




Information for Consumers to Make Healthcare Decisions *Workgroup 3 results*

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Rephrased ...

What kind of information is effective/helpful
to consumers in making health care
decisions?

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Information - discussion

What is information?

- Not just web content, includes dialogue & transactions
- Evidence-based data
- Consumer-centric
- User-generated content
 - Message boards, ratings, wikis, edited stories, etc

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Information - recommendations

- Improve data presentation to be more compelling
- Improve user-generated info to be more reliable
- Label what type of info is being presented
 - Standards, guide for what you are looking at
- Support health search efforts
- Integrate consumer-generated information with evidence-based data

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Effective/Helpful

What information is effective/helpful for consumers?

- Contextual
- Personalized
- Customized
- Incorporates stages of change
- User-friendly presentation
 - Use of text and graphics
- From doctor/trusted source

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...to consumers...

How to best convey information to consumers?

- Adjust presentation of information to consumers' health literacy level
- Not just Web
 - Can use cell phones, text messaging
- Use of graphics
- Layered approach
- Present information in multiple languages
 - At least English & Spanish
- Improve accessibility

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Health care decisions

What kinds of health care decisions do consumers
have to make?

- Which plan?
- Which doctor?
- Which program?
- Which medical treatments?
- How to format for ease of use?
 - Text, graphics to engage consumers

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