

# Capabilities Statement

**CommunicateHealth, Inc.** is a small business with a big mission: to design better health information. We're national leaders in health literacy, focused on creating health information that people can understand and use in their everyday lives.

## Core Competencies

### Audience Research

- Focus groups, interviews, and surveys
- Usability testing, particularly with people with limited health literacy skills
- Design thinking workshops with partners
- Research-based personas and journey maps

### Content Strategy & Plain Language

- Plain language content for digital and print
- Culturally appropriate messaging in English and Spanish
- Digital content strategy, information architecture, and search engine optimization (SEO)
- Content delivery and maintenance planning

### Visual & User Experience (UX) Design

- Award-winning website, app, and interactive tool design
- Branding and concept development
- Design for usability and accessibility
- Video and motion graphic design

### Health Communication Campaigns

- Theory-based behavior change campaigns
- Partner engagement
- Social media strategy and delivery
- Campaign execution and evaluation

### Health Literacy Consulting

- Professional training and technical assistance
- Health literacy assessment tools and guidelines

## Company Information

### Awards and Differentiators

- Proven health communication approach guided by our signature Equity-Centered Health Communication Framework
- 30+ ClearMark awards from the Center for Plain Language
- 75% of staff with formal training in public health or communication

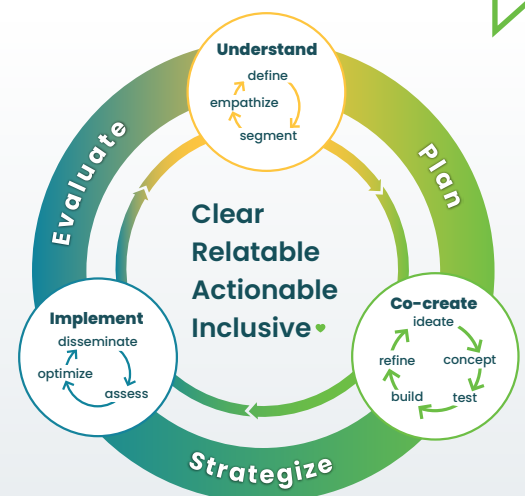
### Certifications

- Woman-owned small business
- LGBT Business Enterprise

### Contact Us

Rachel Pryzby, Vice President,  
Business Development

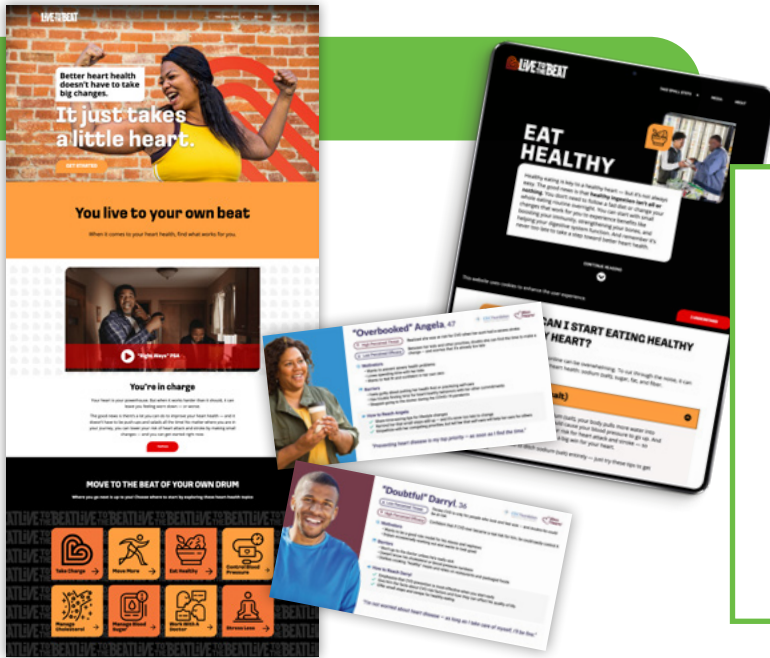
[learn@communicatehealth.com](mailto:learn@communicatehealth.com)



# Past Performance



## CDC Foundation



CommunicateHealth is the behavior change strategy team behind CDC Foundation's Live to the Beat campaign, a **national belief change campaign** for Black adults at risk for cardiovascular disease. We recruited 171 Black Americans for multiple rounds of formative research and message and concept testing. Using research insights, we crafted approachable and empowering messaging and web content to boost self-efficacy around heart healthy behaviors.

## Eli Lilly and Company



CommunicateHealth worked with Lilly to establish a **companywide approach to health literacy** and clear communication. CH conducted a needs assessment and followed up with a health literacy strategic plan with 3-year goals, milestones, and objectives. Then, we rolled out a custom health literacy scorecard, plain language thesaurus, and clear communication trainings for Lilly employees.

## A few of our other satisfied clients

