



2007 Workshop Discussion Workgroup Breakout Session Topics

What consumers want and will use - *Do consumers care about the quality of health information?*

Information for consumers is growing and now includes providers' performance being published on the Web. But, consumers generally don't seem to be eager to use it in making health care decisions. Issues to be discussed at the workshop include:

- What health information consumers want? What they will use?
- What is the quality of health websites? How has their quality changed the last 10 years?
- Why haven't we been able to stimulate consumer demand for better quality websites?
- What are requirements of special populations? How much targeting is needed?
- How will technology drive consumers' use of health websites? Search engines? Interactive websites? Web-based interventions?
- How can we encourage consumers to use available information discriminately?

Future of trustmarks, ratings & consumer feedback - *Are trustmarks dead?*

In the last 10 years, various trustmarks have been established. Many websites solicit feedback from consumers; these "people's ratings" are increasingly featured on websites. Issues to be discussed at the workshop include:

- Are trustmarks trustworthy?
- To what extent do trustmarks increase trust? Are they worthwhile?
- Who should rate the raters?
- Is there a role for independent ratings of health websites? Are consumers' ratings votes useful?
- Will advances in technology help or hinder consumers generation and use of ratings?

Information for consumers to make healthcare decisions - *Will consumerism save the system?*

Consumerism is advancing in all sectors. Health care policy-makers are demanding greater transparency. They advocate consumer choice, the dissemination of information, and the use of personal health record (PHR). Increasingly, employers are switching to so-called consumer-directed health plans. These plans give consumers not only greater flexibility but also greater responsibility for health care choices, from selecting health plans, to providers, to treatments. Issues to be discussed at the workshop include:

- How can we best encourage transparency?
- How can we promote consumers' use of resultant information?
- Will consumers' PHR simplify or complicate health care?
- Can consumers choose wisely?
- What impacts will integration of functions have on consumers' health? Satisfaction? Cost?
- What are the implications for the transformation of the health care system?

Gathering evidence & improving research - *Does evidence make a difference?*

Almost everyone agrees that health care decisions should be based on "evidence" The evidence about evidence is that there is far too little of it, and what exists is not always scientifically sound. Potential issues to be discussed at the workshop include:

- What do consumers consider to be "evidence"?
- Does culture trump science?
- How can we improve the health research enterprise, from study conception to delivery of results?
- What can health services research contribute to transparency and consumer decision-making?
- How can consumers help researchers to determine what works and doesn't work in health care?

Dedicated to improving the quality and productivity of America's health care

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