



Clear & Simple:

Integration of Health Literacy across the Health Net Enterprise

Health Net is committed to working with our members to ensure the best possible health outcomes. To make informed decisions about their health, members need and deserve information they can understand. In 2010, Health Net's Cultural and Linguistic Services Department launched the Clear & Simple Initiative to promote the use of plain language principles.

Phase 1 – Education and engagement

The initial Clear & Simple campaign was both fun and practical, including:

- Activities and contests for National Health Literacy Month.
- Plain language tip sheets, glossary and online training.
- Readability Studio software for all associates.

Phase 2 – From knowledge to practice

The Affordable Care Act makes it more critical than ever for associates to understand and use plain language principles. Our goals were to:

- Meet ACA readiness checkpoints for appropriate reading levels.
- Train associates who produce and/or review member-informing materials.
- Integrate plain language into our organizational culture.

Strategy

The Clear & Simple Initiative has resulted in the following Cultural and Linguistics (C&L) Services projects:

- 1 Developed a health literacy work group** to establish processes and tools for implementing the Clear & Simple Initiative.
- 2 Launched the Plain Language 101 training** for associates that provides instruction on how to create culturally and linguistically appropriate and easy-to-understand materials.
- 3 Launched part two of the Plain Language training** available to associates seeking advanced instruction.
- 4 Made Readability Studio software available** to all associates at no cost to their departments.
- 5 Created the C&L English Material Review (EMR) database**, as a means to streamline the material review process.
- 6 Created newly designed Content and Layout checklists** to provide plain language guidelines for creating member materials.
- 7 Participated in health literacy conferences**, webinars, workshops, and committees, to continue the development of the initiative and advocate for the use of plain language across the Health Net enterprise.

We reached out to all Health Net associates who have a role in producing member materials – across multiple departments and lines of business.



Christine Varner, Health Net
We provide information to make benefits easier to understand.

Learn more about Clear & Simple
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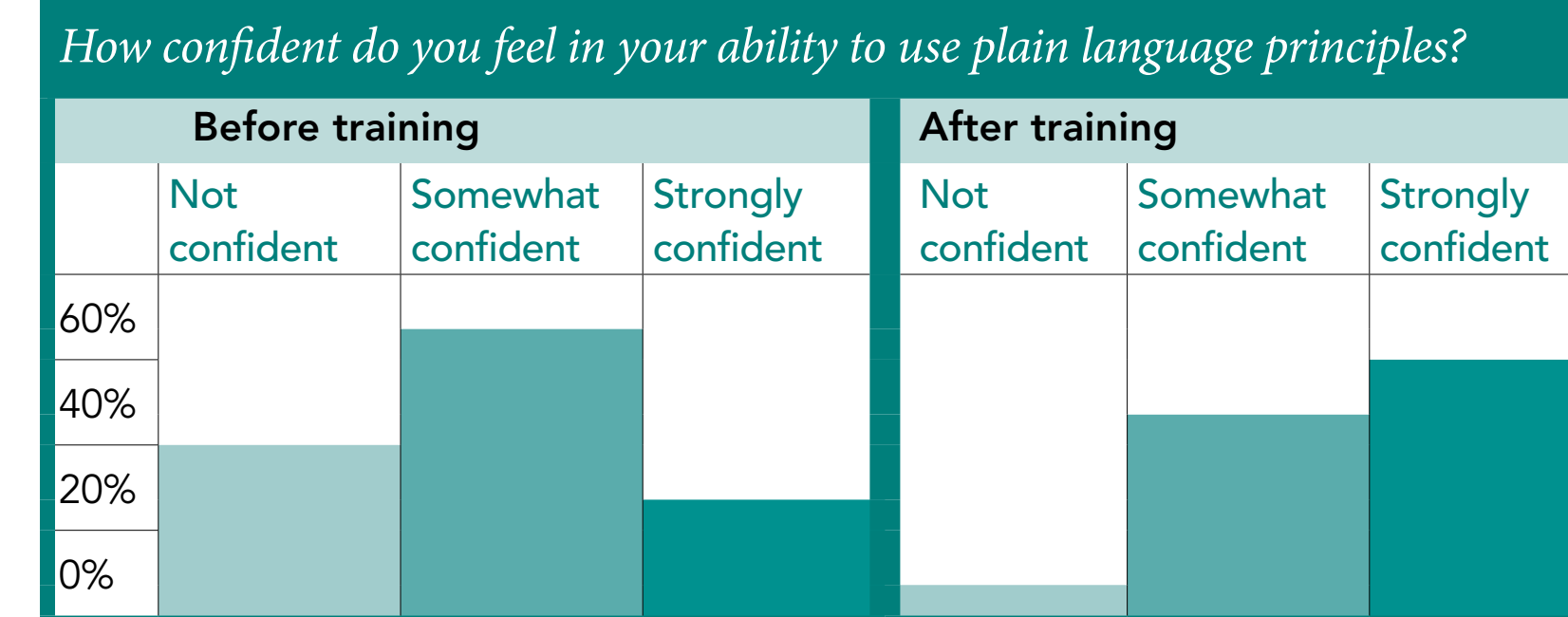
Plain language training

- More than 90% of targeted departments and 82% of targeted associates have completed the Plain Language 101 training.
- 56% of targeted associates installed and actively use the 2012 Readability Studio software.

Outcomes

Survey results suggest that our training is helping associates bridge the gap between knowledge and practice, leaving them confident in their abilities to use plain language principles and readability tools.

Plain language confidence



Readability tools confidence



Implications for policy, delivery or practice

Before plain language training, the documents submitted to our Cultural and Linguistics Department were, on average, written at the 10th grade reading level – well above the 6th grade level required by many of our lines of business. Since training began, graduates have been submitting materials at the 7th grade reading level or below. That's progress!

With these encouraging signs, we're on our way to achieving our next set of goals:

- Increase the number of associates trained in plain language by 20%.
- Increase the number of Readability Studio software installations by 20%.
- Launch the English Material Review database across the enterprise by March 2015.
- Decrease the number of document rewrites required during English Material Review process by 90% after two years.
- Ensure that 95% of all member-informing materials and vital documents are produced at the appropriate grade level.

When we create Clear & Simple materials, we:

- Are more efficient.
- Make sure plain language is a part of Health Net's culture.
- Promote health literacy.

This helps us to reach our ultimate goal of improving our members' access to care and their health outcomes.



Josefina Bravo, Health Net
We speak your language.