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Reaching Program Participants in Complex Times Through Plain Talk

-MAXIMUS Center for Health Literacy to Host Conference on Clear Communication Techniques-

RESTON, Va.--(BUSINESS WIRE)-- MAXIMUS (NYSE:MMS), a leading provider of government services worldwide, announced today that it will bring together health care communication experts and decision-makers for "The Center for Health Literacy Conference 2010: Plain Talk in Complex Times." The conference, hosted by the MAXIMUS Center for Health Literacy, will take place July 29-30, 2010, in Alexandria, Virginia. To register, visit http://plaintalk2010.eventbrite.com.

The focus of "Plain Talk 2010" is on communicating clearly in new media, on the Web and in print. The conference features two full days of speakers, panels and skill-building workshops. Attendees will learn from leaders in different fields and multiple media about eHealth, writing for the Web, translation and interpretation, financial literacy, graphic design, accessibility and communicating with seniors.

Attendees will include federal, state and local government employees, military health professionals, hospital and clinic personnel, and community-based organization staff interested in health care communication. Confirmed speakers and workshop leaders to date include:

- Christina Zarcadoolas, PhD, Mount Sinai School of Medicine (New York), author of "Advancing Health Literacy"
- Andrew Wilson, Substance Abuse and Mental Health Services Administration, new media
- Ginny Redish, author of "Letting Go of the Words"
- Ruth Kennedy, LaCHIP Director and Medicaid Deputy Director, Louisiana Department of Health & Hospitals
- Marguerite Bergel and Ann Chadwick-Dias, User Experience/Accessibility Analysts, Fidelity Web Technology Group,
- Ileana Jimenez-Garcia, Director of Interpreter Services, Brigham and Women's Hospital
- Erica Estus, PharmD, University of Rhode Island College of Pharmacy
- Joxel Garcia, MD, President, Ponce School of Medicine
- Hector Gayon, Translator, Integral Linguistic Services
- Cindy Mann (confirmation pending schedule) Director, Center for Medicaid and State Operations, Centers for Medicare & Medicaid Services

"The Plain Talk conference will be a great opportunity for anyone working in health communication to sharpen their skills, network and get great ideas from fellow professionals across media," commented Bruce Caswell, General Manager of MAXIMUS Health Services. "Now, when things in the health arena are changing rapidly and many people are understandably confused about the issues coming out of health care reform such as Medicaid expansion and state insurance exchanges, clear communication is more important than ever. We're looking forward to the great ideas that will come from the camaraderie in

Alexandria in July."

"Plain Talk 2010" will take place at the Westin Alexandria at 400 Courthouse Square, just across the Potomac River from Washington, D.C. Some financial aid may be available for individuals or organizations that need support for travel. For more information about conference speaker, registration and logistics, visit our Web site at http://www.maximus.com/services/health/health-literacy/chl-news-events or follow us on Twitter at http://twitter.com/plaintalkconf.

About the MAXIMUS Center for Health Literacy

The MAXIMUS Center for Health Literacy develops easy-to-read print materials and easy-to-use Web sites so that governments and public health services organizations can communicate effectively with their consumers. Find out more about the Center for Health Literacy at www.maximus.com/chl or follow us on Twitter at http://twitter.com/health_literacy.

About MAXIMUS

MAXIMUS is a leading provider of government services worldwide and is devoted to providing health and human services program management and consulting services to its clients. The Company has more than 6,500 employees located in more than 220 offices in the United States, Canada, Australia, the United Kingdom, and Israel. Additionally, MAXIMUS is included in the Russell 2000 Index and the S&P SmallCap 600 Index.

Source: MAXIMUS