



# Case Study

## How Live AI Translation Reduced Costs for Canada's Largest PM&R Event





### Challenge: Overcoming the Cost, Complexity, and Quality Issues of Traditional Translation

**The Canadian Association of Physical Medicine & Rehabilitation (CAPM&R)** represents over 400 physiatrists and allied rehabilitation professionals across Canada. Its Annual Scientific Meeting, the largest gathering of physical medicine and rehabilitation professionals in the country, typically occurs over four days in June and draws hundreds of attendees, including physicians, residents, allied health professionals, and researchers. The meeting features a multidisciplinary scientific program, poster sessions, trade shows, and networking events.

In the past, CAPM&R has offered English and French live translation using a traditional sound booth and headset system, where interpreters translate presentations in a booth for attendees using headsets.

**However, providing live translation through this system presented multiple challenges for attendees and organizers:**

- **Limited headsets:** Headsets sometimes ran out, leaving some attendees without access to translation.
- **High costs:** Translation expenses for the four-day event totaled tens of thousands of dollars, making the setup increasingly unsustainable.
- **Staffing demands:** Two interpreters per language were required, adding significant cost and logistical issues.
- **Inconsistent quality:** Translation clarity varied by interpreter, disrupting sessions and frustrating attendees.

*“For years, we knew our translation setup just wasn’t working,” said CAPM&R Executive Director Heather Dow. “Headsets ran out, costs soared into the tens of thousands, and the quality was inconsistent. We needed a solution that could provide accurate, reliable, and affordable translation for all of our attendees.”*

As a result of inconsistent translation quality and escalating costs, CAPM&R stopped offering translation for eight years, leaving bilingual participants without access to translation. The society needed a solution that could provide accurate, real-time translation while remaining affordable, reliable, and logistically simple.

## Solution: Addressing Cost, Quality, and Accessibility Challenges with Wordly

CAPM&R discovered Wordly at IMEX, a global trade show for the meetings and travel industry, where sessions were translated in real time using artificial intelligence. Impressed, they piloted Wordly at the 2024 Annual Scientific Meeting in Montebello, Québec to address five key translation requirements:

- **AI real-time translation:** English and French translation and captions accessible via QR code or link. No headsets or booths required.
- **Consistency and familiarity:** AV staff used the same system for every event, eliminating extensive training or handoffs.
- **Custom glossary:** Ensured high-quality accuracy for technical rehabilitation terminology.
- **Affordable and scalable:** Pay-by-the-hour model made full 4-day coverage financially viable.
- **Responsive support:** Customer service was quick to resolve any issues without disruption.

## Results: Restoring Trust, Cutting Costs by 90%, and Elevating Accuracy

The 2024 pilot at CAPM&R's Annual Scientific Meeting delivered strong measurable outcomes:

### Significant Cost Savings

- Translation expenses previously totaled tens of thousands of dollars per event.
- Using Wordly for the 4-day meeting resulted in a 90% reduction in translation costs.

### Operational Efficiency

- AV staff setup time reduced by ~50% (no sound booths/headsets).
- Eliminated the need for 4 interpreter-days (2 per language).
- Translation coverage for all sessions over 4 days, with 100% of bilingual attendees able to access content.

### Attendee Engagement & Satisfaction

- Complaints: 0 during the event.
- Attendee feedback emphasized clarity and accessibility.
- Quality rating: "highest translation accuracy ever" during a CAPM&R Annual Scientific Meeting.

## Accessibility

- Full real-time access for English and French speakers.
- Translation is now available for any language, not just English and French.
- Supported both in-person and remote attendees.

*“Wordly provided the highest translation accuracy we have ever had at an Annual Scientific Meeting,” added Dow. “The system made it easy for attendees to follow every session, and our AV team could rely on a consistent, high-quality translation throughout the event. It completely transformed the experience for our bilingual participants.”*

## Future: The Affordability and Flexibility of Wordly Makes Long-Term Adoption Sustainable

The successful use of Wordly Real-Time AI Translation in creating a smooth and engaging experience for the inaugural Youth Parliament of Canada demonstrated its value in supporting accessibility and inclusion. The affordability and flexibility of Wordly made long-term adoption sustainable, allowing CIVIX to continue providing seamless, multilingual experiences.

*“For a small nonprofit like CIVIX, affordability and flexibility can make or break an event,” White noted. “Wordly ensured everyone could participate fully. We look forward to using it in future Youth Parliaments to continue providing high-quality, accessible experiences.”*

CAPM&R’s adoption of Wordly restored multilingual access, improved attendee satisfaction, and dramatically reduced costs. It transformed a historically expensive and logistically challenging service into a scalable, high-quality solution for CAPM&R’s Annual Scientific Meeting. Wordly enabled the organization to offer full translation across all sessions, improve inclusivity, and simplify logistics, demonstrating the value of AI translation in professional medical conferences.

## Future Plans: Adding Wordly to Other CAPM&R Events

Building on the success of Wordly’s translation during the 2024 and 2025 Annual Scientific Meetings, CAPM&R plans to expand its use of Wordly for their 2026 events.

*“With Wordly, attendees can fully participate in every session,” concluded Dow. “The translation is reliable, the costs are manageable, and the system is so familiar to our AV staff that we can focus on the program rather than logistics.”*

Looking ahead, the organization also plans to incorporate Wordly into workshops, webinars, and future annual meetings to consistently provide inclusive, multilingual access for all attendees.



## About CAPM&R



**The Canadian Association of Physical Medicine & Rehabilitation (CAPM&R)**, founded in 1952, is the National Specialty Society for physiatrists in Canada. CAPM&R represents over 400 physicians and allied rehabilitation professionals across Canada, dedicated to advancing physical medicine and rehabilitation (PM&R) through education, research, advocacy, and clinical practice standards.

As an accredited provider for the Maintenance of Certification Program of the Royal College of Physicians and Surgeons of Canada, CAPM&R sets the standard of care in physiatry and supports lifelong learning for its members.



Wordly offers multiple ways to access translation in dozens of languages – on a phone, tablet, or computer. Read transcripts or listen to audio in your preferred language in real-time.



## Live Translation + Limitless Integrations

Wordly generates live, translated text and audio for events, webinars, or broadcasts, empowering attendees to engage seamlessly. Integrates with all major meeting platforms. RTMP, iFrame, and APIs available for custom setups.

## Multilingual Subtitles

Wordly is known for its best-in-class accuracy and translates English, Spanish, French, Portuguese, Japanese, and dozens of other languages to expand accessibility across diverse audiences. Export subtitles, captions, transcripts, and summaries in all relevant formats.

## Customizable Display Options

Admins can control font size, text color, and background color for in-room displays, monitors, and third-party caption overlays. Users can control text and background color on their phone, tablet, or computer.

## Post-Meeting Support

In addition to real-time features, Wordly helps teams stay compliant with asynchronous support. We offer post-event transcripts, subtitles / caption\* files, and summaries – all can be translated and mass exported in seconds.



Wordly's unified solution makes every touchpoint more accessible, engaging, and inclusive across every major language and meeting format. Listen to translated audio; read translated subtitles; read same language captions; access text transcripts and summaries. Wordly does it all for one affordable price.

Whether you're streaming a city council meeting, supporting school events, or having 1-1 customer discussions, Wordly ensures your is accessible to everyone.

In addition to powerful features, high scalability, and ease of use, Wordly has built strong security and privacy protection into our products and processes - including SOC 2 Type II and ISO 27001 compliance - and continuously test and optimize our infrastructure.

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# Wordly launched in 2019 and is the most trusted **AI translation** and **captioning** tool on the planet

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Users

60+  
Countries

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