



What consumers want & will use *Workgroup 1 results*

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Consumers of web information

- Two types of users of Web information
 - Professionals
 - Families/patients
- Families use both basic & professional information depending on their level of need

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Need for information

- Information needs build from “what’s wrong” to need to know technical details
 - Go to internet
 - Visit forums or chats
 - Search for abstracts

- Informational needs depend on
 - Stage of the disease
 - Emotion
 - Relationship to patient (parent/ friend/ patient)

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Need for information (2)

- Minorities have different needs
 - Want one stop shopping
 - Can't/won't come back multiple times
 - Want solution – what should I do?

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Addressing need

- Website needs to have multiple layers to address all needs
 - Top layer 4th to 6th grade reading level – no medical jargon
 - Sentence structure can remain simple even if the terms are included
- Pictograph if possible to convey information without reading
- Need to define medical terms (hot link)

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Trusted advisers?

- No way to police “bad” sites
- How can we get people to use “good” sites & to stay away from “bad” sites that contain inaccurate information?
- Government produces quality content, but has trouble getting people to their sites
- Third party companies are designed to inform consumers about health management options
 - These companies need to be independent to remain credible

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Trusted advisers?

- Search Engines?
 - Don't want to
- Health plan providers?
 - Have incentive to provide good information, but consumers don't trust
- Employers?
 - Have access, but consumer don't trust
- Physicians?
 - Consumers trust, but they don't have time

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What incentives can we give people to seek information

- Chronic disease management
 - Segment of population wants to stay well
- Telemedicine – make it easy to track
 - Some would like it
 - Others would not want their doctor to know they are “cheating”
- Pay for performance incentives
 - Doctor & patient – incentive to use information
- Privacy issues

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