

HEALTH LITERACY BEST PRACTICES

Making Access Clearer for Patients
and Caregivers



We know access only works if patients and caregivers can understand it. Our Health Literacy Checklist helps manufacturers evaluate their materials, processes, and platforms through a patient-friendly lens, without sacrificing compliance.

BEST PRACTICES

Plain Language:

- Replace jargon with common terms
- Short sentences, active voice, clear definitions
- Aim for 6th–8th grade reading level

Simplified Enrollment & Benefits:

- Break steps into guided, actionable tasks, with instructions directly on forms
- Reinforce with checkmarks, icons, or flow visuals
- **HealthPACER® guides patients and providers through real-time benefit checks, eSignatures, and eligibility steps in plain language**

Visual & Digital Clarity:

- Use white space and bold headers
- Pair complex concepts with infographics/timelines
- Design portals to follow patient logic (not internal process logic)
- **HealthPACER® dashboards simplify data into actionable views for providers, patients, and caregivers**

BEST PRACTICES

Support for Diverse Needs:

- Multi-language options available
- ADA-compliant formats for low-vision readers
- Video or voice-assisted explanations

Compliance Without Complexity:

- Collect only what's required at each step
- Separate "what patients need to know" from "what manufacturers must document"
- Ensure audit-ready capture behind plain-language surfaces
- **With HealthPACER®, eligibility logic and documentation are built in for clarity and compliance**

SELF-CHECK QUESTIONS

Could a caregiver
explain the next
step after reading
this form?

Are our workflows
guiding patients or
overwhelming them?

Does our technology
make access clearer,
or just digitize
complexity?

THE eMAX ADVANTAGE

Our **HealthPACER®** platform was purpose-built by clinicians and patient services experts to simplify the patient journey without sacrificing compliance.

- Guided enrollment flows that patients can actually follow
- Clear benefit summaries supported by real-time data
- Audit-ready workflows behind a simple, patient-friendly interface
- Customizable fields and dashboards that adapt to brand and policy needs

Want us to run your program through the Health Literacy Checklist?

Contact info@emaxhealthps.net | emaxhealth.net