

Barton website targets Spanish speakers

Barton Health is providing Spanish speakers access to health care info through a new website.

With approximately 25 percent of the people Barton services speaking Spanish, the South Lake Tahoe health organization needed a way to reach those people more effectively.

Smartling's Translation Management Platform and Global Delivery Network put the site together. Much of the material is the same that is on the English version of Barton's website.

"Launching this new website allows us to better serve our Spanish-speaking community," Tracy Young, the language access services coordinator at Barton Health, said in a press release. "This collaboration with Smartling will enable us to become a leader in health care language access to Spanish speakers."

Smartling's technology automatically collects and centrally stores text from the Barton Health website and then delivers an SEO-compatible multilingual experience directly to target audiences.