



## Who Are You Talking To?

### New Insights Into the Audience for Consumer Reports on Health Care Quality

May 11, 2011  
2:00-3:00 pm ET

[www.TalkingQuality.ahrq.gov](http://www.TalkingQuality.ahrq.gov)




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## What Is TalkingQuality?

- ▶ A comprehensive guide to planning and implementing a quality report for consumers
- ▶ Sponsored by the U.S. Agency for Healthcare Research and Quality

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## TalkingQuality at a Glance



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 **TalkingQuality Covers All Stages of the Reporting Cycle**

- ▶ Planning the project
- ▶ Selecting measures
- ▶ Translating data into information
- ▶ Explaining the content
- ▶ Motivating use of the information
- ▶ Promoting the report
- ▶ Distributing the report
- ▶ Evaluating the report

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 **Common Thread: Identifying and Targeting Your Audience**

- ▶ What we know
  - Writing for health care consumers
  - Designing for understanding and use
  - Testing to make sure it works
- ▶ What we don't know
  - Who the users actually are

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 **Today's Speakers**

 **Patrick McCabe**, a partner at GYMR Public Relations in Washington, DC

 **Jeff Rabkin**, president of Wowza in Minneapolis, MN

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## Agenda for the Webinar

- ▶ Who's most receptive to information about health care?
  - How do they seek information?
  - When do they seek information?
- ▶ How can you use information about your users to improve the usability and impact of your site?
- ▶ Q&A with the audience

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## To Ask a Question



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## Accessing Info and Documents



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 **Need Help?**

- ▶ No sound from computer speakers?  { Join us by phone: 1-877-709-8156  
Passcode: 370462# }
- ▶ Trouble with your connection or slides not moving?  { Select F5 to refresh your screen.  
Log out and log back in. }
- ▶ Other problems?  { Select "help" button.  
Use Q&A feature to ask for help.  
If on the phone, dial "\*0."  
If you are not on the phone, dial: 1-866-490-5412. }

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