



is pleased to present a SHRM certified Internet event:

Health literacy

The sleeping giant of effective wellness and cost containment

Date: October 12, 2017

Time: One hour webinar starting at 10:00 AM Central

Presenters: Al Lewis, CEO of Quizzify and author of trade bestseller "Why Nobody Believes the Numbers"
Jeff Greene, CEO of MedEncentive and holder of 3 population health patents

Who Should Attend: Employer-owners, CEOs, CFOs, HR professionals, benefits consultants, population health professionals, medical providers, ACOs, health insurers

What Attendees Will Learn:

1. The empirical evidence on the impact of health literacy on health and medical costs
2. Why health literacy has been overlooked
3. The latest findings on innovative solutions to improve health literacy
4. How employers can improve health and lower costs by promoting health literacy

Fee: \$100 for WellOK members; \$200 for non-members

Registration: 1. Go to: [Health Literacy Webinar](#) 2. Click "Register." 3. On the registration form, enter the password **WellOK2017**. 4. Enter your personal information. 5. If you have a promo discount code, enter it on the registration payment page. If you have questions, contact Jim Dempster at jdempster@medencentive.com or at 405-420-1202.

About the Webinar: Health illiteracy is expensive, prevalent, and largely overlooked. Did you know that health literacy is the single strongest determinant of health status, life expectancy and medical costs? Did you know that only 1 in 9 people have proficient health literacy? In spite of the known benefits of health literacy, did you know that the practice of medicine does not test or document a patient's understanding of treatments or intent to comply? Do you realize that health plans and wellness programs don't financially reward doctors or patients for improving health literacy? Did you know that re-insurers will offer discounts on stop-loss coverage to employers that adopt health literacy programs?

In an important large-scale study, researchers found that those with low health literacy were nearly twice as expensive to cover. Therefore, a large portion of medical expenses could be avoided if people understood the basics of self-care.

Presenters Al Lewis and Jeff Greene are experts and innovators in the field of health literacy. They will present information about the impacts of health literacy, why health literacy is too often overlooked, and advances in the field that are guaranteed to lower employers' healthcare expenditures and earn discounts on stop-loss coverage.



Need SHRM PDC's? This webinar is valid for 1 hour of professional development credits toward SHRM-CP and SHRM-SCP recertification.

WellOK, Inc. - The Northeastern Oklahoma Business Coalition on Health, a not-for-profit 501(c)(3) organization, whose mission is: To understand and improve the value of the healthcare our employees and families receive through a business coalition focusing on the quality and cost-effectiveness of care.



Quizzify is a leading employee health literacy company, whose mantra is "Wiser Employees Make Healthier Choices," teaches health literacy using "Jeopardy-meets-health education-meets-Comedy Central" gamification.



Rewarding better health MedEncentive is a healthcare cost containment company offering a patented web-based, mobile-enabled program that financially rewards both doctors and patients for promoting health literacy to improve health and lower medical costs.