



Clear and Simple

Health Net's Plain Language Initiative



Clear and Simple draws on plain language principles to help Health Net associates communicate more effectively with our members. It is our company's way of making sure our members understand the language of health and healthcare. Clear and Simple provides learning opportunities and assistance to departments that are interested in using plain language in their operations.

- Launched in July 2010 in response to the National Action Plan on Health Literacy (Goals 1 & 2)
- Endorsed by Health Net's executive leadership
- Supported by an Interest Group comprised of 20+ Health Net associate "champions"
- Develops easy-to-use tip sheets on plain language guidelines
- Conducts health literacy and plain language trainings via webinars, in-person presentations
- Promotes annual National Health Literacy Month (October)
- Working on a simplified glossary of common managed care terms that will be distributed to providers, members and Health Net associates



- Companywide Policies & Procedures on plain language standards currently in development
- Continued promotion of initiative to obtain increased buy-in from associates



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