MAXIMUS Center for Health Literacy Holds Fourth Annual Conference in September

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- “Plain Talk in Complex Times“ Focuses on Communicating in a Time of Change -

RESTON, Va.--(BUSINESS WIRE)--MAXIMUS, a leading provider of government services worldwide, announced today that the MAXIMUS Center for Health Literacy will host its annual conference, “Plain Talk in Complex Times,” on September 26-27, 2013 in Arlington, Virginia. The two-day event is co-sponsored by the American Public Health Association and continues the conversation on how to communicate effectively with consumers, especially vulnerable populations, in rapidly changing times.

Plain Talk 2013 takes place only days before open enrollment in Health Insurance Marketplaces begins. This unique communication conference brings together a diverse audience of public health experts, researchers, medical practitioners, educators, community advocates, writers, designers, translators and media professionals. Plenary presentations, breakout sessions, discussion panels and hands-on workshops will help attendees develop critical skills and best practices for communicating complex information to diverse audiences — in person, in print and online. Participants can earn continuing education credits.

“The heightened awareness about meaningful health communication should lead people to the Plain Talk conference,” commented Penny Lane, Vice President at the MAXIMUS Center for Health Literacy. “Everyone — in the health field or not — has a stake in health reform. Foremost on many minds is the October 1 deadline, when brand new health insurance exchanges are tasked with the enormous challenge of reaching uninsured citizens, some of whom communicate in different languages and at different literacy levels. The Plain Talk audience members, all of whom have an interest in improving communication, are eager to share experiences and learn from an extraordinary group of speakers. Once again, we'll be looking at communication from all angles: verbal and nonverbal; traditional channels and new technologies; cultural and language needs; usability and accessibility. It should be an exciting conference.”

Featured speakers include:

- **Maria Cardona**
  Political commentator and principal at the Dewey Square Group, leading the Multicultural and Public Affairs practices

- **Daniel Patrick Forrester**, MBA
  Founder and managing partner at THRUUE Inc. and author of “Consider: Harnessing the Power of Reflective Thinking in Your Organization”

- **Lisa Schwartz**, MD, MS, and **Steven Woloshin**, MD, MS
  Directors of the Center for Medicine and the Media at the Dartmouth Institute for Health Policy and Clinical Practice

- **Deborah Tannen**, PhD
  Professor of linguistics at Georgetown University and author of “You Just Don't Understand: Women and Men in Conversation”

- **Susan Weinschenk**, PhD
  Founder and principal at Weinschenk Institute, LLC and author of “How To Get People to Do Stuff”

- **Andrew Wilson**, MS
  Supervisory content manager at the Digital Communications Division of the US Department of Health and Human Services

Plain Talk 2013 will be held at the Renaissance Arlington Capital View Hotel. For details about the conference, speakers, registration deadlines and continuing education credits, visit www.plaintalkconf.com, follow the conference feed on Twitter @plaintalkconf, or email conference organizers at plaintalkconf@maximus.com.

About the MAXIMUS Center for Health Literacy

The MAXIMUS Center for Health Literacy develops easy-to-read print materials and easy-to-use websites so that governments and public health services organizations can communicate effectively with their consumers. Find out more
About MAXIMUS

MAXIMUS is a leading health and human services administrator for governments in the United States, United Kingdom, Canada, Australia and Saudi Arabia. The Company delivers administrative solutions to improve the cost effectiveness, efficiency and quality of government-sponsored benefit programs, such as Medicaid, Medicare, Children's Health Insurance Program (CHIP), Health Insurance BC (British Columbia), as well as welfare-to-work and child support programs across the globe. The Company's primary customer base includes federal, provincial, state, county and municipal governments.

Operating under its founding mission of Helping Government Serve the People®, MAXIMUS has approximately 9,750 employees worldwide. For more information, visit [www.maximus.com](http://www.maximus.com).

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