



MAXIMUS®

The Increased Importance of **Effective Health Literacy Communications Since COVID-19**

Wednesday, October 21, 2020

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 - **Taking Your Agile Practice to the Next Level: The Benefits of a Holistic Approach**
 - Date: **November 4** | Time: **11am PT / 2pm PT**
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TODAY'S PRESENTER

Kinte Ibbott

Vice President
Health Communications
Maximus





TODAY'S PRESENTER

Joan Winchester

Director
Center for Health Literacy
Maximus

POLL

Has COVID-19 changed the way you develop and execute your health communications?

- A) A significant amount
- B) Some minor changes
- C) No, or not much





Kinte Ibbott

Vice President
Health Communications
Maximus



October is Health Literacy Month



Informed
decisions



Navigate
Health Care



Active partnership



Advocate

Health communication channels



Why health literacy?





Adults struggle
to understand
and use health
information...



90 million
Limited health literacy

4x
Higher health care costs



Health disparities



Critical health literacy and the COVID 19 crisis



Joan Winchester

Director
Center for Health Literacy
Maximus



- Different strategies
- Conflicting messages
- Fact vs. opinion
- Trust
- Opportunity to reinforce

Lessons learned from the COVID-19 pandemic



- Target diverse audience
- Build trust
- Use multiple channels
- Use digital platforms
- Write in plain language
- Use person-centered design for readability

Improving health communications in a pandemic



- Active voice
- Friendly tone
- Brief, one-topic paragraphs
- Simple sentences
- Everyday vocabulary
- Definitions

Using plain language to improve health communications

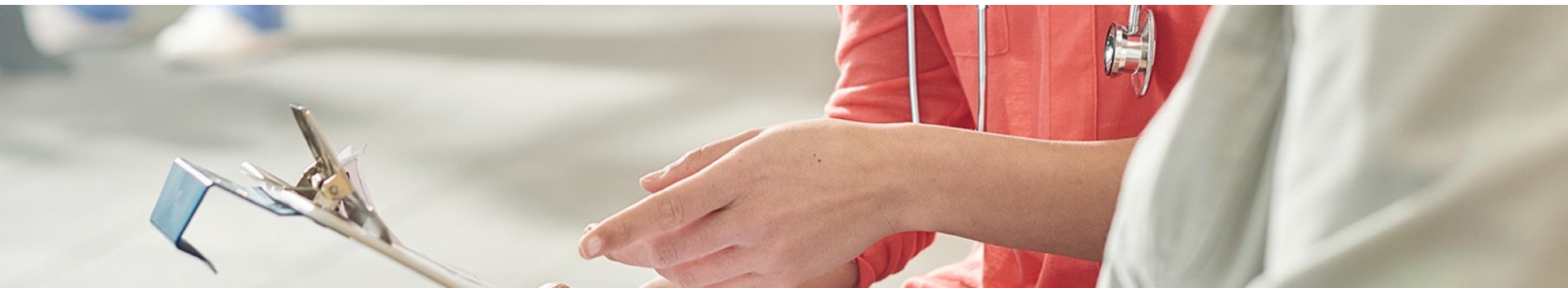


- Font and type size
- White space
- Line length
- Color
- Images
- Icons

Using person-centered design to improve health communications

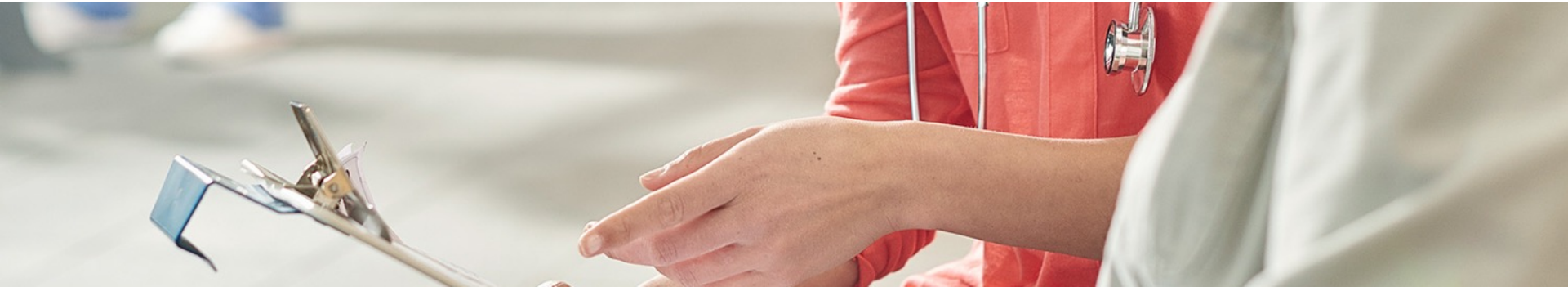
Q&A

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webinars@maximus.com

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The background of the slide features a photograph of three professionals—two men and one woman—collaborating in a meeting. They are gathered around a desk, looking at a computer monitor. The man on the left is pointing at the screen, while the woman in the center and another man on the right look on attentively. The scene is dimly lit, with the primary light source being the computer screen and some ambient office lights. Overlaid on the left side of the image are several glowing, semi-transparent circles and a background of faint, blue-tinted lines resembling computer code or data streams.

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Coming up next in the series:

Taking Your Agile Practice to the Next Level: The Benefits of a Holistic Approach

Wednesday, November 4, 2020