What makes it easier for Marylanders to find and use information and services for health and well-being?
Respondents from organizations that serve the state or regions of the state mentioned the following.

**ASSETS**
- Advocacy for simpler language, transparency, and other patient-friendly initiatives
- Programs that help Marylanders enroll in insurance and navigate the healthcare system
- Health education that builds health literacy skills
- Maryland All-Payer Model with a focus on reducing readmissions
- Increase in telehealth with access to mental and behavioral health, especially in rural areas

**GAPS**
- Complexity of health insurance, which leads to under-enrollment and underutilization
- Unfamiliarity with the healthcare system, especially for immigrants and vulnerable populations
- No dedicated funding for health literacy activities
- No single patient portal for patients

**OPPORTUNITIES**
- Train everyone to more effectively communicate
- Increase collaboration, networking, and partnerships
- Raise awareness of existing health programs and services
- Make health literacy principles part of funding requirements, program assessments, education curriculums, and required trainings
- Expand patient navigation and care coordination services