EVERFI Healthcare Literacy Press Release Template

(Updated November 2023)

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FOR IMMEDIATE RELEASE

**Media Contact:** PR Contact Name

Company

Phone Number

Email

**[Company]** **Launches New Healthcare Literacy Program for High School Students in** **[State/County/School District]**

**[City, State, Date]** - [Company] today announced the launch of [Program Name], a new healthcare literacy program for students in grades nine to 12. The course has been made available through [Company’s] relationship with [EVERFI® from Blackbaud®](http://everfi.com/), the leader in powering social impact through education.

[Program Name] teaches high school students how to make wise health-related decisions that promote well-being and financial stability over their lifetime. The program features an interactive learning platform designed specifically to help students develop critical thinking and financial literacy skills related to navigating a complex healthcare system, advocating for medical care, and making good financial decisions to manage their healthcare needs. According to [Source], [Choose stat]

* the [National Center for Education Statistics](https://nces.ed.gov/pubs2006/2006483.pdf), 88 percent of adults in the U.S. have a low level of health literacy, lacking the skills needed to fully manage their health care and prevent disease.
* the [Kaiser Family Foundation](https://www.healthsystemtracker.org/brief/the-burden-of-medical-debt-in-the-united-states/?_hsmi=206419781&_hsenc=p2ANqtz--D8U87Vvh5SEwh7io8moyTL2u8d8cliYaME3iiwn5O96S6nIHw7xAfF4IqX1qVTgPPN-D_XuvTxT6SdgccneLXZa6lYg&utm_campaign=KFF-2022-Health-Costs&utm_medium=email&utm_content=206419781&utm_source=hs_email), nearly 1 in 10 adults in the U.S. owe significant medical debt. Further, approximately 16 million people have over $1,000 in medical debt and 3 million people owe more than $10,000 in medical debt.
* the [George Washington University](https://publichealth.gwu.edu/departments/healthpolicy/CHPR/downloads/LowHealthLiteracyReport10_4_07.pdf), the cost of low health literacy is estimated to cost the U.S. economy between $106 billion and $238 billion annually.

[Custom quote from Company Executive]

Through a series of interactive lessons, [Program Name] helps students develop critical skills for managing their own health and navigating the healthcare system. The robust curriculum covers a number of topic areas, including interpreting health-related information, navigating healthcare institutions, and analyzing how personal choices and community-related factors can impact personal health and finances. The four-module course immerses students in real-world scenarios and allows them to move at their own pace through the lessons, providing bite-sized instructional animations that make the topics approachable and relatable.

“Research shows that [nearly 46 million Americans](https://news.gallup.com/poll/342095/estimated-million-cannot-afford-needed-care.aspx?utm_source=alert&utm_medium=email&utm_content=morelink&utm_campaign=syndication) say they struggle to afford quality healthcare,” said Ray Martinez, president and co-founder, EVERFI from Blackbaud. “Understanding your health and making sound financial decisions related to healthcare is critical for lowering the risk of poor health outcomes and financial debt. By laying the foundation for healthcare literacy at a pivotal age, students will be prepared with the skills needed to navigate our complex healthcare system and advocate for their own medical needs.”

The platform offers detailed data and reporting by allowing teachers to uniquely track the progress and performance of every student and see real-time data on student performance, while the technology aggregates crucial data on hours of learning completed and knowledge gains.

To learn more about [Program Name], visit [URL].

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**About [Company]**

[Insert boilerplate]

**About EVERFI from Blackbaud**

EVERFI® from Blackbaud® (NASDAQ: BLKB) is an international technology company driving social impact through education to address the most challenging issues affecting society ranging from financial wellness to mental health to workplace conduct and other critical topics. Founded in 2008, EVERFI’s Impact-as-a-ServiceTM solution and digital educational content have reached more than 45 million learners globally. In 2020, the company was recognized as one of the World’s Most Innovative Companies by *Fast Company* and was featured on *Fortune Magazine’s* Impact 20 List. The company was also named to the 2021 GSV EdTech 150, a list of the most transformative growth companies in digital learning. [Blackbaud](https://www.blackbaud.com/), the leading provider of software for powering social impact, acquired EVERFI in December 2021. To learn more about EVERFI, please visit [everfi.com](http://everfi.com/) or follow us on [Facebook](https://www.facebook.com/everfi), [Instagram](https://www.instagram.com/everfi/),[LinkedIn](https://www.linkedin.com/company/everfi/), or [X/Twitter](https://twitter.com/EVERFI) @EVERFI.