

# Translating Data Into Information: Describing Measures

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## Key Points

- Your audience is probably not familiar with even the most common quality measures. Report developers must describe measures and terms used in your report so that they are easy to understand. Explore this topic in [Label Measures in Plain English](#).
- Report developers also need to define complex and unfamiliar terms. Explore this topic in [Define Complex Measures](#).
- People are more likely to look at and use the data if you clearly demonstrate the importance of the measures in your report. Explore this topic in [Explain Why the Information Matters](#).
- Both consumers and health care organizations sometimes worry that health plans or providers have limited influence over certain measures, so that they may be unjustly judged on issues they cannot control. You can often alleviate these concerns by explaining how a plan or provider can improve their performance on a given measure. Explore this topic in [Describe How the Plan or Provider Can Influence the Measure](#).
- Users of your report need to know whether to look for high or low scores on the quality measures. Report developers can minimize confusion by keeping this perspective consistent across measures when possible and being explicit about changes in direction when it's not. Explore this topic in [Explain What's Better: a High Score or a Low Score](#).
- You can enhance trust in the data you are presenting by addressing fundamental questions, such as the year the data were collected, the source, and possibly the data collection method. Explore this topic in [Describe \(and Legitimize\) the Source of the Data](#).
- “Less is better” is an effective guiding principle to avoid overwhelming the user with technical information. Explore this topic in [Present Only Essential Information About Technical Issues and Caveats](#).

To learn more, go to [Describing Measures in User-Friendly Ways](#).

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## Questions and Tasks

- What steps will you take to ensure that the labels and descriptions of measures are user-friendly?  
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- Which measures and terms will you need to define for readers?  
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- Which measures do you already know consumers care about? How will you explain the importance of measures that consumers may not fully understand?  
*Type your response here.*
- Confirm that the subject of your report can influence each measure. How will you explain that to users of your report?  
*Type your response here.*

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- Will you frame the measures as positive or negative? How will you explain any inconsistencies you can't avoid?

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- What technical information do you have to include in your report? Where will you put the basic information? Where will you put the details?

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- Who will be responsible for developing this kind of content for your report?

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- How will you determine whether the information you've developed around measures is understandable to your audience? Sketch your plans for testing with your audience:

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- How will you test the language?

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- What exactly do you hope to learn? Be sure to document what you learn from this testing and the implications for the report.

*Type your response here.*

- Learn more about [Translating Data Into Information](#).
- List [all topics in the Checklist](#).