

Disseminate Your Report: Getting Quality Information to Your Audience

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: Determining Where Your Audience Will Be](#).
- 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 Your Audience in a Setting](#).
- 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](#).

To learn more, go to [Distribute Your 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.

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- Learn more about how you can [Disseminate Your Report](#).
- List [all topics in the Checklist](#).