July 31, 2017

MAXIMUS Center for Health Literacy Announces Sixth 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 sixth communication conference, “Plain Talk in Complex Times,” on August 30, 2017, in Washington, D.C. The one-day event focuses on how to effectively engage with consumers to help them understand complicated topics through simplified messaging.

Plain Talk 2017 is a gathering of government, education, nonprofit and corporate professionals who are responsible for clearly communicating to diverse audiences. Participants attend plenary presentations, breakout sessions and discussion panels to develop critical skills and best practices for communicating information.

This year’s conference theme, “The Art of Engagement,” will focus on how communication advancements continue to transform the way organizations engage with consumers. The conference will examine how these advancements make communication differences smaller and eliminate barriers.

“Understanding how to effectively engage consumers in the health care industry and elsewhere is a challenge. With an increasing preference among consumers for digital engagement, it is so important for people who have a stake in effective communication to develop and refine their skills and strategies for clear messaging,” said Kinte Ibbott, Vice President of the MAXIMUS Center for Health Literacy. “We are excited to bring together attendees whose roles span community health care to technology to plain language and our diverse group of panelists who consider communication strategies from all angles and are eager to share their experiences.”

The Plain Talk in Complex Times conference will feature speakers from distinct organizations, including the U.S. Global Development Lab at the U.S. Agency for International Development (USAID); the U.S. Department of Health and Human Services; Mary’s Center, a community health center in Washington, D.C.; and the MAXIMUS Centre for Health and Disability Assessments in the United Kingdom.

The conference will be held at the Renaissance Washington, D.C. Downtown Hotel. For details about the conference, speakers and registration, visit plaintalkconf.com, follow the conference feed on Twitter @health_literacy, or email conference organizers at plaintalkconf@maximus.com.

About the MAXIMUS Center for Health Literacy

The MAXIMUS Center for Health Literacy serves as a national resource to help develop communication solutions to improve public health and human service programs, empower consumers, and foster healthier communities. Find out more about the Center for Health Literacy at maximus.com/chl.

About MAXIMUS

Since 1975, MAXIMUS has operated under its founding mission of *Helping Government Serve the People*®, enabling citizens around the globe to successfully engage with their governments at all levels and across a variety of health and human services programs. MAXIMUS delivers innovative business process management and technology solutions that contribute to improved outcomes for citizens and higher levels of productivity, accuracy, accountability and efficiency of government-sponsored programs. With more than 18,000 employees worldwide, MAXIMUS is a proud partner to government agencies in the United States, Australia, Canada, Saudi Arabia and the United Kingdom. For more information, visit maximus.com.

View source version on businesswire.com:
http://www.businesswire.com/news/home/20170731005748/en/

MAXIMUS
Lisa Miles, 703-251-8637
lisamiles@maximus.com
or
Thuy Cardiel, 703-234-3289
thuywcardiel@maximus.com

Source: MAXIMUS