

Word-Bank: automated software enabling CCG websites to reach the widest possible audience.

Word-Bank facilitates effective communication with those with low literacy

- The average reading age of people in the UK is equivalent to an educated 11 year old (BBC).

BBC Innovation Lab awarded software for

- Our technological approach that's easy to integrate and not putting load onto client websites
- Adding depth to content for those who would otherwise fall through the gaps

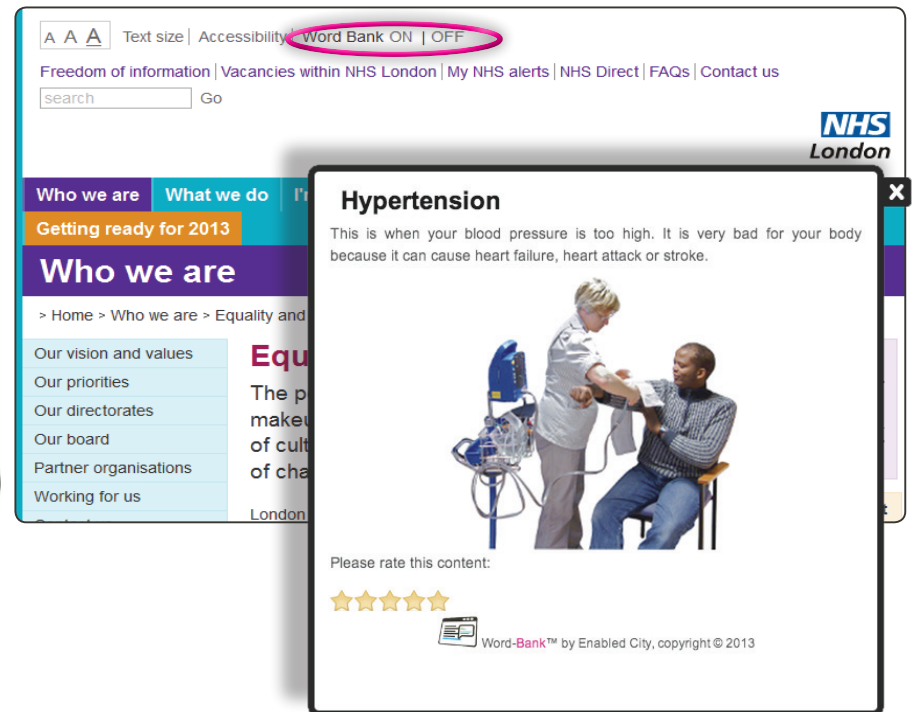
Benefits to patients

- Simple to use
- Choice tool increasing independence and inclusion
- Receives clear, correct and consistent information enabling individuals to work independently (or with reduced need for external support)
- The reader isn't forced to reference external pages or websites



Benefit to you

- Free till April 2014 (as per NHS England licensing)
- Simple to set up
- Brandable
- Making your information fun to access
- Increasing engagement capacity
- Reducing costs through increased efficiency
- Automated software not requiring maintenance
- Exceeding best practice website standards
- Developed with industry leaders such as the RNIB, LMU, BBC and NHS London
- Works on desktops, smart phones, tablets and with Internet Explorer 6 upwards



A A A Text size | Accessibility | **Word Bank ON | OFF**

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NHS London

Who we are | What we do | **Getting ready for 2013**


Who we are

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Our vision and values
Our priorities
Our directorates
Our board
Partner organisations
Working for us

Hypertension

This is when your blood pressure is too high. It is very bad for your body because it can cause heart failure, heart attack or stroke.



Please rate this content:
★★★★★

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What to do next

1. Create an account on www.word-bank.com/client then let contact lick@enabledcity.com or [07799030979](tel:07799030979) to apply your NHS England free license.
2. Log into your account to find your automated linking code - your website manager will need to add linking code to your site - once only.
3. Select dictionaries you want to automate back to your website (i.e Base, clinical or legislation dictionaries), you can edit your individual copy of definitions or choose to have text only definitions.
4. Customise to your branding.



Word-Bank



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