

**Media Contact**  
**Aileen Kantor**  
[aileen@prhealthcare.com](mailto:aileen@prhealthcare.com)  
301-229-6782

### **Health Literacy Innovations Announces the 2012 Leonard G. Doak Health Literacy Innovator Award Winners**

**Bethesda, Md. (Nov. 1<sup>st</sup> 2012)** - Health Literacy Innovations, creators of the Health Literacy Advisor™ and Spanish HLA—Asesor de Comunicación en Salud™, today announced the winners of the 2012 Leonard G. Doak Health Literacy Innovator Award contest.

Selected from top applications from across the globe, the 2012 winners in each category are:

**Champion Award:** Demonstrated commitment to excellence in health literacy within an organization.

- 1st Place: Canyon Ranch Institute, Tucson, Ariz.,
- 2nd Place: North Shore-LIJ Health System, Office of Diversity, Inclusion and Health Literacy, Lake Success, N.Y.

**ReadsEasy™ Publication Award:** Demonstrated commitment to excellence in health literacy in printed information for consumers, such as brochures, pamphlets, and information sheets.

- 1st Place: *Let's Talk About The Flu* Health Literacy Wisconsin, Madison, Wisc.
- 2nd Place: "A Series of Brochures on Rehabilitation and Disability" University Health Network, Toronto Rehab, Toronto, Ont.
- 3rd Place: *Understanding Blood Pressure* Health Alliance Plan (HAP), Detroit, Mich.

**Clear Focus Multimedia Award:** Demonstrated commitment to excellence in health literacy in a website or other form of communication, based on usability, design, and reaching a targeted audience.

- 1st Place: Quick Guide to Healthy Living (English and Spanish), [www.healthfinder.gov/prevention](http://www.healthfinder.gov/prevention) & [www.healthfinder.gov/espanol/prevention](http://www.healthfinder.gov/espanol/prevention), Office of Disease Prevention and Health Promotion (ODPHP), U.S. Department of Health and Human Services, Rockville, Md.
- 2nd Place: Health Literacy Social Media Website for Teens, [www.t2x.me](http://www.t2x.me), Health Net, Inc., Woodland Hills, Calif.
- 3rd Place: [www.healthliteracymissouri.org](http://www.healthliteracymissouri.org), Health Literacy Missouri, St. Louis, Mo.

"The number of quality outstanding applications we continue to receive is validation of the growing, progress and commitment the health care industry is making to health literacy and plain language principles" says Health Literacy Innovations Chief Content and Multi-Language Chief Aracely Rosales. "We congratulate all the applicants, and judges once again for their time, effort, and commitment to maintaining health literacy excellence."

#### **HLI salutes its 2012 Leonard G. Doak Health Literacy Innovator Award judges:**

- Nadia Ali, MD, M.B.;B.S, MPH, Clinical Assistant Professor, School of Medicine of Temple University and Associate Program Director, Dept. of Internal Medicine Crozer Chester Medical Center
- Carolyn Cocotas, Senior Vice President, Quality and Corporate Compliance, F.E.G.S., Health and Human Services System, former two-term member of the IOM Health Literacy Task Force
- Arthur J. Culbert, PhD, Founder and Former President Health Literacy Missouri
- Ariella Herman, PhD, Research Director, UCLA / J&J Health Care Institute
- Julie McKinney, LINCIS Health Literacy List Moderator, World Education, Inc.
- Linda Johnston Lloyd, MEd, retired Senior Advisor for HRSA, former chair of HRSA Health Literacy Work Group and HHS Health Literacy Work Group
- Marycelis Keiser, MPH, CHES, Healthcare Strategy & Communications Consultant
- Silje Lier, MPH, Multimedia Advisor, Office of Disease Prevention and Health Promotion, HHS
- Ruth M. Parker, MD, Professor of Medicine, Pediatrics and Public Health, Emory University School of Medicine
- Joanne G. Schwartzberg, MD, Director, Aging and Community Health, American Medical Association
- Greg Smith, Executive Director, Florida Literacy Coalition

#### **About Health Literacy Innovations**

Knowing that "literacy" is the single most important indicator of a health outcome, Health Literacy Innovations (HLI) creates tools to help eliminate medical mistakes and confusion due to low health literacy. HLI's flagship product, the Health Literacy Advisor (in Spanish—Asesor de Comunicación en Salud™) is the nation's first, only, and most powerful health literacy software tool. As a "health literacy checker," the HLA streamlines the review and simplification process by allowing users to assess the readability of their documents and then fix it using plain language principles. By replacing inefficiency with technology and knowledge, the HLA applies nine well-known readability indices and an interactive search-and-replace function to replace hard-to-read terms and phrases and medical jargon with plain language alternatives. The combination of these two functions, a document "grade" with a readability score/grade level, and the ReadsEasy™ stamp (a reward for good work) sets the HLA software apart from programs or readability indices alone. For more information, please visit [HealthLiteracyInnovations.com](http://HealthLiteracyInnovations.com) or call 301-230-4966.