



CommunicateHealth, Inc.

Support for House Bill 1082: Consumer Information Hub and Requirements

CommunicateHealth, Inc.
20 Courthouse Sq.
Rockville, MD 20850

Hearing date: March 31, 2022

CommunicateHealth, Inc. is a Maryland-based woman-owned small business focused on health literacy, communication, and human-centered design. Thirteen years ago, I founded CommunicateHealth on the belief that everyone deserves health information they can understand and use.

CommunicateHealth writes in strong support of HB1082. This bill will provide state and local government agencies, health systems, nonprofit, and community-based organizations with health literacy expertise and resources from the University of Maryland Herschel S. Horowitz Center for Health Literacy Center (“the Center”).

Nearly 9 out of 10 adults struggle with health literacy. People with limited health literacy skills are more likely to:

- Have poor health outcomes, including hospital stays and emergency room visits
- Have trouble understanding medication instructions
- Struggle to manage chronic diseases
- Skip preventive services, like flu shots

CommunicateHealth has partnered with the Center to create health materials that follow health literacy best practices. Doing so helps people make informed health decisions. That means they’re more likely to be healthy — and even to live longer. As the nation works to overcome the impacts of the COVID-19 pandemic, improving health literacy and health outcomes will be essential to restoring our health care system, improving our public health workforce, and addressing clear societal inequities.

Designating the Center as the State’s Consumer Health Information Hub will benefit the people of Maryland and beyond. The Center has proven expertise in creating plain language communication tools and products that improve audiences' ability to use health information rather than just understand it. Investing resources in the Center will expand the Center’s capacity to deliver trainings and technical assistance to constituents, equipping them with

Commented [SR1]: Are constituents one-level removed from Maryland residents?

This line is a little confusing. Maybe: ...to constituents, equipping them with valuable skills and knowledge to improve the health literacy levels and health outcomes in their communities. ??

valuable skills and knowledge to improve the health literacy levels and health outcomes in their communities.

We urge the Senate Finance Committee to pass HB1082. Thank you for this opportunity to write in support of HB1082.

Sincerely,

Stacy Robinson
President, Co-founder
CommunicateHealth, Inc.