



HEALTHIER 757®

Improving Health Literacy, Health Equity,  
and Economic Prosperity in Hampton Roads



# BUSINESS WEEKLY

SMALL BUSINESS ■ MONEY ■ TECHNOLOGY ■ WORKPLACE

Thomas and Barbara Chamberlain created a \$2 million think tank that researches prescription drug treatment of America's aging population.



## PRESCRIPTION FOR SUCCESS/10



Best Tech Startups

## 2023 Best Tech Startups in Virginia Beach



*The Tech Tribune* staff has compiled the very best tech startups in Virginia Beach, Virginia. In doing our research, we considered several factors including but not limited to:

1. Revenue potential
2. Leadership team
3. Brand/product traction
4. Competitive landscape

powered by  
**crunchbase**

Additionally, all companies must be independent (unacquired), privately owned, at most 10 years old, and have received at least one round of funding in order to qualify.

Looking for a badge to celebrate your awesome accomplishment? Find it [here!](#)

### 1. EdLogics

# MANAGE HR MAGAZINE COVER STORY



**MANAGE**  
**HR**  
CORPORATE  
WELLNESS  
SOLUTIONS  
EDITION

**EDLOGICS**

DRIVING  
EMPLOYEE  
ENGAGEMENT  
THROUGH  
IMPROVED  
HEALTH LITERACY

\$15

ISSN 2832-3572  
MANAGEHRMAGAZINE.COM  
DECEMBER - 17 - 2022

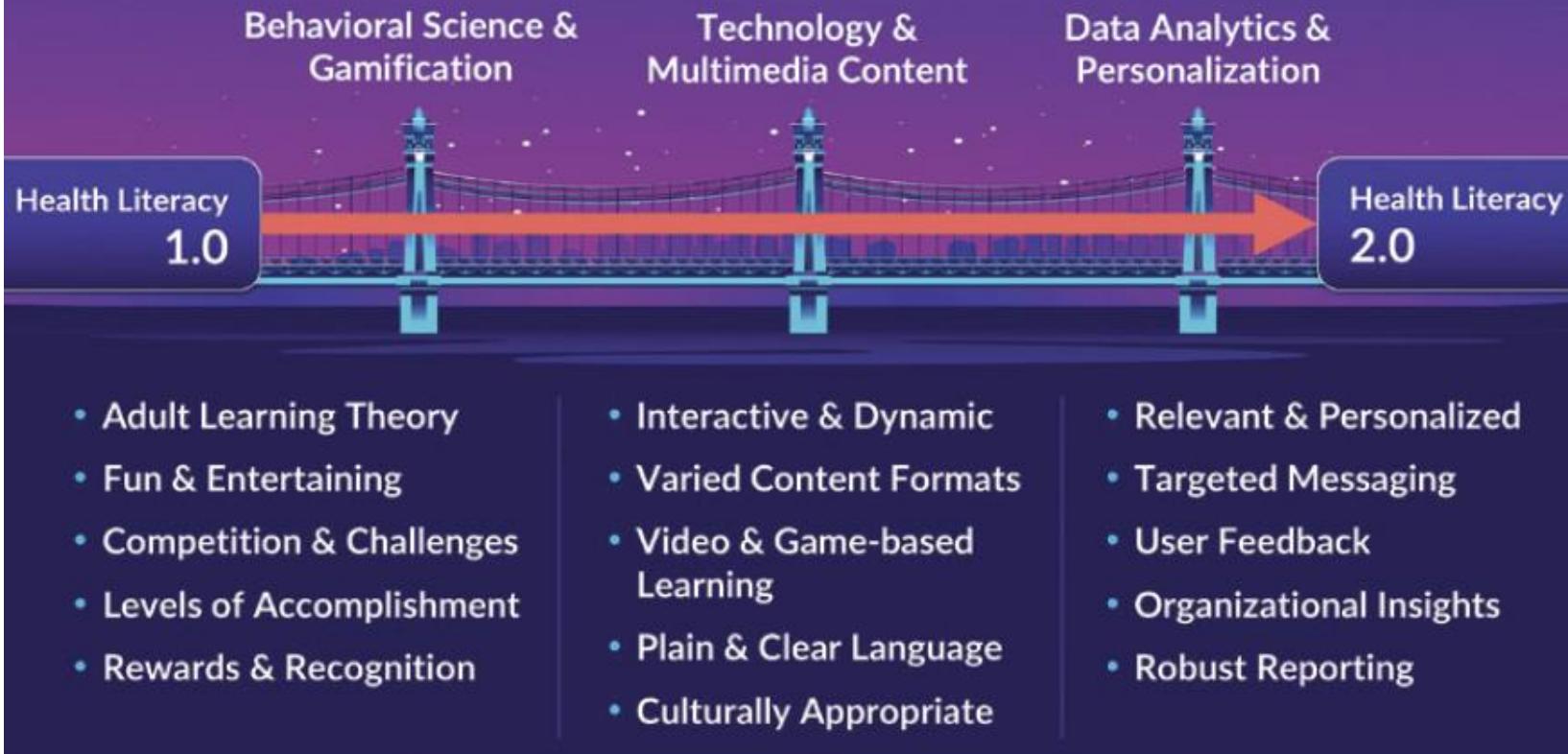
Thomas M. Chamberlain, PharmD  
Founder and CEO

QR code



# MANAGE HR MAGAZINE COVER STORY

## *Bridging the Gap & Taking Health Literacy to the Next Level*



## ODU Hosts “Healthier Hampton Roads” Forum to Address Economic Challenges

Healthier Hampton Roads - a community-wide campaign - was recently announced at the Hampton Roads Health Literacy Community Leadership Forum at Old Dominion University.

Thought leaders from across Hampton Roads came together to discuss improving health literacy, citing its impact on citizens, health-care costs and the region's long-term economic prosperity. Health literacy is one of the strongest predictors of an individual's health, and federal reports indicate that poor health knowledge costs the U.S. economy as much as \$238 billion annually. Those with lower health literacy have higher mortality rates and more hospital and more emergency room visits.

The forum was hosted by ODU, EdLogics and Global Action Platform. EdLogics is a digital communications company that provides employers, health-care organizations, universities and communities a health education platform designed to improve health literacy and drive positive health behaviors by educating people in fun and engaging ways. Global



The invitation-only event, presented by Old Dominion University and EdLogics, brought together leaders from across Hampton Roads to look at ways to globally change health literacy.

- [Office of the President](#) ▾
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- [ODU Publications](#) ▾
- [Strategic Planning & Initiatives](#) ▾
- [Visitor's Guide](#)



HEALTHIER  
757

# BRINGING THE HAMPTON ROADS REGION TOGETHER

- Utilizing an innovative digital health platform to improve public health and reduce health disparities within the community
- Aligning municipalities, community health organizations, non-profits, employers, universities, schools, and libraries around key health priorities
- Building a healthier community by promoting healthy lifestyles through improved health literacy
- Creating a model in Hampton Roads that can be replicated in other cities and regions





# TOPICS

## CHRONIC DISEASES

 Addiction	 COPD	 GERD	 Metabolic Syndrome
 Alzheimer's	 Coronary Artery Disease	 Heart Failure	 Opioid Use & Abuse
 Anxiety	 Depression	 High Blood Pressure	 Naloxone
 Asthma	 Diabetes	 High Cholesterol	 Sleep Apnea
 Bipolar Disorder	 Eating Disorders	 Low Back Pain	 Stroke

## COMMON CONDITIONS

 Abdominal Pain	 Diarrhea	 Migraine Headache	 STDs
 Back Pain	 Ear Infection	 Pneumonia	 Upper Respiratory Infection
 Bronchitis	 Food Allergies	 Sinusitis	 Urinary Tract Infection
 Cold & Flu	 Hay Fever	 Skin Conditions	
 Coronavirus	 Indigestion and Heartburn	 Sore Throat	

## WELL-BEING

 Children's Health	 Mental Health: Teens & Tweens	 Smoking Cessation	 Vaccines
 Exercise	 Nutrition	 Stress	 Weight Management
 Healthy Aging	 Oral Health	 Student Health	 Women's Health
 Staying Safe	 Reproductive Health	 Campus Safety	 Yoga & Massage
 Staying Well	 Pregnancy	 Drug & Alcohol Abuse	
 Healthy Habits	 Maternal Health	 Healthy Student Habits	
 Men's Health	 Childbirth & Newborn Care	 Sexual Health	
 Mental Health	 Sleep Health	 Student Stress	

# TOPICS

## CANCERS

### CANCER CENTER

-  Bladder Cancer
-  Endometrial Cancer
-  Lymphoma
-  Prostate Cancer
-  Brain Cancer
-  Kidney Cancer
-  Melanoma
-  Throat Cancer
-  Breast Cancer
-  Leukemia
-  Oral Cancer
-  Thyroid Cancer
-  Cervical Cancer
-  Liver Cancer
-  Ovarian Cancer
-  Colon Cancer
-  Lung Cancer
-  Pancreatic Cancer

## SAFETY

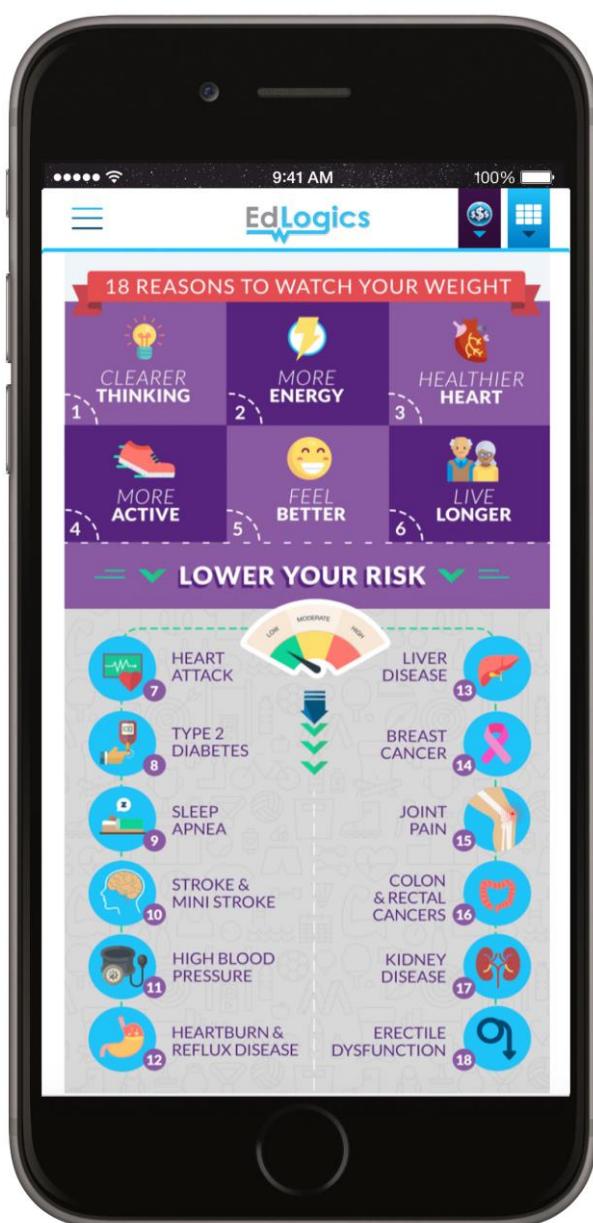
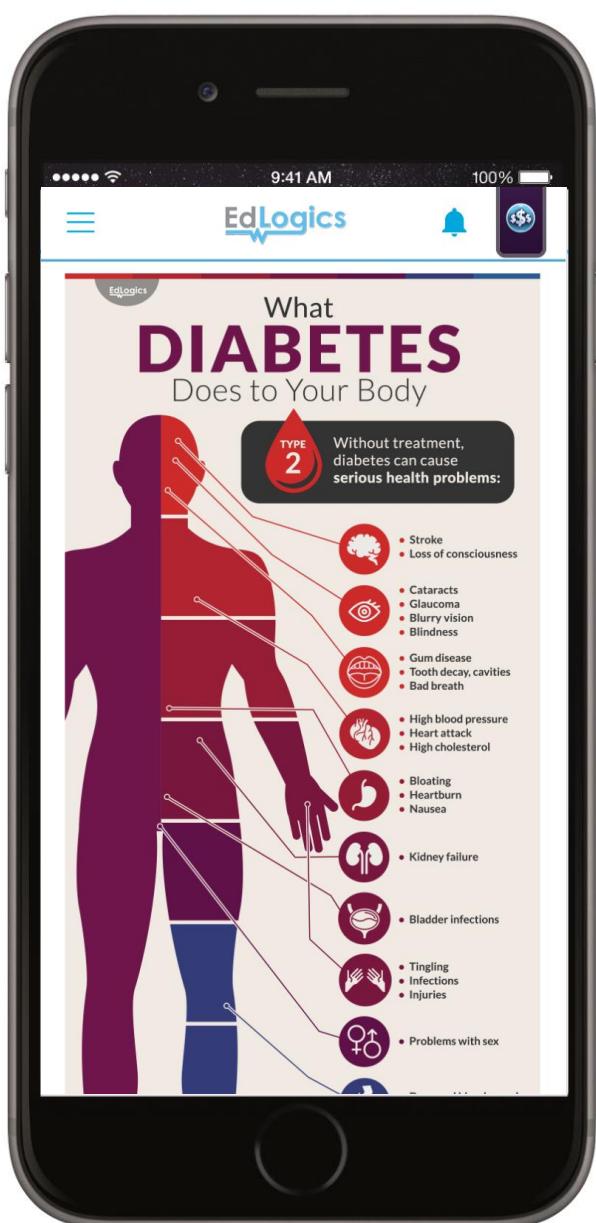
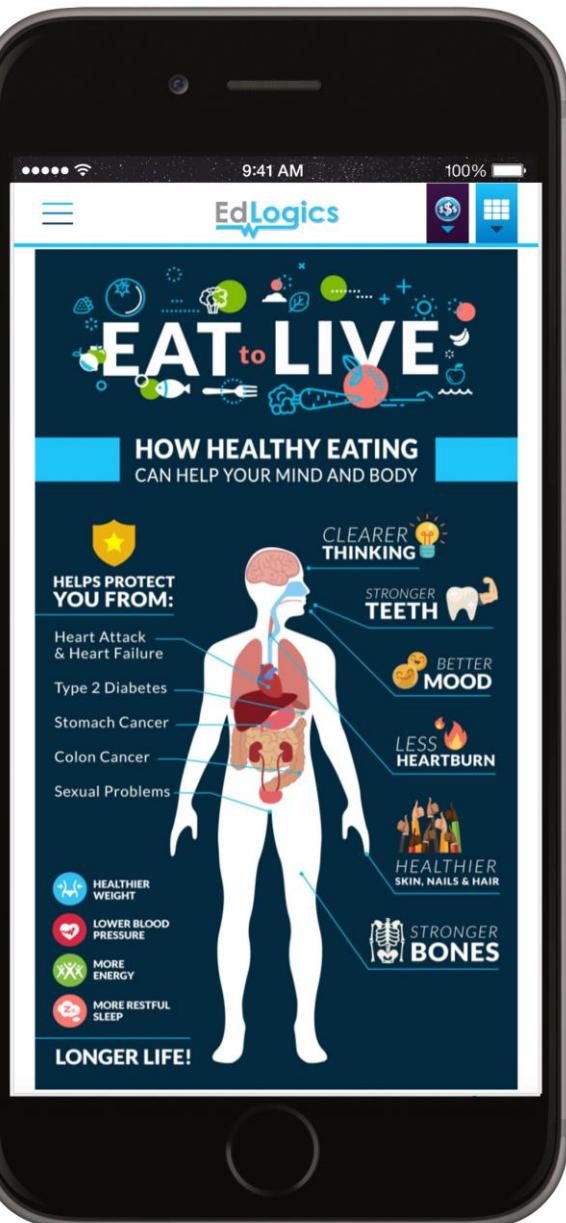
### SAFETY CENTER

-  Home Safety
-  Summer Safety
-  Workplace Health & Safety
-  School Safety
-  Camping & Hiking Safety
-  Food Safety
-  Road Safety
-  Sun Safety
-  Water Safety

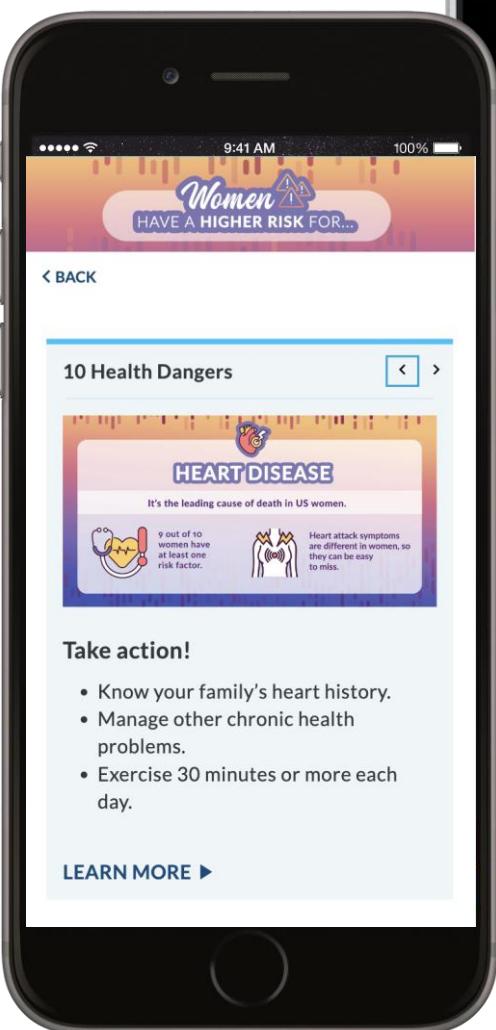
## NAVIGATING HEALTHCARE

-  Advance Directives
-  Specialty Medications
-  Where to Find the Right Care
-  Caregiving
-  Taking Medications
-  Health Insurance
-  Telemedicine

# LEARNING MODULES SAMPLING



# LEARNING MODULES SAMPLING



9:41 AM 100%

Women HAVE A HIGHER RISK FOR...

10 Health Dangers

**HEART DISEASE**

It's the leading cause of death in US women.

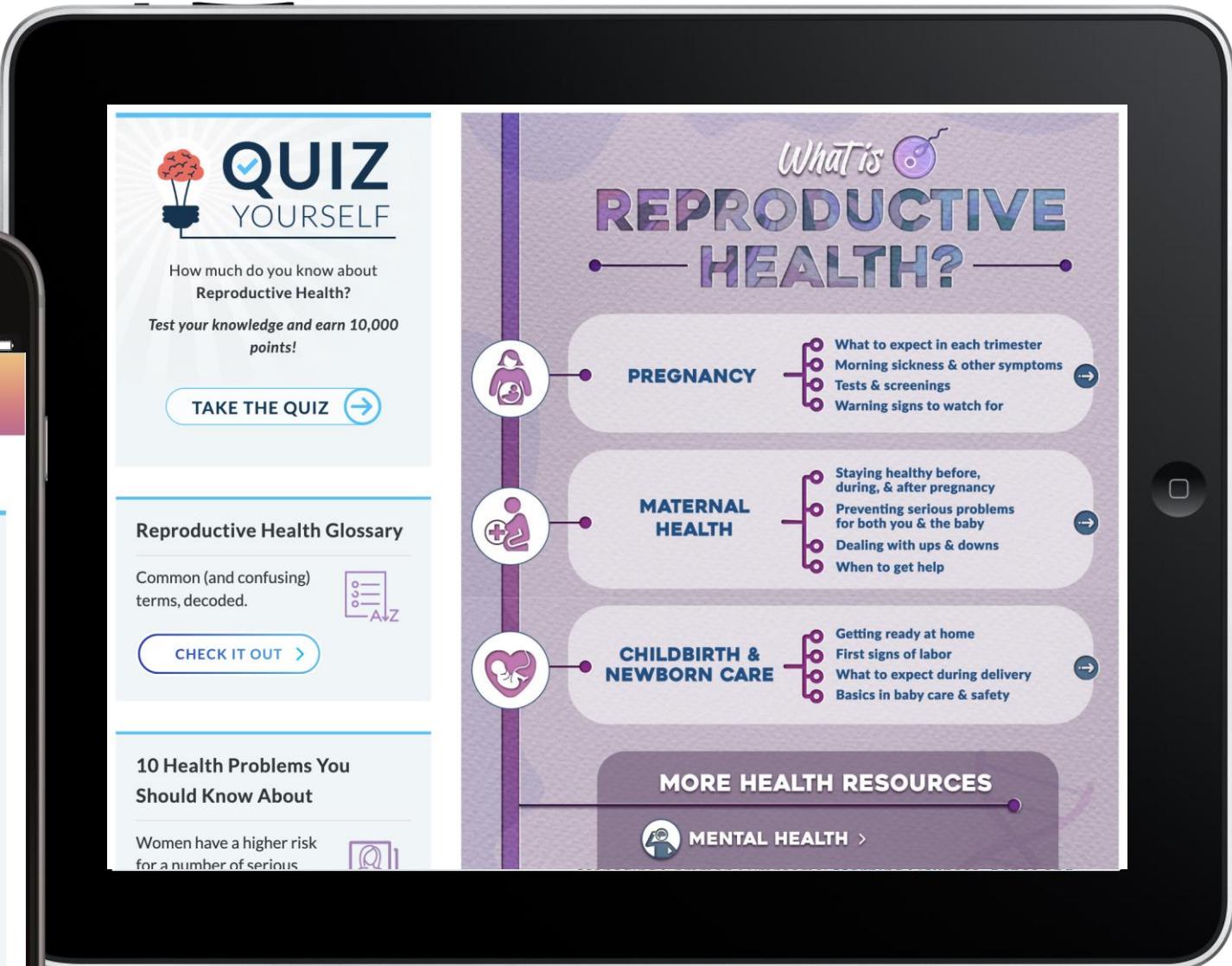
9 out of 10 women have at least one risk factor.

Heart attack symptoms are different in women, so they can be easy to miss.

Take action!

- Know your family's heart history.
- Manage other chronic health problems.
- Exercise 30 minutes or more each day.

LEARN MORE ▶



QUIZ YOURSELF

How much do you know about Reproductive Health?

Test your knowledge and earn 10,000 points!

TAKE THE QUIZ ➔

Reproductive Health Glossary

Common (and confusing) terms, decoded.

CHECK IT OUT ➔

10 Health Problems You Should Know About

Women have a higher risk for a number of serious

What is REPRODUCTIVE HEALTH?

**PREGNANCY**

- What to expect in each trimester
- Morning sickness & other symptoms
- Tests & screenings
- Warning signs to watch for

**MATERNAL HEALTH**

- Staying healthy before, during, & after pregnancy
- Preventing serious problems for both you & the baby
- Dealing with ups & downs
- When to get help

**CHILDBIRTH & NEWBORN CARE**

- Getting ready at home
- First signs of labor
- What to expect during delivery
- Basics in baby care & safety

**MORE HEALTH RESOURCES**

MENTAL HEALTH ➔

# LEARNING MODULES SAMPLING

The image displays three devices showcasing EdLogics learning modules. The large tablet screen shows the "OPIOID USE & ABUSE" module, which discusses the risks and consequences of opioid use. The smartphone in the center shows the "NAVIGATING HEALTHCARE" module, which provides guidance on various healthcare topics. The smaller smartphone on the left shows the "WHAT IS TELEMEDICINE?" module, which explains the benefits and how to use telemedicine services.

**EdLogics**

**OPIOID USE & ABUSE**

Opioids are strong painkillers. Some patients need them. But millions of people abuse them. Many overdose and die.

LEARN MORE ABOUT OPIOIDS

Opioid Drugs • Proper Use • Signs of Addiction • What to Do in an Overdose

Search the Library

NEXT: SLEEP APNEA >

**NAVIGATING HEALTHCARE**

- Advance Directives
- Caregiving
- Health Insurance
- Taking Medications
- Telemedicine
- Where to Find the Right Care

**WHAT IS TELEMEDICINE?**

Talk to doctors without having to see them in person.

**MINOR HEALTH PROBLEMS:**

- Sore throats
- Backaches
- Many others

**MENTAL HEALTH TALK THERAPY:**

- Depression
- Anxiety
- Many others

**PRESCRIPTIONS:**

- Most meds available
- Use a local pharmacy

**SPECIALISTS LOCAL OR FAR AWAY:**

- Skin doctors
- Cancer doctors
- Many others

**QUESTIONS AFTER SURGERY:**

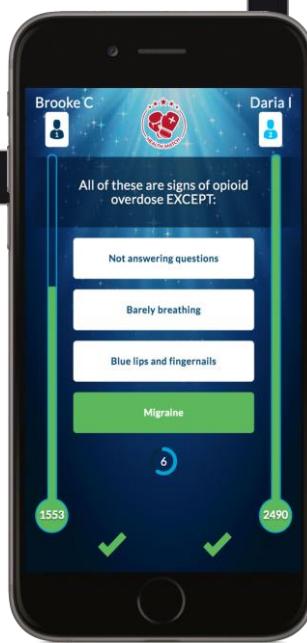
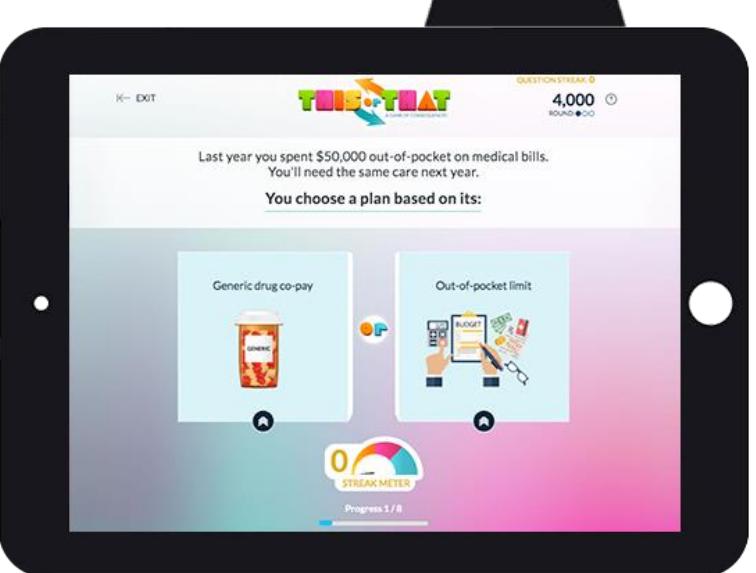
- Are my stitches infected?
- Can I drink alcohol?
- Do I actually need this surgery?
- Are you sure I have this diagnosis?

**SECOND OPINIONS**

**WHY USE TELEMEDICINE?**

- PRIVATE
- CONVENIENT
- EFFICIENT

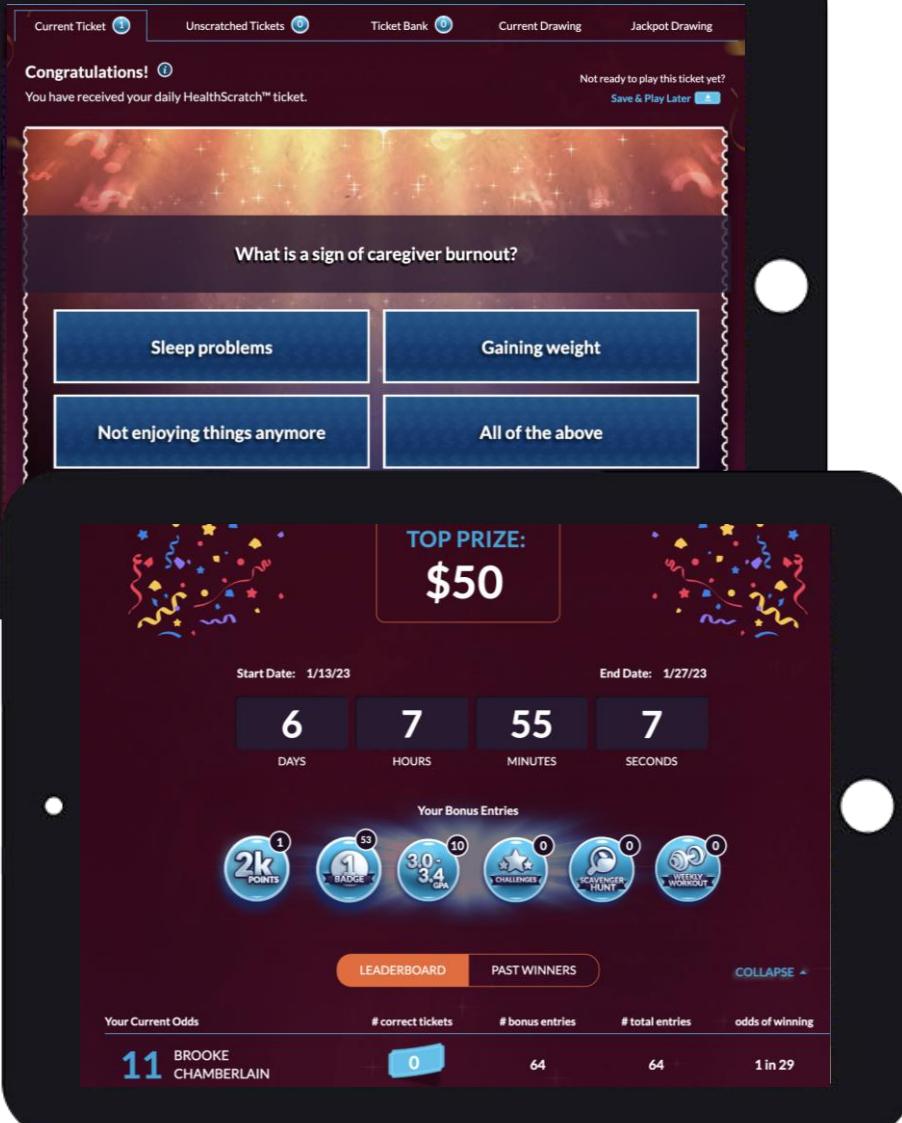
# GAMES SAMPLING



# DAILY ENGAGEMENT STRATEGIES

## HealthScratch Ticket

1 NEW TICKET EVERY DAY

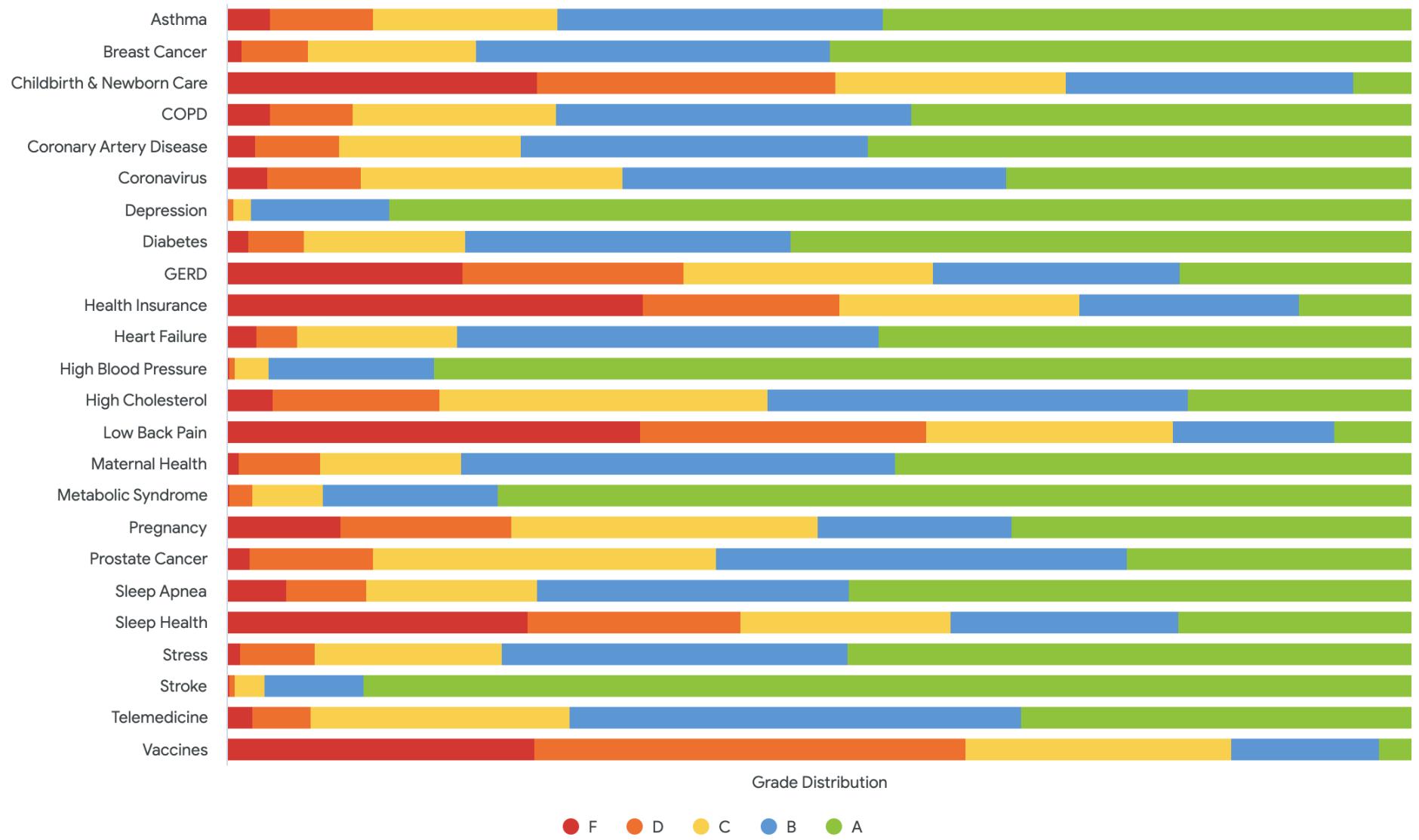


## Spin The Wheel

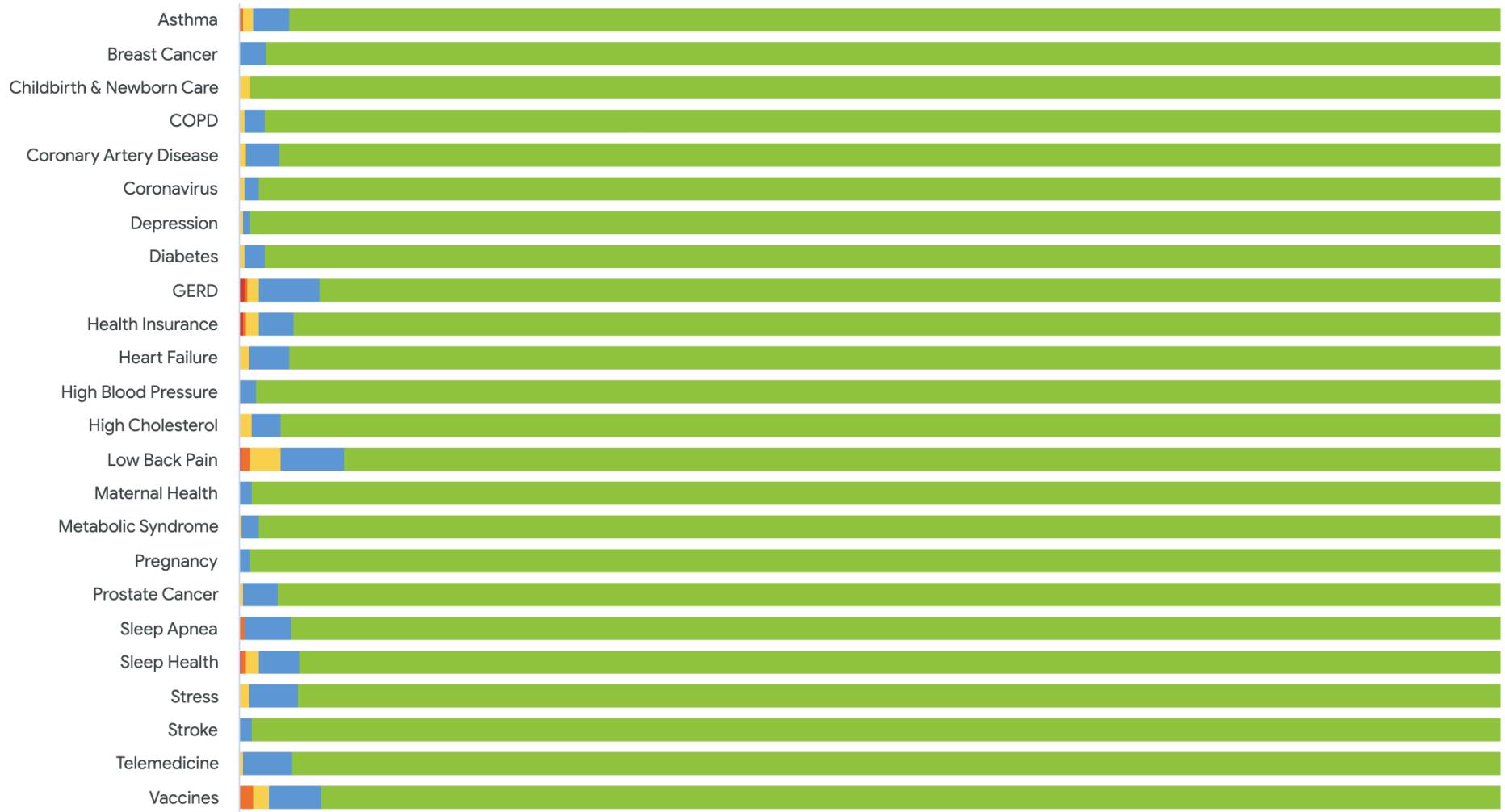
3 CHANCES TO SPIN EVERY DAY



# DISTRIBUTION OF BASELINE KNOWLEDGE ASSESSMENTS



# DISTRIBUTION OF FINAL KNOWLEDGE ASSESSMENTS

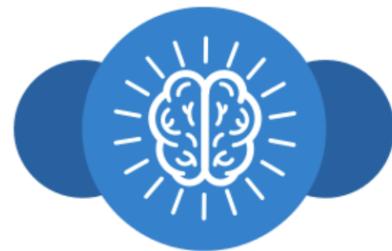


Grade Distribution

● F   ● D   ● C   ● B   ● A

# USER SATISFACTION

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**93%**

I think the EdLogics Platform is very informative



**93%**

I have learned things I didn't know before



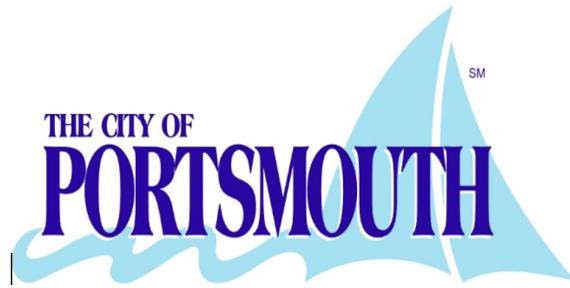
**90%**

I plan to continue using the EdLogics Platform to learn more about important health topics



**83%**

I have changed or I plan to change my behavior based on what I've learned from EdLogics



FOR IMMEDIATE RELEASE

January 14, 2022

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## **Portsmouth Joins *Healthier757*'s Rewards for Healthy Living Initiative**

**(PORTSMOUTH, VIRGINIA)** – Looking to improve your overall health and gain knowledge about staying healthy for the rest of your lives? We've got just the ticket. The City of Portsmouth, the Healthy Portsmouth Coalition (Portsmouth Health Department), Portsmouth Public Schools, the Portsmouth Public Library system, and a host of various partners have joined forces with *Healthier757* – an initiative with the primary goal to improve the health of our citizens and the economic prosperity of our region. What's the strategy for *Healthier757* to bring the region together to reach these goals? Simple – to change the way people learn about health by simplifying complicated health information and making it fun, engaging, and rewarding. *Rewards for Healthy Living* has something for everyone. Users can learn via health games, interactive videos, articles, and more. Participants are rewarded for educational achievements through random drawings where 757 citizens can win up to \$500 cash on the first of each month, different local prizes such as staycations on the 15<sup>th</sup> of each month, and a \$5,000 jackpot at the end of the year. Local

# COMMUNITY PARTNERS

Collective Impact for Sustainable Change



**HEALTHY  
CHESAPEAKE**

HAMPTON ROADS

**CHAMBER**

**EVMS**  
Eastern Virginia Medical School



VIRGINIA  
WESLEYAN  
UNIVERSITY

 **ODU**

 **Sentara**<sup>®</sup>

 **Western Tidewater  
FREE CLINIC**

 **HRCAP**  
Hampton Roads Community Action Program  
Maximizing Opportunities & Transforming Lives

 **Senior Services**  
of Southeastern Virginia

 **Foodbank**  
of Southeastern Virginia  
and the Eastern Shore

 **HELP**

 **CHESAPEAKE  
CARE CLINIC**

 **the YMCA**

# AWS HEALTH EQUITY INITIATIVE

Advancing Health Equity Globally



aws SUMMIT  
WASHINGTON D.C.



# HLTH CONFERENCE

THE Industry Event in Healthcare

HLTH CONFERENCE 2023



Bringing together the entire health ecosystem to learn, collaborate, and define the future of healthcare.

## HEALTH LITERACY 2.0: INNOVATION IN PLAIN SIGHT



**Milton Brown, MD, PhD**  
Vice Dean of Research

**EVMS**  
Eastern Virginia Medical School



**Seth Serxner, MPH, PhD**  
Chief Health Officer

**EdLogics**



**Tom Chamberlain, PharmD**  
CEO

**EdLogics**

# HEALTH ENHANCEMENT RESEARCH ORGANIZATION

## HERO



## HERO FORUM23

### DOING WELL BY DOING GOOD

How Responsible Organizations are  
Addressing Societal Challenges

Salt Lake City, UT

September 29, 2023

HEALTH LITERACY 2.0 AS A PATHWAY TO PERSONAL HEALTH ENGAGEMENT  
DOING GOOD FOR EMPLOYEES AND THE COMMUNITY



MEL GOODRICH, PHR SHRM-CP  
VICE PRESIDENT, CHIEF PEOPLE OFFICER



KAREN MUELLER, CBC  
EVP AND PARTNER



SETH SERXNER, MPH, PhD  
CHIEF HEALTH OFFICER



# THE ART OF THE POSSIBLE

## Health Literacy at the Forefront

**"The Healthier757 Initiative illuminates a transformative truth: that by empowering individuals with knowledge, inspiring employers to reduce health disparities, and uniting communities with collaboration, health literacy becomes the catalyst for profound innovation and leads us towards a future where better health, reduced costs, and empowered individuals exist in harmony."**

**SETH SERXNER, MPH, PhD**  
**CHIEF HEALTH OFFICER**  
**EDLOGICS**





Improving Health Literacy, Health Equity,  
and Economic Prosperity in Hampton Roads

