

## Are your Healthcare Relationship Communications effective?

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While you may think you're sending clear, concise language to your patients so they can understand your instructions, let's take a closer look.

Did you know there is a free tool you can use to evaluate whether electronic communication meets the proficiency needs of your patients?

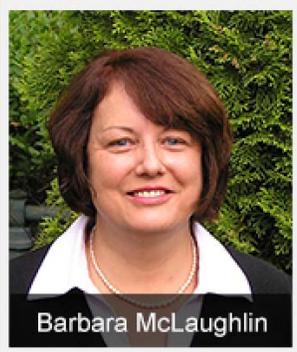
**Show Readability Statistics:** There is a tool in Microsoft Word that calculates the readability of your copy. Once you enable "Show Readability Statistics" and run the Spell Check function (ignore everything and get to the end of the Spell Check), Word will tell you the reading ease and grade level for your copy. Any text scoring at the eighth grade level or above is considered advanced and might need to be simplified.



Try this tool on some of your communications to see how you rate. *Don't you owe it to your patients (and staff) to see where there is room for improvement?*

### **Don't have time?**

Ask the experts at Smart Source to help you! We have deep training in health literacy communications and the man/woman power to do this for you. We have accomplished this for 6 of the top 10 hospitals in the U.S., and surely we can help you, too!



Barbara McLaughlin

Barbara's expertise is HOW TO COMMUNICATE EFFECTIVELY with a focus on Healthcare. A lot of the information presented to patients is not remembered, understood or complied to.

Barbara's life's passion is to help patients navigate and comprehend the healthcare world so they are not so frightened and upset by the mere process.

Barbara worked with Smart Source to create a series of products and services whose primary function is to educate and communicate to the patients. Visit our website at [www.hand-holder.com](http://www.hand-holder.com) and see how we meet this challenge. Then send us your comments and ideas so you too can help take care of everyone and feel good about your life every day!