

# Explain and Motivate: Supporting Consumers in Using Information

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## Key Points

- You can and should support consumers in understanding information on comparative quality and using it for a variety of purposes.
- The primary purpose of quality information is to help consumers make decisions about a health care provider or plan. Explore this topic in [Help People Make Decisions](#).
- Reports can incorporate decision aids to reduce the decisionmaking burden on users (e.g., worksheets, checklists, list of steps in the decisionmaking process, and formal computerized decision aids). Explore this topic in [Incorporate Decision Aids, Informal and Formal](#).
- Some consumers would benefit from access to an informed individual who can answer their questions, address their concerns, and help them apply the health care quality information to their personal situation. Explore this topic in [Provide Access to Information Intermediaries](#).
- You may want to consider offering consumers guidance in initiating nonconfrontational discussions about quality issues with their health care providers.

To learn more, go to [Supporting Consumers in Using Information](#).

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## Questions and Tasks

- How do you expect your audience to use the quality information presented in your report?  
*Type your response here.*
- How else could the information be used? What approaches could you use to convey that message?  
*Type your response here.*
- What examples and stories could you use to illustrate how members in the community are or could be using and benefiting from the information?  
*Type your response here.*
- What materials could you provide to help your audience use the information in your report? Note what is involved in each option and how feasible it is.  
*Type your response here.*
- How would you test different decision-support options with your audience? Document your findings and the implications for effective decision support.  
*Type your response here.*
- What do you know about where your audience is likely to turn for help and guidance?  
*Type your response here.*
  - If you don't know, how can you get more information?  
*Type your response here.*

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- Which individuals or organizations may be available to help your audience understand how to apply information on quality to their health care decisions?  
*Type your response here.*
  - For each one, how feasible would it be for you to enlist the person/organization in helping your audience with quality information?  
*Type your response here.*
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- Learn more about developing the content of a report in [Explain and Motivate](#).
  - List [all topics in the Checklist](#).