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Health Literacy Innovations Announces Winners of 2010 National Health Literacy Innovators Award

October 28, 2010 (Bethesda, Md.) Health Literacy Innovations, creator of the Health Literacy Advisor, the nation's first interactive health literacy software tool, today announces the winners of the 2010 National Health Literacy Innovators Award contest.

The contest, a national competition to reward innovators in health literacy and in celebration of October, National Health Literacy Month, was judged by a prestigious list of health literacy experts and funded by an anonymous health literacy donor. The winners of the 2010 National Health Literacy innovators Award, to receive a cash award, certificate, and recognition are:

- **ReadsEasy™ Publication Award:** Florida Literacy Coalition, Orlando, FL -Women's Health: A Special Addition to Staying Healthy
- **Champion Award:** Dr. Ariella Herman, Ph.D., Los Angeles, Calif., UCLA/ J & J Health Care Institute
- **Clear Focus Multi-Media Award:** Neighborhood Health Plan, Boston, Mass. Neighborhood Health Plan Usability Website

"We received more than 50 outstanding applications to the first annual Health Literacy Innovator award," says Aracely Rosales, Health Literacy Innovations Chief Content Expert and Multilingual Director. "These organizations represent state-of-the-art health literacy innovators in publications, initiatives and leaders, and challenged our judges on finding the top choices in each category. We thank the judges for their time and effort to help us identify exemplary examples of excellence in plain language and health literacy principles, and look forward to next year's competition," says Rosales.

The list of prestigious 2010 Health Literacy Innovator Award Judges are:

- Carolyn Cocotas, Senior Vice President, Quality and Corporate Compliance, F.E.G.S., Health and Human Services System & IOM Health Literacy Task Force Member, New York
- George Flouty, MD, Medical Director, Pfizer N.Y., Founding member of Pfizer's Health Literacy Initiative (retired)
- Julie Gazmararian, PhD, MPH, Associate Professor, Department of Epidemiology, Rollins School of Public Health, Emory University Atlanta
- Linda Johnston Lloyd, MEd Health Literacy Consultant and Retired U.S. Department of Health and Human Services, Health Resources and Services Administration Health, Literacy Coordinator
- Marycelis Keiser, MPH, CHES, Director, Pfizer Inc., Primary Care Business Unit
- Julie McKinney, LINCS Health Literacy List Moderator, World Education, Inc.

- Guadalupe Pacheco, Jr., M.S.W, Special Assistant to the Director, Office of Minority Health, Office of Public Health and Science U.S. Department of Health and Human Services, Washington, DC

About Health Literacy Innovations

Knowing that “literacy” is the single most important indicator of a health outcome, Health Literacy Innovations, (HLI) was founded to create tools to help eliminate medical mistakes and confusion due to low health literacy. HLI’s flagship product, the Health Literacy Advisor (HLA), the nation’s first interactive health literacy software tool, is revolutionizing the health literacy review process. 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 www.HealthLiteracyInnovations.com or call 301-230-4966.