

INFODYNE

Health Literacy Project



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INFODYNE HEALTH LITERACY PROJECT AND VISIONARY HEALTH CONCEPTS KICK OFF THE CDC CONFERENCE ON HEALTH COMMUNICATION WITH PLANS FOR A NEW, CONSUMER EDUCATION INITIATIVE!

July 15, 2008 - Infodyne Health Literacy Project (IHLP), a non-profit organization committed to eradicating limited health literacy in the US, announced its plans to ‘*Engage and Deliver*’ by partnering on future educational initiatives with Visionary Health Concepts (VHC), Inc. *Engage and Deliver* is the theme of the 2nd National Conference on Health Communication, Marketing and Media (NCHCMM) sponsored by the Center for Disease Control and Prevention’s National Center for Health Marketing and the Office of Enterprise Communications to be held in Atlanta, Georgia, August 12 - 14, 2008. “VHC has amazing dedication and a proven track record in improving and increasing health literacy in the United States, and they are firmly in line with IHLP’s mission,” says Zev Greenfield, President of the Board of Directors for IHLP.

According to the latest “News and Numbers” report from the federal Agency for Healthcare Research, over 190 million adults in the United States do not have the health literacy skills to manage their own health care proficiently, including understanding prescription information and filling out medical forms. “Limited health literacy is a pervasive problem that affects most everyone,” states Lillian Thiemann, President and Co-Founder of Visionary Health Concepts. “At some point, most individuals will come across health information, procedures or forms we cannot understand.”

About InfoDyne Health Literacy Project

InfoDyne Health Literacy Project is a 501(c)(3) non-profit organization whose mission is to save lives by improving patient safety and quality of care through increased health literacy across the healthcare spectrum. IHLP will accomplish this goal through collaborative research, advocacy and educational initiatives, and by increasing the availability of resources that support health literacy efforts. For more information, visit www.infodyne.org. IHLP and VHC have previously collaborated—along with the University of Illinois (Champaign-Urbana)—on a large (n=662), in-depth quantitative research study exploring the information dynamics of HIV-positive individuals across the U.S.

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About Visionary Health Concepts, Inc.

Co-founded in 2001 by Lillian Thiemann, a hepatitis C and HIV treatment advocate, Visionary Health Concepts (VHC) is an independent, community-based, health and medical education company dedicated to increasing health literacy and improving patient-provider communication. VHC has produced over 50 low-literacy consumer publications in various languages (English, Spanish, Chinese, Vietnamese and Thai) and is recognized and recommended by public health experts nationwide. Currently concentrating its efforts in hepatitis C, HIV/hepatitis coinfection and HIV diseases, Visionary Health Concepts is expanding its efforts into other disease states where IHLP researchers have identified gaps in consumer education and patient-provider communication (i.e., antimicrobial resistance, diabetes, mental health, insomnia, smoking cessation, STD transmission and women's health). To view current and archived education produced by VHC, visit www.freehivinfo.com and www.freehepatitisinfo.com.

About the Conference

The 2nd National Conference on Health Communication, Marketing and Media sponsored by the Center for Disease Control and Prevention's National Center for Health Marketing and the Office of Enterprise Communications will be held in Atlanta, Georgia, August 12 - 14, 2008, at the Omni Hotel in downtown Atlanta. The National Cancer Institute and the National Public Health Information Coalition are co-sponsors for this event. The theme this year is *Engage and Deliver*, and will explore how public health can engage with the public and partners to develop and disseminate better health information and interventions to improve the health of the individuals and their communities.

The conference is slated to bring together individuals representing academia, public health researchers and practitioners from federal and state government and the private sector. The conference provides a scientific and professional forum for researchers and practitioners to share insights, research findings, and best practices to advance the fields of health communication, marketing and media. The conference is an excellent opportunity to meet with colleagues and shape the future of health communication and marketing practice.

The conference planning committee includes participants from National Public Health Information Coalition, National Cancer Institute, universities, state and local health departments and internal subject matter experts throughout the Centers for Disease Control and Prevention.

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