



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



HAMPTON ROADS

MAY 1, 1995

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

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!](#)

powered by
crunchbase

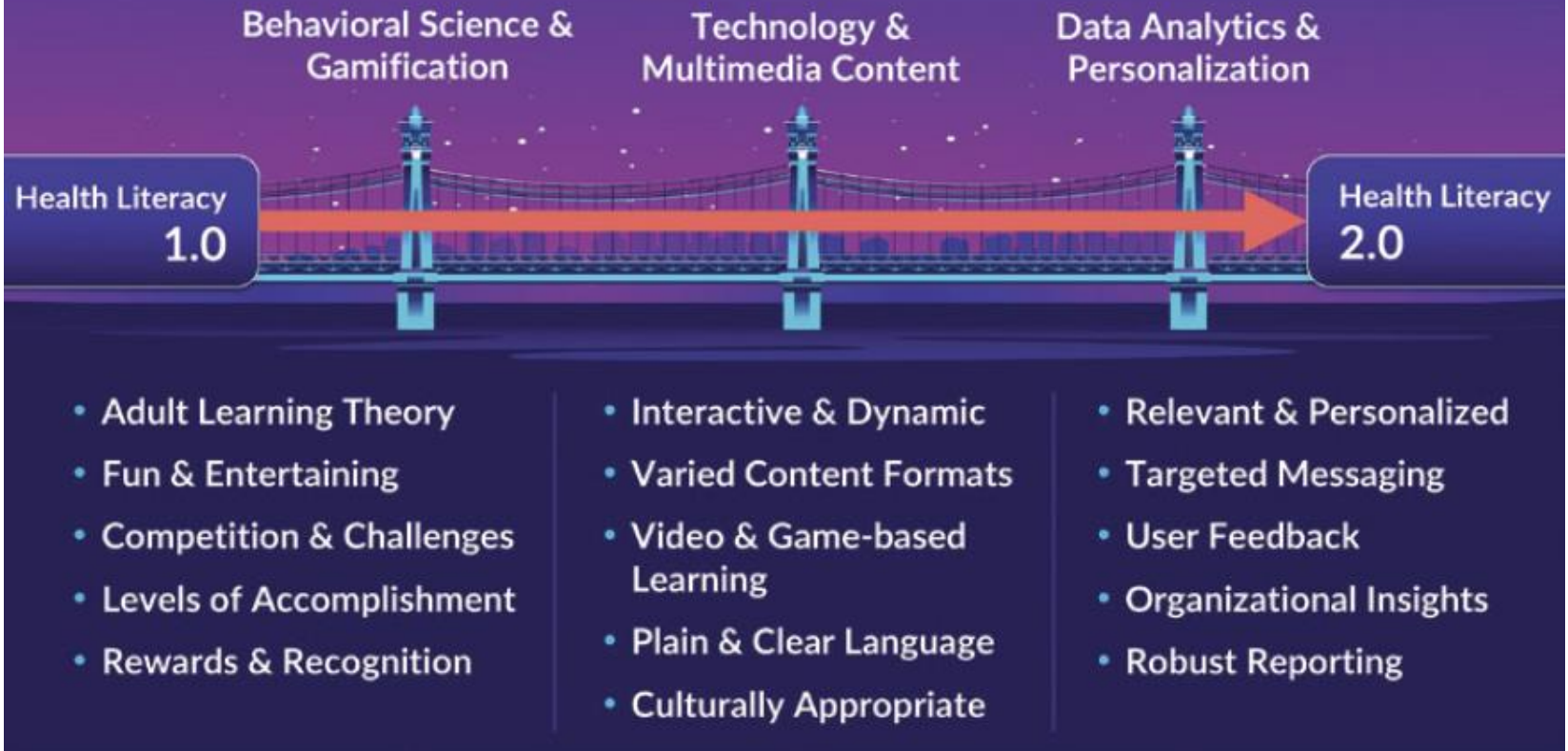
1. EdLogics

MANAGE HR MAGAZINE COVER STORY



MANAGE HR MAGAZINE COVER STORY

Bridging the Gap & Taking Health Literacy to the Next Level



INSIDE ODU

[Home](#) > [About ODU](#) > [ODU Publications](#) > [InsideODU](#) > [2019 Editions](#) > [08](#) > [August 1, 2019](#) > [Healthier Hampton Roads](#)

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.

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Administration & Organization ▾

Board of Visitors ▾

Accreditation

Facts & Figures ▾

History & Archives ▾

Nationally Recognized Faculty

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
 Brain Cancer
 Breast Cancer
 Cervical Cancer
 Colon Cancer



 Endometrial Cancer
 Kidney Cancer
 Leukemia
 Liver Cancer
 Lung Cancer

 Lymphoma
 Melanoma
 Oral Cancer
 Ovarian Cancer
 Pancreatic Cancer


 Prostate Cancer
 Throat Cancer
 Thyroid Cancer

SAFETY

SAFETY CENTER




 Home Safety
 School Safety

 Summer Safety
— Camping & Hiking Safety
— Food Safety
— Road Safety
— Sun Safety
— Water Safety

 Workplace Health & Safety

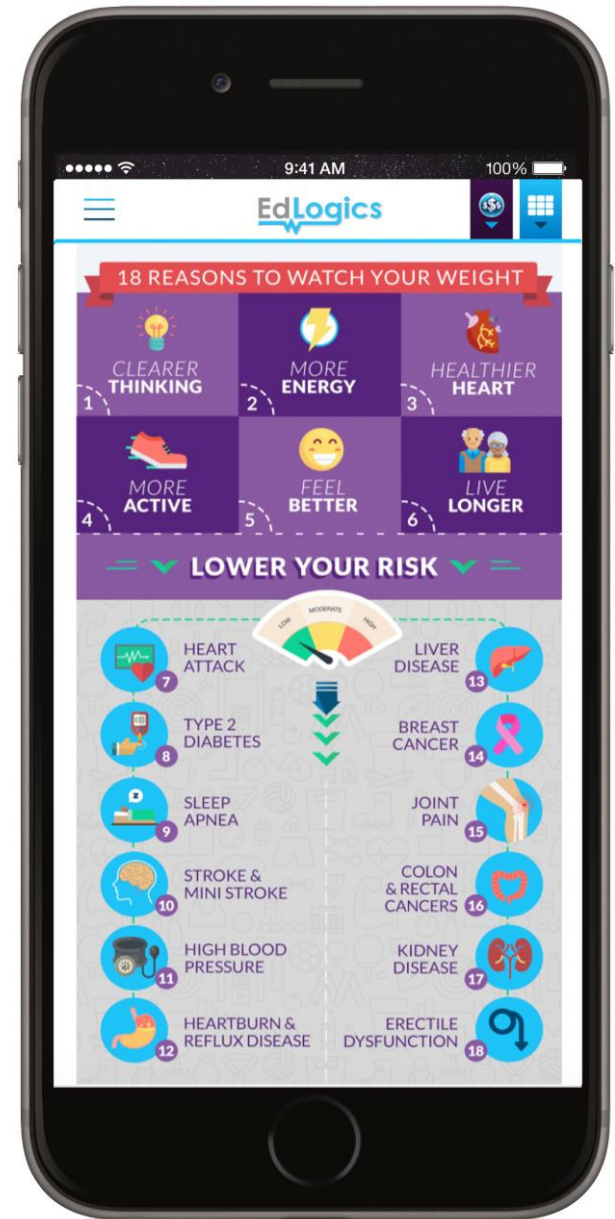
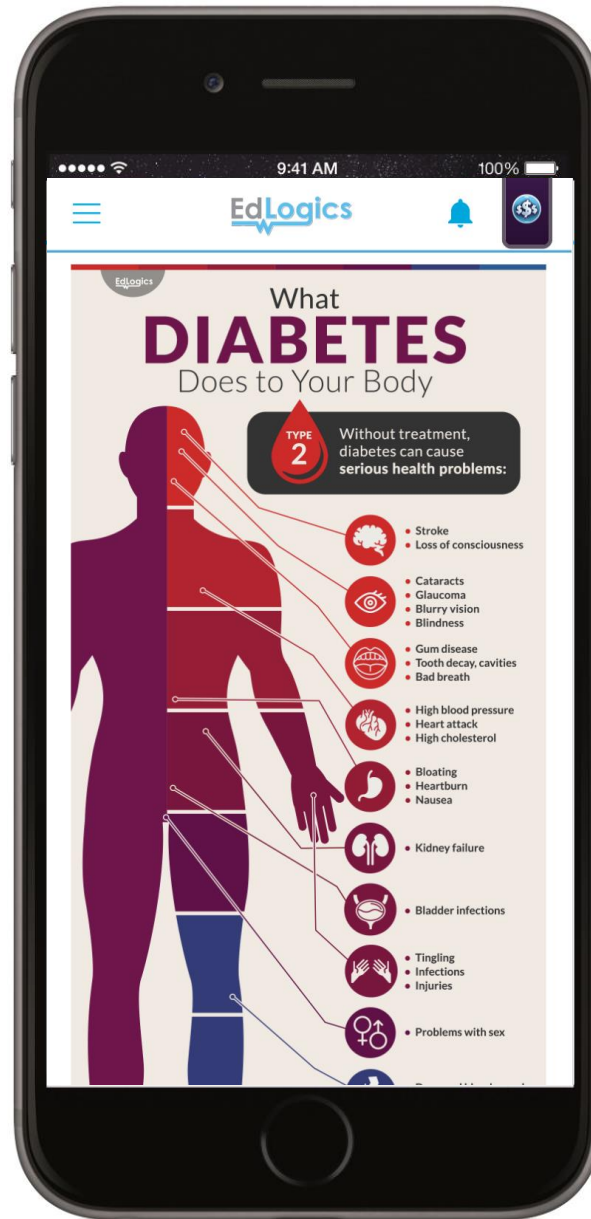
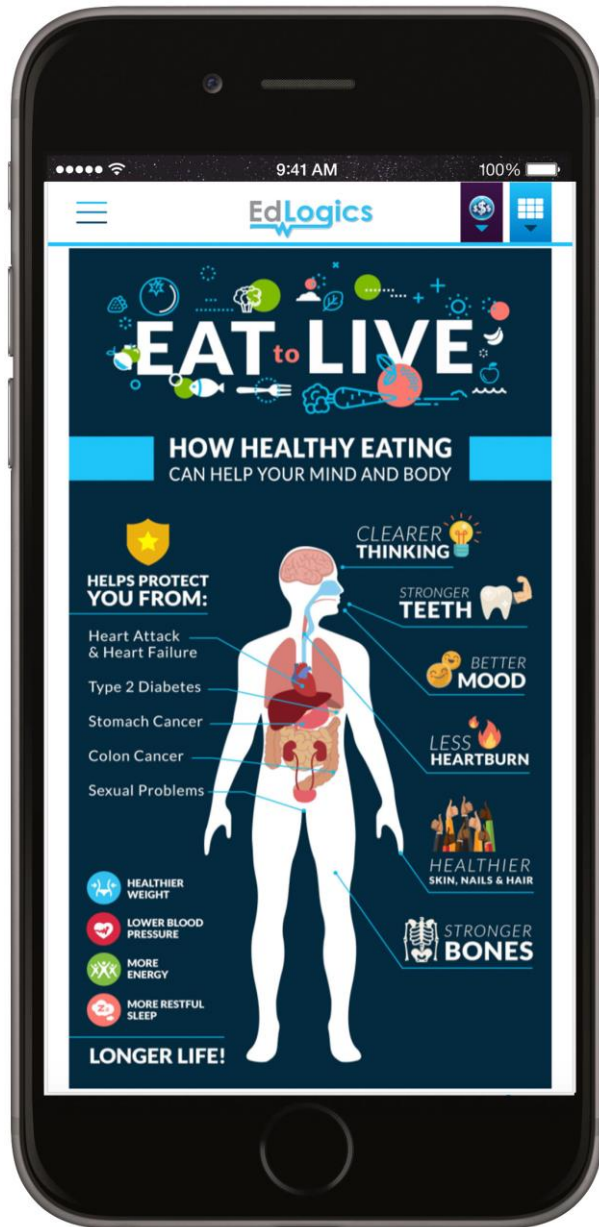
NAVIGATING HEALTHCARE

 Advance Directives
 Caregiving
 Health Insurance

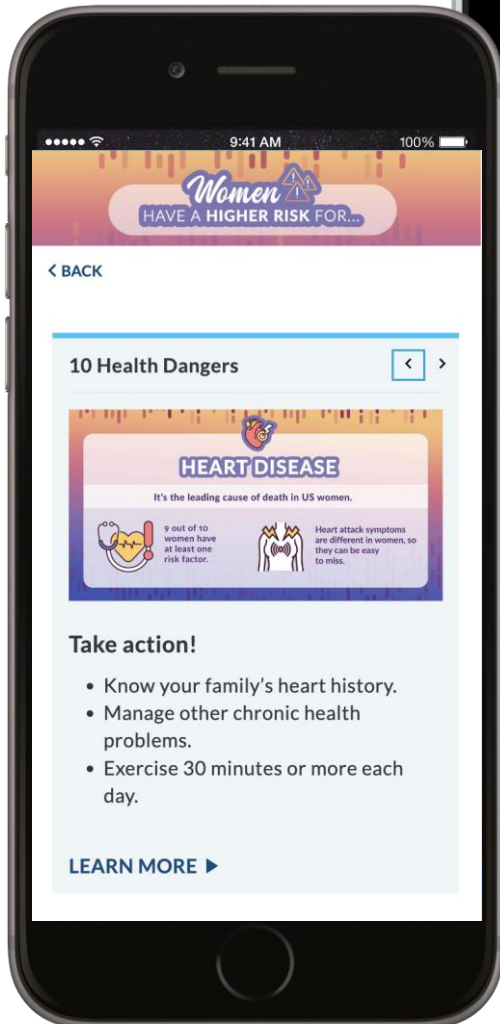
 Specialty Medications
 Taking Medications
 Telemedicine

 Where to Find the Right Care

LEARNING MODULES SAMPLING



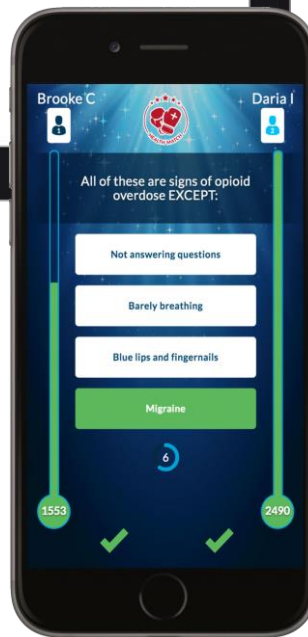
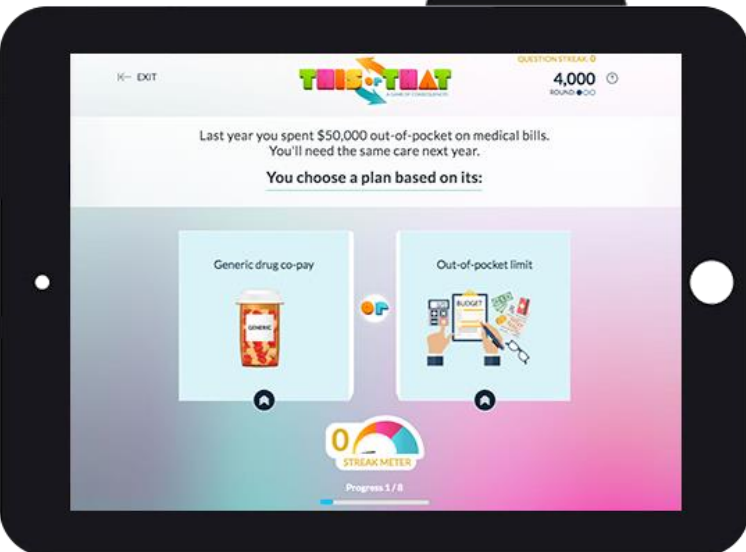
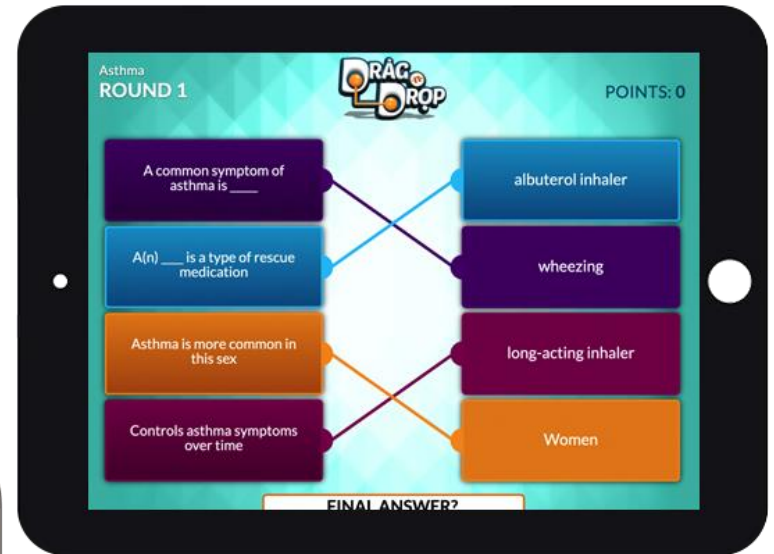
LEARNING MODULES SAMPLING



LEARNING MODULES SAMPLING



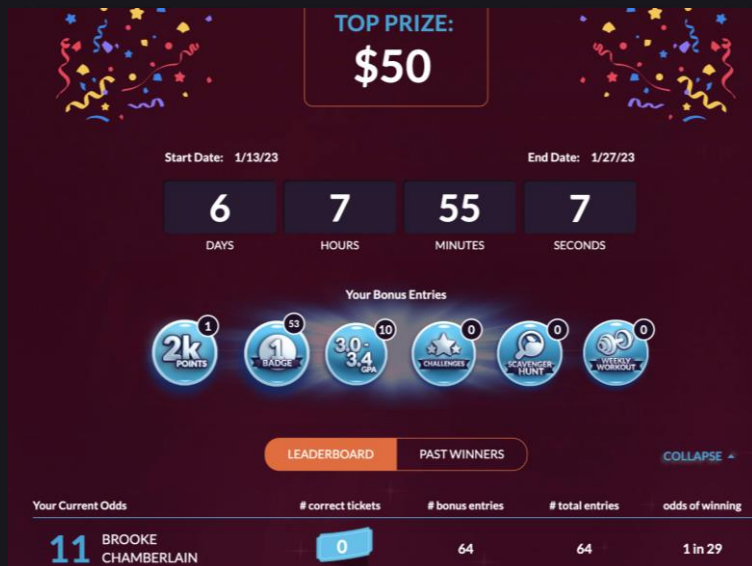
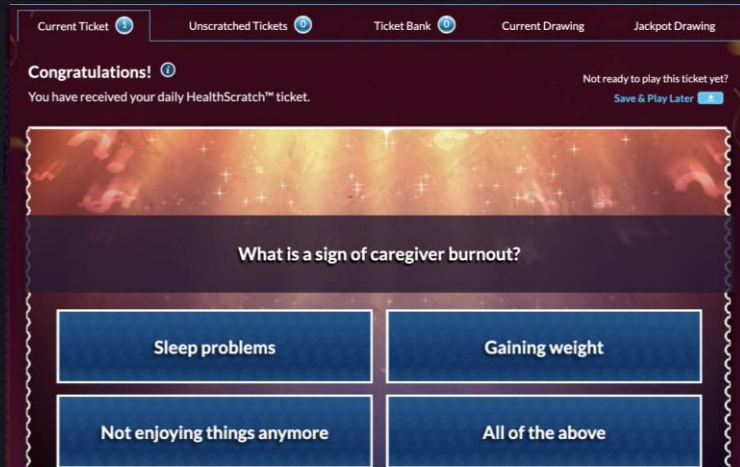
GAMES SAMPLING



DAILY ENGAGEMENT STRATEGIES

HealthScratch Ticket

1 NEW TICKET EVERY DAY

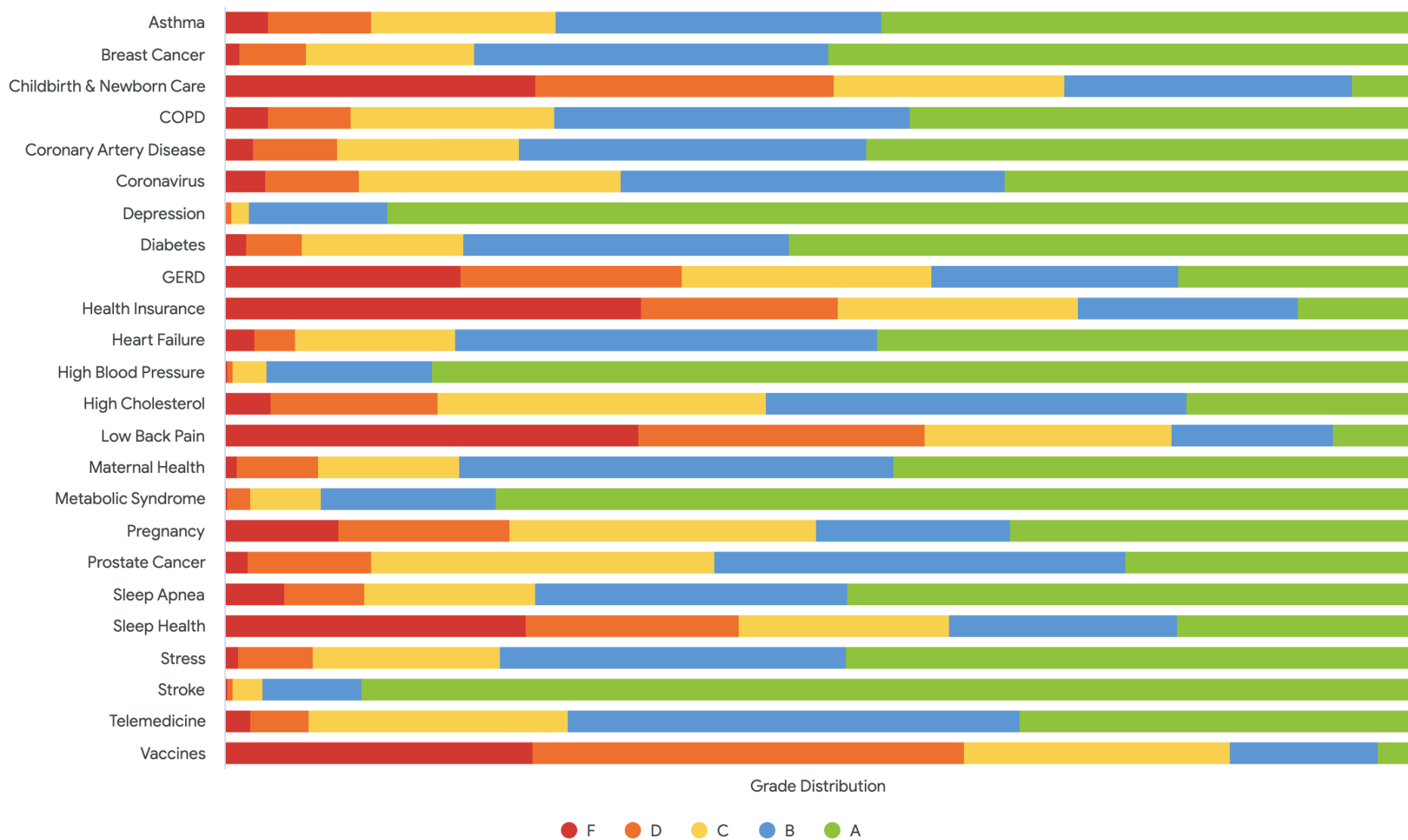


Spin The Wheel

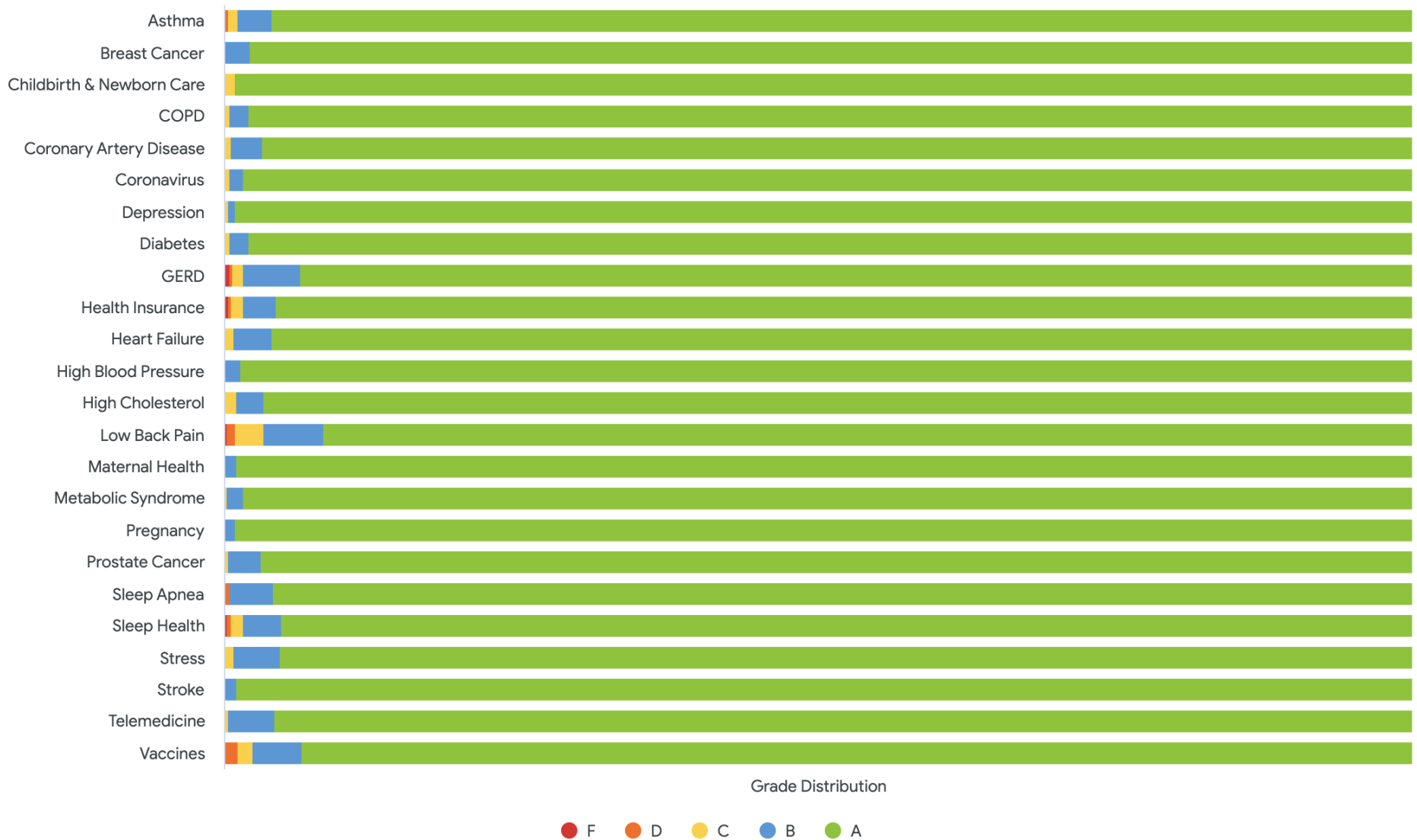
3 CHANCES TO SPIN EVERY DAY



DISTRIBUTION OF BASELINE KNOWLEDGE ASSESSMENTS



DISTRIBUTION OF FINAL KNOWLEDGE ASSESSMENTS



USER SATISFACTION



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 15th of each month, and a \$5,000 jackpot at the end of the year. Local

COMMUNITY PARTNERS

Collective Impact for Sustainable Change



AWS HEALTH EQUITY INITIATIVE

Advancing Health Equity Globally

A large graphic with a background of flowing, wavy bands in shades of blue, yellow, and purple. In the center, the text 'aws SUMMIT WASHINGTON D.C.' is displayed. The 'aws' logo is in white with its characteristic arrow, while 'SUMMIT' and 'WASHINGTON D.C.' are in a light blue, sans-serif font.

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

