

How Amnet Rapidly Scaled Editorial Proofreading with Health Literacy Focus to Support Client Restructuring

Background

The client: A global patient-centered care organization that publishes thousands of pages of B2B and B2C content.

The Program: As part of an organizational restructuring initiative, the client sought a scalable and operationally efficient proofreading solution that could seamlessly integrate across functions and workflows. The existing local proofreading program was being restructured, with in-house proofreading functions transitioning to an outsourcing partner.

Project Scope

The work required maintaining accuracy in grammar, voice, and tone while aligning with evolving editorial and brand standards within tight schedules.

- EPR requirements expanded beyond traditional grammar checks to include adherence to health literacy guidelines.
- New workflow model, with proofreading tasks assigned directly through Workfront.
- Support required across both B2B and B2C content categories.
- Stringent KPIs with a strict 48-hour TAT right from the pilot stage
- Communication during the client's time zone

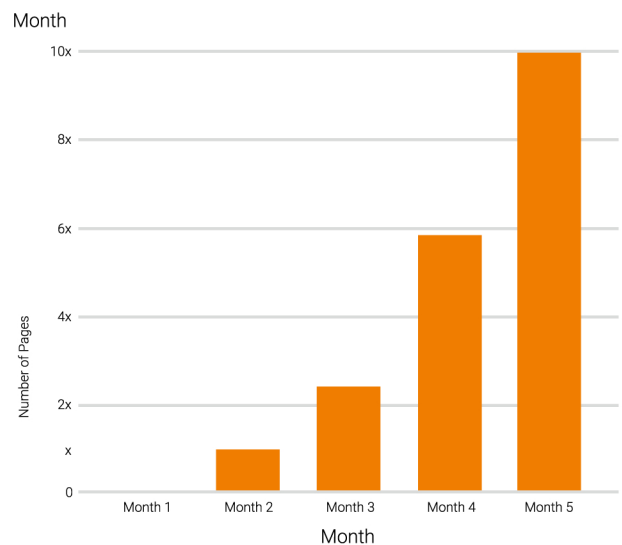
Solution Approach

Amnet implemented a structured scale-up strategy to ensure seamless transition and operational continuity:

- Appropriate resource allocation for training and pilot delivery
- Team expansion and restructuring for rapid scale-up
- Daily huddles for alignment and issue resolution
- Stringent quality control measures
- Continuous improvement initiatives for workflow optimization
- Refresher training on best practices, brand guidelines, and health literacy requirements
- Proactive and seamless project management
- Efficient cross-functional stakeholder collaboration
- Clear roles and responsibilities through RACI alignment

Outcome

- Amnet successfully completed the pilot program and transitioned to live within the stipulated time frame.
- Proofreading volume increased significantly, with volumes doubling month over month.
- Other divisions within the client's operations began assigning work to Amnet, underscoring the client's trust in Amnet's delivery capabilities and operational



About Amnet

With 25 years of experience, Amnet offers end-to-end traditional and digital publishing solutions including peer-review management, editorial, project management, production, accessibility, and technology for university presses and other publishers in all sectors and around the globe.

Get in touch

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