

## About Us

Clear Health Talk, Inc. offers licensed health professionals with over 20 years of clinical experience. We help you get your point across in a clear and simple way. We are committed to making health information understandable to all people.

### What we offer

- **Health Literacy training**— Our seminars for health care professionals help develop skills for communicating health information in a clear and simple way. “Train-the -trainer” programs and consultancy are also available.
- **Consumer Health Information**—We collaborate with organizations to design **patient education materials** or re-tool existing ones, providing clear, easy to understand health information.
- **Translation**— Our medical professionals will translate English health information materials into Spanish, with cultural context and background in mind.
- **Freelance medical writing** – We assist in writing health communication materials for health care professionals, sales representatives and consumers.



**CLEAR HEALTH TALK, INC.**



Sandra E. Checric, RPh  
President

Visit our website at:

Phone: 847-382-8847  
Fax: 847-382-9330  
E-mail: info@clearhealthtalk.com

**CLEAR HEALTH TALK, INC.**

*Health education for ALL people*

- 
- Health Literacy Training
  - Translation Services
  - Freelance Medical Writing
- 

[www.clearhealthtalk.com](http://www.clearhealthtalk.com)

## Consumer Health Information

Patients who understand are better able to act on the health information they receive.

Clear Health Talk, Inc. will help you communicate your message clearly, in print or online.

### Health Literacy in the United States

- According to the Institute of Medicine, nearly half of all American adults –90 million people– have difficulty understanding and using health information.<sup>1</sup>
- Researchers suggest that almost 1 in 4 American adults read at a 5th grade school level or below. This is independent from their education.
- On average, Americans read at the 8th or 9th grade level. Most of the health care information patients receive is written at a 10th or 12th grade level.

### What we do

- Help organizations to design **patient education materials, letters and brochures**, or re-tool existing ones, using plain language and clear health communication principles.

### References:

1. *Health Literacy: A Prescription to End Confusion*. Lynn Nielsen-Bohlman, Allison M. Panzer, David A. Kindig, Editors, Committee on Health Literacy. Institute of Medicine Report (IOM); April 2004.

## Medical Writing

We help communicate medical information with clear and consistent language. We aim at readability, clarity and medical accuracy.

We follow clear communication, plain language, guidelines for consumer and patient materials.

### We can help with:

- Newsletters
- Web articles
- Clinical Reports
- Poster presentations

## Translation Services

Understanding medical information can be a greater challenge for patients who speak little to no English.

Improved compliance, less medical errors and better health outcomes are some of the benefits attained when patients understand their condition and how to participate in their care.

Translation is done by medical professionals working in their native language.

## Health Care Professional & Sales Training

Our staff provides health literacy training for physicians, medical residents, nurses, nurse practitioners, physician assistants and pharmaceutical sales representatives.

### Our health literacy training includes:

- What is health literacy?
- How does health literacy impact patient outcomes?
- How to recognize and respond to patients who have difficulty reading or understanding medical information
- How to develop skills to recognize and respond to low health literacy in your practice
- How to create clear written health information materials using plain language/ health literacy guidelines.

## CLEAR HEALTH TALK, INC.

Sandra E. Checchi, RPh  
President

Visit our website at:  
[www.clearhealthtalk.com](http://www.clearhealthtalk.com)

Phone: 847-382-8847

Fax: 847-382-9330

E-mail: [info@clearhealthtalk.com](mailto:info@clearhealthtalk.com)