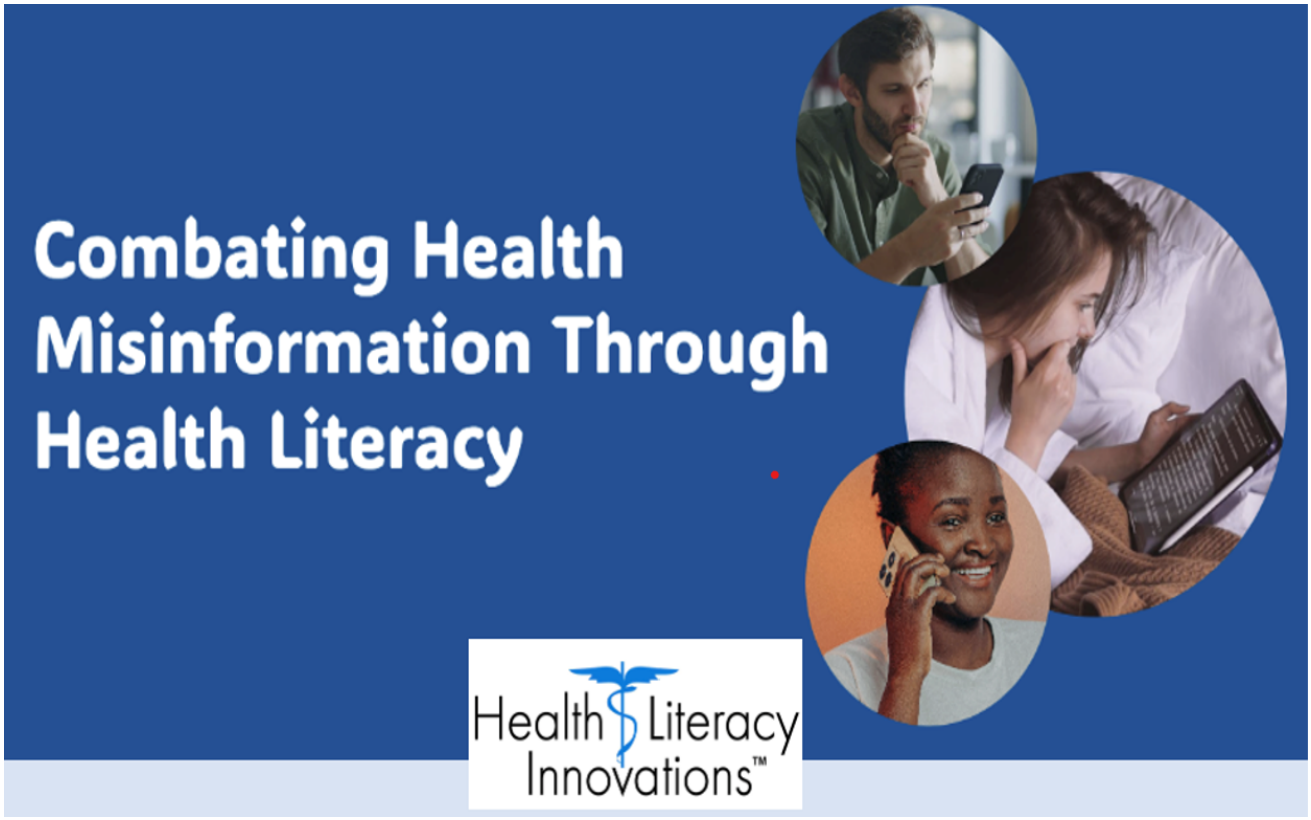


Misinformation Impact
Webinar Presentation: June 18, 2025

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About Health Literacy Innovations & the Health Literacy Advisor

Health Literacy Innovations (HLI) creates tools to reduce medical mistakes, unnecessary health care costs, and poor health outcomes from low health literacy.

HLI's flagship product is the Health Literacy Advisor (HLA), a state-of-the-art interactive health literacy software tool, is available in two languages (English and Spanish) and in two platforms (Word-based add-in and web-based). Year after year, the HLA continues to revolutionize the labor-intensive health literacy review process by leveraging powerful software to help the health care industry evaluate, standardize, and produce clear health information.

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

Ready to simplify health information?
Sales@HealthLiteracyInnovations.com
(301) 230-4966
HealthLiteracyInnovations.com

Our 2025 Summer Sale Continues
20% off all new HLA Licenses

contact: sales@healthliteracyinnovation.com

For a free HLA Online trial
www.healthliteracyadvisor.com

Health Misinformation Impacts

Domains	Consequence
Physical	• Limited accurate knowledge about available treatments • Misplaced actions • Reduces adherence to evidence-based treatments • Leading to preventable illness or death
Social	• Victimization and stigma • Undermining trust in health care professionals
Economic	• Falling for scams • Panic buying
Political	• Limited trust in officials • Rejection of official guidelines • Disregard of government-led responses
Psychological	• Mental health epidemic (fuels stigma and fear) • Extreme anxiety • Long-term depression

Adapted from: The importance of social media users' responses in tackling digital COVID-19 misinformation in Africa https://pmc.ncbi.nlm.nih.gov/articles/PMC8935564/