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FOR IMMEDIATE RELEASE

**Institute for Healthcare Advancement's 14th Annual Conference announces video call for poster abstracts.**

**La Habra, CA – 1/29/2015** –The Institute for Healthcare Advancement (IHA) has issued a video call for poster abstracts for its 14th Annual Health Literacy Conference, taking place on May 6-8, 2015 at the Hotel Irvine, California.

IHA developed a video as its call for posters as a unique method to compel potential poster submitters who may not have presented before or are intimidated by the poster process, to submit a poster for its conference. The video seeks to reassure attendees that creating and presenting a poster is easy by showing past presenters sharing their experience in making a poster. The video outlines the components of a good poster and offers extra advice to complete a poster project. The video can be seen on the company's website.

Researchers, those who have created and implemented an innovative program, and/or those with an innovative approach or solution to a problem in health literacy who wish to present a poster should respond immediately. As the theme of the conference is Operational Solutions to Improve Health Literacy: at the Intersection of Health Literacy and the Affordable Care Act, there is a particular interest in posters addressing aspects of health literacy and the Affordable Care Act. Those who have created a program, conducted research, surveyed populations, or discovered meaningful information should consider submitting it in a poster.

This year's three-day conference offers national and international participants the opportunity to learn about practical and effective solutions to health literacy challenges, ranging from how to write and design effective communication to tools for addressing low health insurance literacy skills.

Registration is now available with an early bird discount of 20% off the full conference cost. Attendees can enroll online at the company website or directly at [www.regonline.com/ihahlc2015](http://www.regonline.com/ihahlc2015). The conference will attract health educators, health insurance agents, physicians and nurses, hospital representative, academics, writers, researchers and public health workers among others interested in the health literacy field.

The Institute for Healthcare Advancement (IHA) is a nonprofit, 501(c)(3) healthcare public charity, with the mission of empowering people to better health. IHA accomplishes its mission by hosting a national Annual Health Literacy Conference for healthcare professionals; publishing the easy to read, easy to use What To Do For Health book series; and providing health literacy communication solutions consulting services. Locally, IHA administers the La Habra Family Resource Center, and is a leader of Covered OC, a collaborative of agencies advocating for and enrolling consumers in healthcare coverage in Orange County, California. For more information about IHA's products and services, please visit [www.iha4health.org](http://www.iha4health.org).

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