your community, consider adding this video to your website and/or social media: <https://www.youtube.com/watch?v=LwHLsN9u3i4&t=15s>. It explains how ScripTalk works in Spanish.

Inform Local Media

- Reach out to local reporters at newspapers, broadcast stations and radio stations to let them know you offer translated/dual language labels. Explain the dangers involved for patients who cannot safely understand their prescription labels.
- Encourage your patients who use the translated/dual language labels to speak out about how important the service is to local media.

If you need additional help, send requests to jreed@envisionamerica.com or call 1-800-890-1180 and ask for Jenna Reed.