

Medical Nonprofit Transforms Virtual Community with Real-Time Translation



International Fibrodysplasia Ossificans Progressiva Association

Fund Research, Find a Cure, Support Families

Challenge

Breaking language barriers to foster a unified virtual community

The International Fibrodysplasia Ossificans Progressiva Association (IFOPA) is a medical nonprofit dedicated to supporting families affected by Fibrodysplasia Ossificans Progressiva (FOP), a rare genetic condition.

The organization hosts a variety of virtual sessions every year including the Annual FOP Family Gatherings, Ongoing Educational Programs, and Family Welcome Calls. The Family Gatherings garner an average of 450-500 participants every year, while the Welcome Calls and other smaller sessions see an average of 5-15 participants.

IFOPA struggled to engage around 40% of its audience members who don't speak or understand English. This gap impeded their mission to provide comprehensive support and a sense of belonging to all families facing FOP.

As a medical nonprofit, IFOPA is very budget-conscious. They could not afford a costly translation tool or human interpreters. They needed a solution that was affordable, easy to set up and use, and provided accurate audio and written translation in numerous languages.

Solution

Enhancing inclusivity with Wordly's AI-powered translation

Thanks to Wordly's AI-driven platform, IFOPA now offers live translation and captions in dozens of languages, significantly expanding accessibility. Attendees can easily select their preferred language and view translated audio or captions in real time on both desktop and mobile devices. So far, IFOPA has utilized 17 of these languages, including Chinese (Simplified), Dutch, English (AU), English (UK), English (US), French, German, Hebrew, Italian, Polish, Portuguese (PT), Portuguese (BR), Spanish (MX), Spanish (ES), Swedish, Tamil, and Turkish.

Make Industry Conferences More Engaging and Inclusive



At the Annual Family Gathering events, 200 out of 450-500 attendees use Wordly for translation and captions. The primary goals of this conference are to provide updates on research, clinical trials, disease, and care management while encouraging individuals to connect and learn from one another. Wordly has provided translation services for 4 annual events.

Since 2022, IFOPA's Family Gathering events have taken advantage of Wordly's integration with Cvent Attendee Hub. The integration enables attendees to access translation via one click on the 'Translation' tab followed by the ability to select from numerous languages and the option to read translated subtitles and listen to live audio.

"In partnering with CVENT to host our third virtual Family Gathering since COVID we were able to provide stress-free viewing experiences for our non-English speaking attendees. The streamlined process makes it easy and convenient for me as the planner to ensure everyone can easily see and access this support."

Hope Newport, Family Services Manager - IFOPA

Wordly's platform is also used for additional webinars and meetings on advocacy, mental health, and symptom management, allowing newly diagnosed non-English-speaking families to feel welcomed and included. The ability to communicate directly with support staff through translated 1-to-1 Zoom meetings (including translating from a non-English language back to English) has been invaluable for families facing the challenges of FOP.

Over the past 5 years, IFOPA has utilized Wordly translation for more than 200 sessions and 3,500 hours of translation services, including its Annual FOP Family Gatherings, Ongoing Educational Programs, and Family Welcome Calls.

"The ease of use, affordable pricing, and opportunity Wordly offers is unparalleled and greatly appreciated by our small non-profit which operates with a few employees who all juggle a variety of responsibilities."

Hope Newport, Family Services Manager - IFOPA

Results

IFOPA achieves greater mission impact without breaking the bank

IFOPA now conducts virtual meetings without worrying about how to break language barriers. The nonprofit can efficiently support its members and foster better communication within their community. Below are some of the key benefits IFOPA achieved with Wordly.

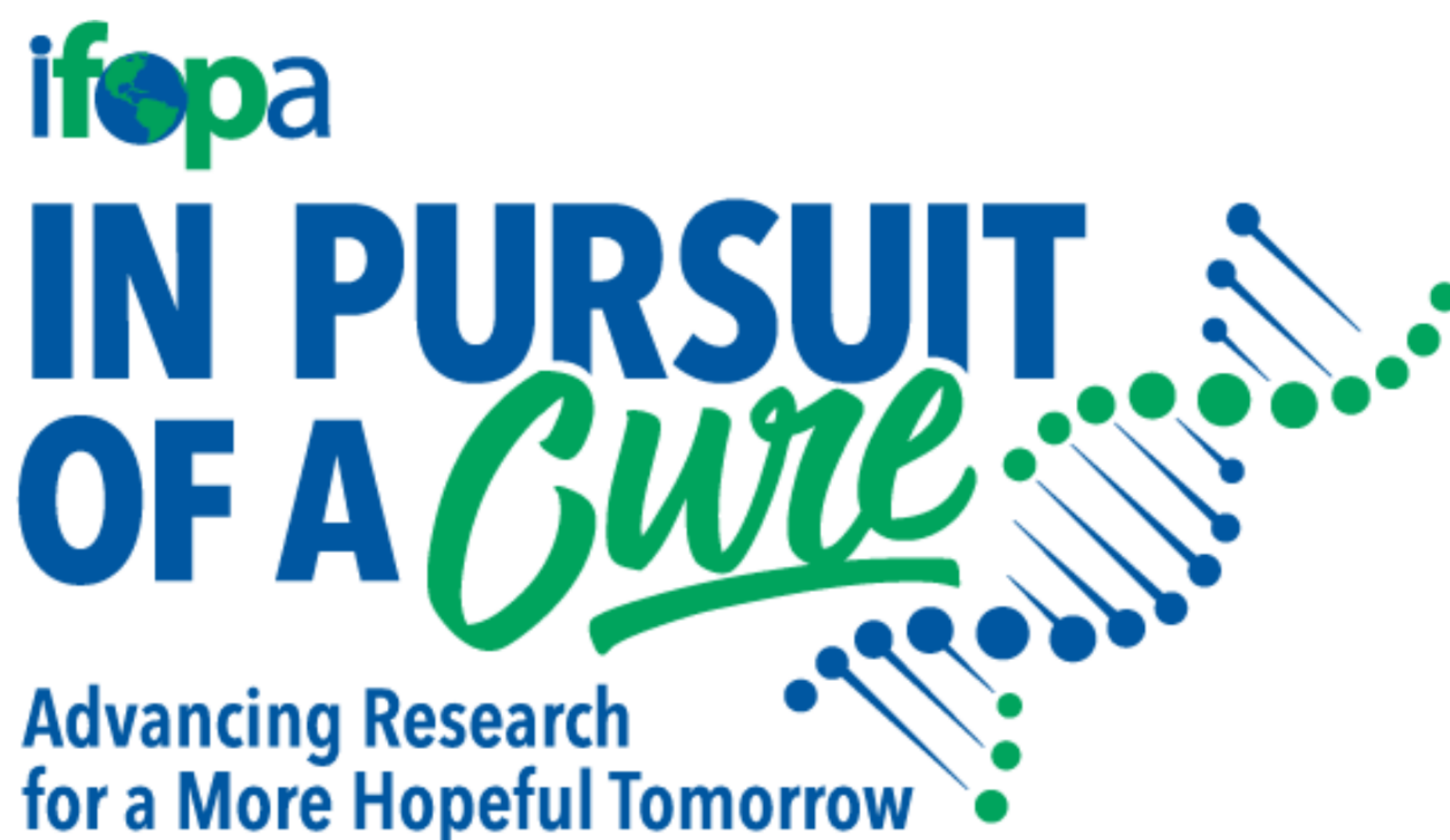
- **40% More Engaged Audience** – Nearly half of IFOPA’s community which doesn’t speak English can better comprehend content and communicate in their language knowing that they are being understood
- **Less Stress for Event Planners** – Staff can focus on other aspects of virtual event planning without having to worry about translation
- **Accurate Translations** – The custom glossary helps ensure names and other important terms are transcribed correctly
- **Easy Cvent Integration** – Attendees can access translations in numerous languages in just one click
- **Easy Implementation** – No special onsite hardware requirements (e.g., no sound booth, special headsets, etc.). Takes only a few minutes to set up for each meeting
- **Out of the Box Integration** – Pre-configured Zoom integration for virtual sessions
- **Broad Inclusivity** – Select from dozens of languages with both audio and caption options
- **Affordable** – One price for captions, subtitles, audio translation, and transcripts – includes all languages

About IFOPA

The International FOP Association is a 501(c)(3) non-profit organization supporting medical research, education, and communication for those afflicted by the rare genetic condition Fibrodysplasia Ossificans Progressiva (FOP), which causes bone to form in muscles, tendons, ligaments, and other connective tissues.

Their mission is to fund research to find a cure for FOP while supporting individuals and their families through education, public awareness, and advocacy. Primary funding sources include FOP family fundraising, public contributions, IFOPA special events, and private foundations.

Founded in 1988 by Jeannie Peeper, a woman with FOP, the IFOPA was originally established because Ms. Peeper wanted to bring people with FOP together. Today, the organization has grown to include members across the globe.



About Wordly

Wordly provides live AI translation and captions for dozens of languages, making meetings and events more inclusive, accessible, and engaging. The Wordly platform does not require human interpreters or special equipment - making it easy and affordable to communicate across multiple languages. Wordly is used for in-person and virtual sessions by over 3 million users at 1,500+ organizations worldwide across a wide range of industries, including corporate, non-profit, government, education, and religious organizations.

For more information on Wordly, visit www.wordly.ai.

