



1. What consumers want & will use

Do consumers care about the quality of health information? Information for consumers is growing and now includes providers' performance being published on the Web. But, consumers generally don't seem to be eager to use it in making health care decisions. Issues to be discussed at the workshop include:

- What health information consumers want? What they will use?
- What is the quality of health websites? How has their quality changed the last 10 years?
- Why haven't we been able to stimulate consumer demand for better quality websites?
- What are requirements of special populations? How much targeting is needed?
- How will technology drive consumers' use of health websites? Search engines? Interactive websites? Web-based interventions?
- How can we encourage consumers to use available information discriminately?
- How to become a "trusted advisor." Employers and health plans have squandered their opportunity to play this role. Can they get it back? If not them, who will step up to the task?
- What are the limitations of on-line information and how can it be supplemented? Overcoming medical jargon and fear.

Additional discussion items:

- Will people want information to be prescribed by: 1) their doctors, 2) health plans, 3) or only when they ask?
- Can you speak my language? If you 1) write content for low literacy populations—will high literacy populations use it; 2) create content in one language, must you do the same in other languages?
- What do we measure to determine the quality of content? How well it: 1) conforms to development guidelines, 2) informs or educates, 3) motivates behavior change, 4) leads to health status improvements?
- What is the future of evidence-based medicine (EBM) in a consumer choice world? Should EBM be used to discipline providers or to educate consumers?
- Personal health records and electronic transactions: what can we learn from banking's experience with ATMs?
- What is the future of the PPO network in a transparent world? Can PPOs continue to promise steerage? How can discounted prices survive?