

Health Literacy and Plain Language Standards
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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 Big Sale Continues
20% off all new HLA Licenses
contact: sales@healthliteracyinnovation.com

For a free HLA Online trial
www.healthliteracyadvisor.com

HLI conducted a comprehensive survey of Medicaid state agencies' standards, requirements, and laws.

To receive the full report, contact us at:

HLI2025Medicaidsurvey@HealthLiteracyInnovations.com

RESOURSES

About Standards and Their Importance

- **What are Standards? Why are They Important?**
https://standards.ieee.org/beyond-standards/what-are-standards-why-are-they-important/#:~:text=Standards%20form%20the%20fundamental%20building,minded%20companies%20and%20other%20organizations

- **Standards and Evaluation of Healthcare Quality, Safety, and Person-Centered Care**
https://www.ncbi.nlm.nih.gov/books/NBK576432/

- **The importance of standards in healthcare**
https://healthcareworld.com/the-importance-of-standards-in-healthcare/

Treating Patients with Low Literacy Skills - Health Literacy Guidelines
https://www.healthliteracyinnovations.com/resources/industry_publications/

Government Standards and Guidelines

- **AHRQ Health Literacy Universal Precautions Toolkit- Third Edition**
https://www.ahrq.gov/health-literacy/improve/precautions/index.html

- **Health People 2030 Objectives**
https://odphp.health.gov/healthypeople/priority-areas/social-determinants-health/literature-summaries/health-literacy

- **Federal Plain Language Guidelines**
https://www.plainlanguage.gov/media/FederalPLGuidelines.pdf

- **CMS Framework for Health Equity 2022–2032**
https://www.cms.gov/training-education/learn/find-tools-to-help-you-help-others/guidelines-for-effective-writing?redirect=/writtenmaterialstoolkit/

- **HHS Plain Language Report**
https://www.hhs.gov/sites/default/files/2024-plain-writing-complaince-report.pdf

- **National Standards for Culturally and Linguistically Appropriate Services (CLAS) in Health and Health Care**
https://thinkculturalhealth.hhs.gov/clas/standards

- **Office of Disease Prevention and Health Promotion**
https://odphp.health.gov/healthypeople/about/workgroups/health-communication-and-health-information-technology-workgroup

- **ODPHP - Office of Disease Prevention and Health Promotion-National Action Plan to Improve Health Literacy**
https://odphp.health.gov/our-work/national-health-initiatives/health-literacy/national-action-plan-improve-health-literacy

- **Plain Writing and Clear Communications**
https://www.hhs.gov/open/plain-writing/index.html

- **Proceedings of the Surgeon General's Workshop on Improving Health Literacy**
https://www.ncbi.nlm.nih.gov/books/NBK44257/

- **Plain Language Quick Reference Guide**
https://www.dol.gov/sites/dolgov/files/general/Plain-Language-Quick-Reference-Guide.pdf

- **World Health Organization (WHO) Health Literacy: The Solid Facts**
https://www.who.int/news-room/fact-sheets/detail/health-literacy - :~:text=Health literacy requires inclusive and, to and use health information

Health Care Industry Standards and Guidelines

- **The Join Commission**
https://www.jointcommission.org/en-us/accreditation/accreditation-360

- **URAC - Utilization Review Accreditation Commission**
https://www.urac.org/accreditation-cert/health-equity-accreditation/

- **The National Committee for Quality Assurance**
https://www.ncqa.org/programs/health-care-providers-practices/patient-centered-medical-home-pcmh/faqs/all/?faq=000023169