

Explain and Motivate: Offering Other Information

Key Points

- If space and resources allow, a sponsor may want to offer additional information that is related to comparative quality information.
- Relevant information could include key health care facts related to the subject of your quality report (e.g., the nature of conditions that are addressed by your ratings, the key things you should make sure you or your clinicians do to treat or manage the condition, and the importance of preventive services).
- Many report sponsors use this opportunity to remind consumers and patients of their rights and protections. Explore this topic in [Highlight Consumer Rights, Protections, and Ways to Complain](#).
- You can also inform consumers about other relevant resources (e.g., other quality reports that provide similar information and information about organizations that support patients with particular conditions).
- Another option is to offer information that helps consumers understand health care costs and how they can lower their costs while still receiving high-quality care.

To learn more, go to [Taking Advantage of the “Teachable Moment”](#).

Questions and Tasks

- What types of additional information would your audience be interested in? Which of these could you provide?

Type your response here.

- For each type of information, what problems might you encounter in acquiring and providing it? For example, you may want to explain the process for appealing health plan decisions, but pending legislation may affect what enrollees can do.

Type your response here.

- For each type of information, how would it be useful to your audience? (If you have to shorten your report, it will be helpful to have some idea of what information is more expendable.)

Type your response here.

- How will you test these options with your audience? Document your findings, noting how audiences responded and how you can address any issues that your audience(s) raised.

Type your response here.

- Learn more about developing the content of a report in [Explain and Motivate](#).
- List [all topics in the Checklist](#).