

Plain Communication Matters in Healthcare Messaging

Nearly 9 out of every 10 adults (88%) lack the necessary skills to fully understand health information and effectively navigate healthcare systems. When it comes to healthcare, effective communication can mean the difference between life and death, recovery and complication. That's why plain communication is crucial in healthcare messaging.

Become a PlainLanguage Pro! Improve Your Written Communication With Health Literacy Skills

IHA's skill-building module, PlainLanguage Pro (PLP) teaches the essential writing and design skills needed to create accessible health literacy materials to improve communication for audiences of all education levels.

How Does Plain Communication Help?

1. Reduces Confusion

Medical jargon and complex instructions can overwhelm patients. Plain language makes health information clear, ensuring all patients understand, regardless of education level or health literacy.

2. Improves Patient Compliance

Straightforward messaging helps patients make informed decisions. Clear instructions reduce ambiguity, increasing adherence to treatment plans and follow-up care—leading to better health outcomes.

3. Builds Trust and Rapport

Trust is essential in healthcare. When providers use plain language, patients feel informed, valued, and more confident in their care, strengthening patient-provider relationships.



4. Enhances Safety

Unclear instructions or consent forms can cause medication errors, missed treatments, or other risks. Plain language minimizes misunderstandings, improving patient safety.

5. Supports a Diverse Patient Population

Healthcare providers serve patients with different cultural backgrounds, literacy levels, and languages. Using plain language ensures equitable access to care for all.

Create Clear, Engaging, and Effective Health Communication Materials

PlainLanguage Pro (PLP) equips professionals with the skills to create, evaluate, and refine health materials that are easy to read, understand, and engage with.

Novices and experienced professionals alike will gain tools to create, evaluate, and refine written health literacy materials. PLP focuses on IHA's patented "Plain Language Assessment Tool for Organizations" (PLATO™), and features four distinct courses.

Through hands-on activities and guided exercises, you'll learn:

1. Design Principles
2. Writing Principles
3. Principles for Non-Continuous Text
(graphs, charts, etc.)
4. Numeracy Principles

This program offers essential skills for those who:

- Write, edit, design, or evaluate health or social service materials
- Supervise writers or designers
- Ensure organizational documents comply with policies and regulations

Upon completing the PLP module, participants will create health literacy materials that are easy for all readers to understand and engage with. Upon finishing participants earn Continuing Education Credits (CECs) and a certificate.

Featured on in IHA's Health Literacy Academy, PlainLanguage Pro expands on knowledge gained in IHA's Health Literacy Specialist Certificate Program's Communication micro-credential. This micro-credential is one of a series of seven toward becoming a Health Literacy Specialist.

IHA's HLSCP and PlainLanguage Pro were both developed by a team of subject matter experts and health literacy leaders.

About Plato™

IHA's patented Plain Language Assessment Tool for Organizations (PLATO™) is an innovative framework developed by nationally recognized health literacy experts. PLP uses PLATO™ as a guide for helping participants assess and refine health communication materials using evidence-based plain language principles.

What Professionals Like You Say About PLP

"PlainLanguage Pro is an insightful course as a standalone training or an extension to IHA's Health Literacy Specialist Certificate Program. To improve your communication skills, I highly recommend PlainLanguage Pro - the tools learned can be applied to all communication areas!"



Stacie Lampkin

PharmD, BCPPS, BCPA
Pediatric Pharmacist and Pharmacy Educator

Enrollment Pricing

Standard Price: **\$800**

Current Online Price: **\$400**
with discount code **PLP24**

Enroll today!



IHA offers tiered discounts to groups of five or more, based on the total number of participants.

Contact Beth Scott at bscott@iha4health.org for your unique discount.

About IHA

The Institute for Healthcare Advancement (IHA) is a nonprofit, 501(c)(3) public benefit charity, at the forefront of bridging health literacy and health equity advancement. For over 25 years, IHA has enabled, educated, and supported thousands of healthcare professionals and organizations through industry-leading learning resources and networking communities. IHA offers two complementary platforms designed to empower, educate, and support healthcare professionals and organizations: IHA Health Literacy Solutions Center and IHA Health Literacy Academy.