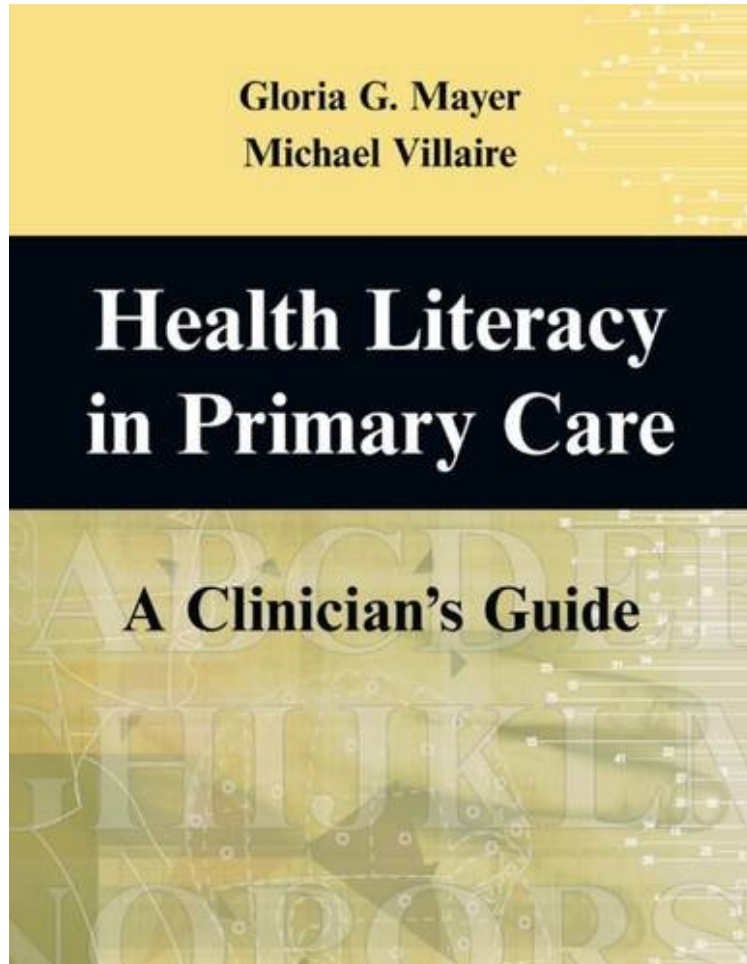


Health Literacy in Primary Care: A Clinician's Guide

Gloria G. Mayer RN EdD FAAN, Michael Villaire MSLM
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"...a timely introduction to health literacy fundamentals. Writing in a conversational tone that seems ideally suited for an audience of undergraduates or beginning professionals-in-training, the authors carefully raise awareness of the concept step by step., often beginning with everyday examples before adding applications to primary care."--
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About the Author
Gloria G. Mayer (RN, EdD, FAAN), is President and CEO of the Institute for Healthcare Advancement in La Habra, California. Dr. Mayer received her master's and doctorate from Columbia University. She has taught nursing, worked at the VA Medical Center in Minneapolis as associate chief for research, and served as an executive with managed care organizations.