



For Immediate Release

August 26, 2004

Iverson Joins Review Team for the AMA

MILWAUKEE, WI, August 26, 2004 – Steve Iverson, President of Iverson Language Associates, Inc. is participating as a reviewer for the Ethical Force Program, an initiative led by the Institute for Ethics at the American Medical Association (AMA). Iverson will review materials for an initiative on Patient-Centered Communication for Vulnerable Populations. The materials being reviewed will constitute a framework for achieving consensus on how health care organizations should evaluate their communication with vulnerable populations, such as those that face cultural, language and other barriers.

As a part of a large group of reviewers of health care and communications professionals, Iverson was asked to focus on the cultural and linguistic issues of the report. “My goal is to make sure that cultural and linguistic issues are dealt with appropriately. I'm honored to be able to participate in this project,” cites Steve Iverson.

The Ethical Force Program develops system-wide performance measures for ethics in health care. A large sector of patients who need health care are often vulnerable, or unable to protect their own interests. Therefore, high ethical standards must exist throughout the entire health care system, so that every participant in health care shares fundamental ethical obligations.

The final consensus report of the initiative will outline the framework including content areas, rationale, exceptions, limitations and detailed performance expectations that health care organizations should be assessing. A performance measurement toolkit will also be developed.

Iverson Language Associates, Inc. provides strategic solutions for managing document translation. Our clients are companies and organizations that have an ongoing need to communicate business-critical information. For more information, please visit the Iverson website at www.iversonlang.com, or contact Steve Iverson, President.

For more information on the Ethical Force Program, please contact Ms. Jennifer Matiasek at jennifer_matiasek@ama-assn.org or visit their website at www.ethicalforce.org.