



PRESS RELEASE

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FOR IMMEDIATE RELEASE

Institute for Healthcare Advancement's Annual Conference Focuses on the Future of Health Literacy

La Habra, CA – 1/29/2015 – Registration is now open for the Institute for Healthcare Advancement's (IHA) 15th Annual Health Literacy Conference on May 4-6, 2016 at the Anaheim Marriott. 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 materials 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. 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 conference also offers up to 37 continuing education credits to attendees.

This year's two-day conference will feature plenary and breakout sessions, with a variety of health literacy educators and health care professionals, with an emphasis on planning for the future of health literacy. The one-day preconference offers workshops to supplement the conference for those seeking more in-depth health literacy knowledge or insurance related training and outreach.

IHA is also offering a 3-day Master Class on Advanced Health Communication for Writers presented by health literacy and plain language experts Jann Keenan, Ed.S and Janet Ohene-Frempong, MS.

IHA is also calling for poster presenters for this year's conference. 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. Those who have created a program, conducted research, surveyed populations, or discovered meaningful information should consider submitting it in a poster.

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.

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