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FOR IMMEDIATE RELEASE

**Institute for Healthcare Advancement's Annual Conference's Pre-Conference sessions  
focus on Health Literacy Solutions and the Affordable Care Act**

**La Habra, CA – 3/6/2015** – Registration is now open for the Institute for Healthcare Advancement's (IHA) 14th Annual Health Literacy Conference on May 6-8, 2015 at the Hotel Irvine, including pre-conference sessions. This year's pre-conference sessions focus on health literacy solutions and the Affordable Care Act, contributing to the 21 continuing education credits available to attendees.

In the only full day session offered, Writing and Designing Effective Communication, Janet Ohene-Frempong and Jann Keenan coach the ways to gauge consumer needs, then develop materials that make information easy to find, read, understand and relate to.

Presenting in half day formats, there are several sessions that will entice attendees. Xanthi Scrimgeour and Stacy Robison of Communicate Health, Inc, will present on user-centered design processes with practical advice on conducting user research specific to audiences with limited literacy. Teaching on a collaborative approach to testing materials, Heather Turkoz and Kara Jacobson will provide solutions to improve patient communication through market research.

Focusing on health insurance coverage, Amy DeMarco will lead two train-the-trainer sessions, one covering outreach, enrollment, retention and utilization best practices to help clients use, understand and keep their coverage. In her other session, DeMarco teaches trainers how to educate clients about how to use their new health insurance, what it covers and how to keep it.

Advocating for IHA's flagship book, What To Do When Your Child Gets Sick, Diana Pena trains practitioners to train families on how to utilize the book to better care for children . resulting in reduced missed school and work days, and unnecessary emergency room visits.

Michael Villaire provides an overview of the scope of low health literacy in his special session on Health Literacy 101. He reviews general characteristics, along with abilities, challenges and frequency of low health literacy, while also showing the cost in terms of human suffering and dollars.

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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