



#### 4. Gathering evidence & improving research

*Does evidence make a difference?* Almost everyone agrees that health care decisions should be based on “evidence” The evidence about evidence is that there is far too little of it, and what exists is not always scientifically sound. Potential issues to be discussed at the workshop include:

- What do consumers consider to be “evidence”?
- Does culture trump science?
- How can we improve the health research enterprise, from study conception to delivery of results?
- What can health services research contribute to transparency and consumer decision-making?
- How can consumers help researchers to determine what works and doesn't work in health care?

Additional discussion items:

- Improving the overall picture: How should we approach bringing together in a more systematic manner the various silos of research and evidence on health information quality that currently exist? How can we bring together epidemiology, computer science, communication, design, health behavior change to improve and accelerate progress in the online health environment? Everyone is asking for evidence, but who will pay for it?
- Consumer expectations and use of evidence: Given what we know today about how consumers approach quality and evidence, what should be the focus of the next round of research for the medium-term?
- Rise of new media: How does the growing pervasiveness of new media alter expectations, experience and presentation/use of evidence? What should be the approach to "quality", and who should be engaged? What are the public policy and ethical issues involved?
- Managing health and wellness across the spectrum: What does research tell us about how to bring together disconnected islands of data, disparate business processes, multiple devices and interfaces? How can government policy-makers, academicians, health care providers and consumers benefit from better and more efficient collaboration?
- Economic factors: What impact should variability in access to healthcare services and technology have on “standardized” evidence-based practices and their dissemination through the Internet?
- Shifting demographics: What impact should the changing demographic picture of the U.S. have on evidence-gathering and identification of “best practices?” What issues does genetic research and “personalized medicine” harbor for the information on the internet?
- Quality of research: How can we improve research skills among health care providers? Researchers? Their ability to critically review and interpret the results of health/medical research?