Health Literacy Innovations™

What is Health Literacy?



Personal Health Literacy

A consumer's ability to:



- obtain
- read
- understand
- act on

health information and services.

Organizational Health Literacy

A health care organization's ability to make health information and services fair, easy to access, and to understand.





The Health Literacy Problem

Low Health Literacy:



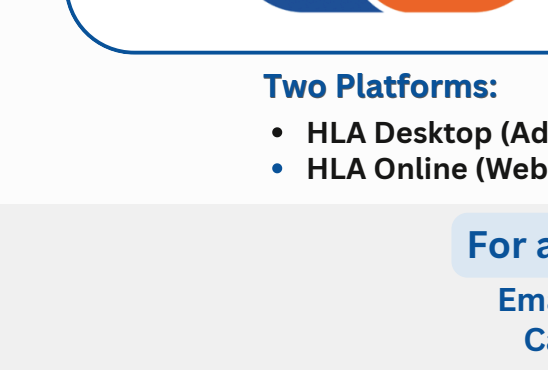
Nearly **88%** of U.S. adults struggle with health literacy. They may have difficulty understanding complex health information.

Consumers with low health literacy may have difficulty:



- Following their treatment
- Managing chronic health problems
- Understanding health insurance forms
- Engaging in their health care

Low Health Literacy Impacts



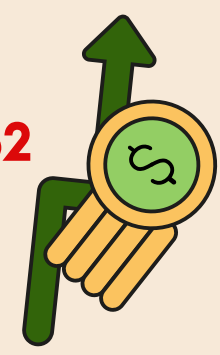
- Insured and uninsured people
- People with chronic illnesses or special needs
- Low-income individuals
- Medicaid and Medicare members
- Racial and ethnic minorities
- Non-English speakers

When sick or scared, anyone can find medical words confusing.

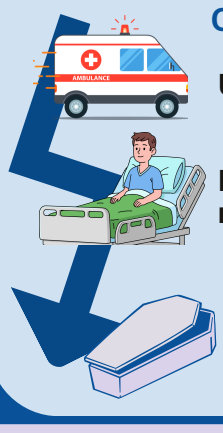
Why Address Health Literacy?

Health Care Costs Go Up

Low health literacy is estimated to cost the U. S. more than **$352** billion in 2026.



Health Care Quality Goes Down



Consumers with Low Health Literacy:

- Use more emergency services
- Have more hospital stays and readmissions
- Have higher mortality rates

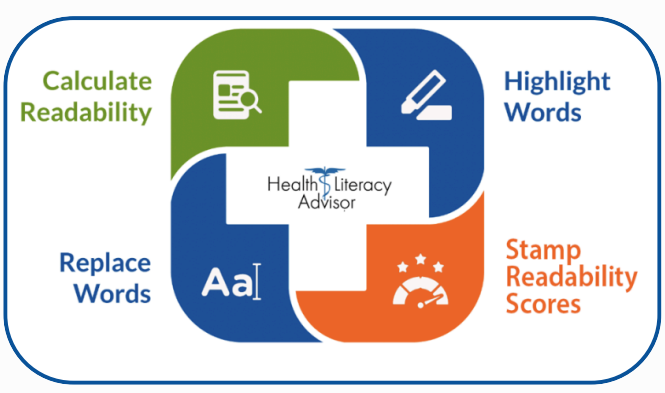


Consumers need clear health information.

Ready to Simplify Health Information?

We Have a Solution!

The Health Literacy Advisor (HLA):



- **Scores** readability
- **Highlights** difficult words and health terms
- **Suggests** plain language replacements
- **Evaluates** principles of plain language
- **Provides** readability reports
- **Stamps** "ReadsEasy" when you achieve the readability goal

Two Platforms:

- HLA Desktop (Add-in to Word)
- HLA Online (Web-based version)

Two Languages:

- English
- English/Spanish

For a free trial or for more information:

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Health Literacy Innovations.com

Improving Health Literacy One Word at a Time™