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MAXIMUS Center for Health Literacy Announces Third Annual Communication Conference: “Plain Talk in Complex Times”

RESTON, Va.--(BUSINESS WIRE)-- MAXIMUS (NYSE:MMS), a leading provider of government services worldwide, announced today that the MAXIMUS Center for Health Literacy will host its annual conference, “Plain Talk in Complex Times,” on September 6-7, 2012 in Arlington, Virginia. The two-day event is co-sponsored by the American Public Health Association and offers continuing education credits.

Plain Talk 2012 is a gathering of public health experts, researchers, medical practitioners, educators, community advocates, writers, designers, translators and other professionals interested in communicating more effectively. Plenary presentations, breakout sessions, discussion panels and hands-on workshops will help participants develop critical skills and best practice strategies for communicating complex health information to a diverse audience — in person, in print and online.

Featured speakers include:

- **David Pogue**, New York Times technology columnist, CBS news correspondent, creator of the Missing Manual series, and host of "Nova ScienceNow" and "Making Stuff" on PBS
- **Carolyn M. Clancy, MD**, director, Agency for Healthcare Research and Quality
- **Susan Weinschenk, PhD**, behavioral psychologist and author of "100 Things Every Designer Needs to Know About People" and "Neuro Web Design: What Makes Them Click?"
- **Carlos Alcázar**, president and CEO of Hispanic Communications Network and multicultural media expert
- **Mac Fulfer, JD**, attorney, author and expert on face reading and non-verbal communication
- **M. Chris Gibbons, MD, MPH**, associate director of the Johns Hopkins Urban Health Institute and expert in healthcare disparities and urban health

“In today’s digital age, people have access to more information than ever before, yet much of it is complex and jargon-filled. It’s often hard for consumers to make informed decisions about critical health and human services for themselves and their families,” commented Penny Lane, vice president and director of the MAXIMUS Center for Health Literacy. “Implementing communication strategies that put the needs of consumers first will be especially critical to the success of health insurance exchanges — which states are planning

for now, as required by the Affordable Care Act. Plain Talk 2012 will take a careful look at this and other communication challenges, and expert speakers will share ideas for improving all methods of communication with health consumers."

Plain Talk 2012 will be held at the Renaissance Arlington Capital View Hotel. For details about the conference, speakers, registration deadlines, and continuing education credits, visit www.plaintalkconf.com, follow the conference feed on Twitter @plaintalkconf, or email conference organizers at plaintalkconf@maximus.com.

About the MAXIMUS Center for Health Literacy

The MAXIMUS Center for Health Literacy develops easy-to-read print materials and easy-to-use websites 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 @health_literacy.

About MAXIMUS

MAXIMUS is a leading health and human services administrator for governments in the United States, United Kingdom, Canada, Australia and Saudi Arabia. The Company delivers administrative solutions to improve the cost effectiveness, efficiency and quality of government-sponsored benefit programs, such as Medicaid, Medicare, Children's Health Insurance Program (CHIP), Health Insurance BC (British Columbia), as well as welfare-to-work and child support enforcement programs across the globe. The Company's primary customer base includes federal, provincial, state, county and municipal governments. Operating under its founding mission of *Helping Government Serve the People*®, MAXIMUS has more than 8,800 employees worldwide. For more information, visit www.maximus.com.

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