

## Revolutionize Health Communication with AI Power

**HealthLiteracyCopilot™ is the only AI-powered web platform specialized for health communication.**

It applies proven health literacy standards to health materials by streamlining the process of creating, assessing, revising, and translating health information and materials.

HealthLiteracyCopilot is an easy-to-use solution for improving the readability, engagement, and compliance of health-related materials while reducing resources, empowering communication teams to deliver clear, compliant, and actionable content with speed and scalability.

HealthLiteracyCopilot is highly customizable for different healthcare organizations, with settings for brand voice, terminology preferences, regulatory requirements, and target audience considerations.

**HealthLiteracyCopilot is the only AI tool specific to health content development and management, offering:**

- Audience-based content creation
- Health literacy standards assessment with revision recommendations
- Multi-language translation capabilities
- Organizational workflow management



The collaboration of IHA and HealthcareGPS brings together IHA's decades of expertise in advancing health equity through plain language and health literacy best practices with HealthcareGPS's technical and healthcare analytics software development experience. Together, we're creating a tool that supports compliance and helps organizations create health materials that are understandable and easy to act on.

# Core Functions

Create | Assess | Revise | Translate

- **Creates on-brand, easy to understand materials:** Create audience-based custom materials, built on your own branded, reference materials
- **Assess for health literacy compliance:** Apply proven, patented health literacy standards for readability, clarity and simplicity
- **Revise materials with one click:** Modify materials easily by accepting or editing suggestions.
- **Translate content into 40+ languages:** Instant translations and more languages available upon request!

## Key Benefits

- **Clear, actionable communication:** Improve readability and patient understanding, leading to improved adherence, reduced costs and better health equity.
- **Greater efficiency with less effort:** Automate tedious processes in checking compliance and brand-specific guidelines, and in content creation and management.
- **Data security you can trust:** Align materials with ACA, HIPAA, CMS, and FDA standards while protecting information under this HIPAA and SOC 2 certified platform.
- **End-to-end Health Content Workflow:** Streamline your entire content process with customizable review workflows, role-based access, version tracking, and more.



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Ready to simplify healthcare communication and reduce costly errors?  
See HealthLiteracyCopilot in action today!



Institute for  
Healthcare Advancement

Advancing Health Literacy Toward Health Equity

Health literacy saves lives. That's why our nonprofit, Institute for Healthcare Advancement (IHA), has been leading the charge in bridging health literacy to health equity for over 25 years.

Through IHA, healthcare professionals and organizations are equipped with practical tools, training, and community support that helps improve health communication and outcomes.

IHA members and IHA Academy participants are supported through two complementary platforms: IHA Health Literacy Solutions Center and IHA Health Literacy Academy.