

TalkingQuality

Your Project Checklist: Distribute Your Health Care Quality Report to Consumers

This document contains checklists for the following section of [Distribute Your Health Care Quality Report to Consumers](#):

- Media Options
- Placement and Timing

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[TalkingQuality](#) Web Site, Agency for Healthcare Research and Quality
Last updated 12/26/18

Distribute Your Quality Report: Media Options

Key Points

- The medium (e.g., print, Web, and/or mass media) you choose to convey your quality information can affect what and how much you can say, how effectively you reach your audience, and how you display information.
- Printed quality information is less common than it used to be, but it remains a good choice for some audiences. The information can stand alone (e.g., as a brochure or multipage report) or be incorporated into other printed materials. Learn more about [Delivering Quality Reports in Print](#).
- Web-based reports are increasingly popular and offer several advantages over print, such as the ability to offer layers of information. However, they come with their own challenges, particularly if your audience lacks access or fluency on the Web. Establishing an identity, or brand, on the Web is also a concern. Learn more about [Delivering Health Care Quality Reports on the Web](#).
- Mass media—including radio, television, magazines, and Web sites that have a broad scope and reach—are seldom used for quality reports. However, they offer some key benefits with respect to reach and may be appropriate for certain purposes and audiences. Learn more about [Delivering Health Care Quality Information Through Mass Media](#).
- To determine which medium or combination of media is right for your reporting project, explore your options with your audience and think through the implications for your project. Learn more about [How To Decide on a Medium](#).

To learn more, go to [Media Options for a Health Care Quality Report](#).

Also see: [Tips on Designing a Health Care Quality Report for Consumers](#).

Questions and Tasks

- What do you know about where and how your audience seeks new information, particularly about health care?

Type your response here.

- What do you know about the credibility of different media with your audience?
Type your response here.
- What can you do to learn more about your audience's habits, attitudes, and preferences?
Type your response here.

- What are your options for distributing your report? To determine the appropriateness of a printed or Web-based document, consider:

Type your response here.

- Which would be most accessible and suitable for your audience?
Type your response here.
- Do you or your partners have experience using one or more media?
Type your response here.

Distribute Your Quality Report: Media Options

- Are your capabilities and resources better suited to one media or another?
Type your response here.

Given where your audience is located (e.g., all over the country, in a limited geographic area) and where it is most likely to get information, could you use mass media to reach it? If so:

Type your response here.

- What options might you have?
Type your response here.
- Which kind of media would be most helpful (e.g., mainstream press, ethnic press, radio talk shows)?
Type your response here.
- In what ways would these media match your audience's needs and capabilities?
Type your response here.

How do the options available to you affect how you could display the quality information?
Type your response here.

How do the options available to you affect your ability to reach and communicate effectively with your audience?
Type your response here.

What would each option cost? What can you afford?
Type your response here.

Distribute Your Quality Report: Placement and Timing

Key Points

- Before you can determine the right settings and channels for your report, you need to decide which segment of your audience you most want to reach and where they are most likely to look for health information. Learn more about [Settings: Finding the Audience for a Health Care Quality Report](#).
- One possible channel for your quality report is “distribution brokers.” It can be very useful to cultivate relationships with trusted organizations such as consumer advocates and patient educators that are well-positioned to share the information and, in some cases, help consumers understand and use it. Learn more about [Channels: Reaching the Audience for a Health Care Quality Report](#).
- Ideally, you should make information on quality available to users right when they need to make a decision. However, this is hard to predict and even harder to control. When the need is predictable, a sponsor can deliver the information “just in time.” When the need is unpredictable, options include flooding the market with information, which is expensive, and targeting specific sources of health information. Learn more about [Timing the Distribution of a Health Care Quality Report](#).

To learn more, go to [Placement and Distribution Channels for a Quality Report](#).

Questions and Tasks

- Which segment(s) of your audience are you most concerned about reaching?
Type your response here.
 - What do you know about where they are most likely to seek health information?
Type your response here.
 - Where do they typically find this kind of information now?
Type your response here.
 - How can you learn more about their behaviors and preferences?
Type your response here.
- What are the settings in which your audience will be most receptive and attentive to your message?
Type your response here.
 - What are the obstacles to delivering the information in those settings?
Type your response here.
 - Where will they find your messages to be credible? What settings might arouse skepticism?
Type your response here.
 - In what setting do you have potential partners that will help you deliver a quality report to your audience? What will these partners need in order to help you?
Type your response here.
- What do you know about when your audience is most likely to seek information on the subject of your report? When are they most likely to need that information to make a decision?
Type your response here.