
Your Project Checklist

This document contains checklists for **all** the sections.

Plan Your Reporting Project

- Your Audience
- Your Objectives
- The Health Care Environment
- Your Partners
- The Subject of Your Report Card
- Quality Measures
- Your Role as a Sponsor
- Paying for the Project
- Managing the Project
- Gaining Trust of Providers and Plans
- Testing Report Materials
- Planning Your Evaluation

Translate Data Into Information

- Showing Differences in Performance
- Describing Measure
- Organizing Measures
- Choosing a Point of Comparison
- Displaying the Data
- Taking Advantage of Web Functionalities

Explain and Motivate

- Delivering Key Messages
- Providing Details
- Offering Other Information
- Supporting Consumers in Using Information

Disseminate

- Selecting a Medium
- Getting Quality Information to Your Audience
- Promoting Your Report

Assess

- Deciding What To Evaluate
- Producing an Evaluation Plan
- Using Evaluation Findings

Plan Your Reporting Project: Your Audience

Key Points

- All organizations involved in a quality reporting project need to agree on who the audience is for your report and design the report to meet the needs of that audience.
- You may have multiple audiences. The primary audience consists of those people who need the information you are providing to make a decision. The secondary audience includes groups that may influence the decision of the primary audience by providing assistance or advice.
- It is helpful and feasible to gather information about your audiences to understand their concerns and information needs and to determine how best to reach and communicate with them.

To learn more, go to [Who Is Your Audience?](#)

Questions and Tasks

Who is most likely to use this report? How are they likely to access and use this information?
Type your response here.

Who is likely to help your target audience (i.e., your secondary audiences)?
Type your response here.

- Under what circumstances?
Type your response here.

- How are they likely to access and use the information?
Type your response here.

What do you know about the sociodemographics of your audience(s)?
Type your response here.

What do you still need to know about your audience?
Type your response here.

How will you gather information about your audience? What sources are available to you?
Type your response here.

How will you test your strategies and materials with your audience?
Type your response here.

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

Plan Your Reporting Project: Your Objectives

Key Points

- Create well-defined, measurable objectives for your reporting project. Clear objectives will guide your organization toward achieving its goals.
- It is important to have realistic objectives that can be accomplished in a given timeframe and will result in a report that will be useful to your audience.
- The objectives you establish for your project will become the focus of your evaluation once your project is completed.
- Think ahead about what information you will need to evaluate your project once it is complete.

To learn more, go to [What Are Your Objectives?](#)

Questions and Tasks

- What are you trying to accomplish with your reporting project? List your goals.
Type your response here.
- Do all the key players in the reporting project agree on the goals for the reporting project? Note issues that came up and how they were resolved when the team was deciding on the goals for the project.
Type your response here.
- What will you do to achieve specific goals? Describe the strategies that will move you toward those goals.
Type your response here.
- How can you measure progress toward the goals you have listed?
Type your response here.
- What is the timeframe for completing your reporting project? Can you achieve your objectives within this timeframe?
Type your response here.
- How will you evaluate the progress of your reporting project? Describe the strategy you will use to assess the extent to which the project met its goals.
Type your response here.

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

Plan Your Reporting Project: The Health Care Environment

Key Points

- Review the local environment in which your reporting project will take place. This information will help you identify factors that may affect the feasibility and effectiveness of your project.
- Determine whether your audience has health care choices to make and the nature of those choices.
- Get familiar with all the major players and other stakeholders in the market and what influence they will have on your reporting efforts.
- Assess the political, staffing, and financial implications of your reporting effort. This will help you anticipate the costs and benefits associated with your reporting project.

To learn more, go to [What Is the Local Environment for Consumer Reporting?](#)

Questions and Tasks

- What do you know about the local environment in which you will be undertaking your reporting project?
Type your response here.
- Do you have any concerns about starting your reporting project in this environment? Document them here.
Type your response here.
- What do you know about the health care environment? How can you learn more about it?
Type your response here.
- What are the major health care organizations (providers and payers) in your area? What do you know about their customers/patients, geographic reach, and role in shaping the market?
Type your response here.
- If your audience has a health care choice to make, what is the nature of the choice? How extensive are the options?
Type your response here.
- What information is relevant to the choice faced by your target audience and how can you provide this information?
Type your response here.
- Document all the information that you have gathered on any performance reports offered in your area.
Type your response here.
 - What information is provided and how long has the information been available?
Type your response here.
 - If the reporting projects have been evaluated, what conclusions have been drawn?
Type your response here.

Plan Your Reporting Project: The Health Care Environment

- Can you identify any needs or gaps?
Type your response here.
- How is what you are thinking about doing the same or different from other reporting that is being done or has been done?
Type your response here.

Which stakeholders might be affected by your reporting effort? Who is likely to become an ally in the effort? Who may be opposed?

Type your response here.

Do you currently have the manpower, expertise, and finances to undertake this kind of project?

Type your response here.

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

Plan Your Reporting Project: Your Partners

Key Points

- A quality reporting project is often more effective when multiple organizations come together to make decisions, tackle logistics, and combine resources.
- Sponsors may benefit from the expanded audience, decreased financial burden, and greater perceived credibility that come with collaboration.
- Audiences may benefit from greater consistency in information and messages about plans or providers in their area.
- Collaboration also helps to ensure that health plans and providers are not overly burdened for information.
- Collaboration can also be time-consuming and require difficult compromises.
- When seeking partners, it is important to consider compatibility. You and your co-sponsors should have similar interests, reasons, and commitment to creating performance reports.

To learn more, go to [Who Are Potential Partners?](#)

Questions and Tasks

- What are the advantages to you and your audience if you work with partner(s) on this reporting project?
Type your response here.
- What are the disadvantages of involving partner(s) in your reporting project?
Type your response here.
- List all the organizations that could make good partners for this project.
Type your response here.
 - Include organizations that you have worked with before as well as others in your community that have an interest in quality reporting.
Type your response here.
 - Keep an eye out for organizations that may not appear to be potential partners at first glance but share your interests and concerns.
Type your response here.
- Consider the following factors to judge your compatibility with each potential partner shortlisted to work with you on this project:
 - Do you have similar reasons and interests for wanting to measure quality?
Type your response here.
 - Do you share the same level of commitment for measuring health care quality and informing consumers?
Type your response here.

Plan Your Reporting Project: Your Partners

- Will it be possible to keep the number of decisionmakers involved down to a manageable number?
Type your response here.
- What is your past history with this organization.
Type your response here.

Do you have enough information to make a decision on whether you want to collaborate with other organizations for this project? If not, what would you need to know?
Type your response here.

Assign responsibility for contacting these organizations. Keep track of their responses since you may want to contact them again after the project is up and running.
Type your response here.

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

Plan Your Reporting Project: The Subject of Your Report Card

Key Points

- It is feasible to report on the quality of organizations at different levels of the health care system: health plans, health systems, hospitals, medical groups, nursing homes, etc.
- Once you identify your options, determine whether you have the capabilities and resources to collect, analyze, and present the information on this subject.
- Consider whether the information you can provide is useful to your audience and successfully supports the messages you are trying to convey through your report.
- If you have the option of reporting on multiple levels of the health care system, assess the cost and benefits associated with providing detailed information on one subject or reporting on multiple subjects.
- If you are providing information on multiple subjects in your quality report, you can provide information on all the subjects at the same time or reduce the burden by rotating the subjects (e.g., by presenting health plan data one year and hospital data the next).

To learn more, go to [What Will Be the Subject of Your Report Card?](#)

Questions and Tasks

- For what types of health care organization can you get information?
Type your response here.
- What criteria will you use to determine which type(s) will be the subject of your report?
Type your response here.
- What type of organization does your audience want to know about?
Type your response here.
- How will information on this subject meet the needs of consumers?
Type your response here.
- How will this information support the message you want to convey about quality and choice?
Type your response here.
- What are the financial implications of reporting on this subject? How might it affect the source of the project's funding?
Type your response here.
- Do you have any contractual relationships/obligations that may affect the information you want to report on the quality of organizations?
Type your response here.
- List the challenges you may face to provide information on this subject to your audience.
Type your response here.

Plan Your Reporting Project: The Subject of Your Report Card

- If you decide against a particular subject, document why.
Type your response here.

- Do you want to report on multiple subjects?
Type your response here.

- If no, document why not.
Type your response here.
- If so, do you have the resources to report on multiple subjects at the same time?
Type your response here.
- What are the implications of rotating the subjects of your quality reports?
Type your response here.

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

Plan Your Reporting Project: Quality Measures

Key Points

- It's possible to measure and report on many aspects of a health care organization's performance, so you need a way to limit what you include.
- The measures selected for your reporting project should be relevant to your audience and consistent with what you are trying to convey through the report.
- Whether you report a broad array of measures (e.g., patient experience, patient safety, clinical outcomes) or a narrow set that focuses on one disease and/or one aspect of quality (e.g., clinical processes for diabetes care) depends on your goals, your audience, and your resources.

To learn more, go to [What Quality Measures Will You Report?](#)

Questions and Tasks

- What does your audience want to know about the care from the subject of your report?
Type your response here.
- Identify a source of standardized measures for the subject of your report.
Type your response here.
- What aspects of the subjects' performance are typically reported to consumers? Which measures are designed to meet the information needs of consumers?
Type your response here.
- Which measures can you report?
Type your response here.
 - Which measures will your partners (if any) endorse?
Type your response here.
 - Which measures will the subjects of your report endorse?
Type your response here.
 - For which measures are data available at an acceptable cost?
Type your response here.
- Will your report include a broad or narrow range of measures? List your reasons for making this decision.
Type your response here.
- List the measures that you have chosen for your reporting project.
Type your response here.
- How well do the measures support the message you wish to convey to your audience?
Type your response here.

Plan Your Reporting Project: Quality Measures

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

Plan Your Reporting Project: Your Role as a Sponsor

Key Points

- There are several ways to produce and disseminate quality reports, and you must decide on a strategy that works for you. Be clear about how involved you want to be in the whole process, given the resources available to you.
- You can take complete responsibility for creating the report, distributing it to consumers, and promoting its use. This option can be challenging but gives you complete control over the whole process.
- You can also repackage existing data and present it in a manner that is helpful to your audience or point to other credible sources of information.

To learn more, go to [What Role Will You Play as a Report Sponsor?](#)

Questions and Tasks

- Do you have enough information to help you decide your role in producing and disseminating your report card? If not, what information do you need?

Type your response here.

- Outline all the steps required to create your quality report. Does your organization have the desire and resources to accomplish all the tasks you have identified?

Type your response here.

- What are the advantages of producing your own report? The disadvantages?

Type your response here.

- Does the information you would like to communicate to your audience already exist?

Type your response here.

- If you could repackage someone else's information, whose information would it be and what would it take to get access to it? What are the arguments for and against this strategy?

Type your response here.

- Would it be appropriate and useful for your organization to point to other sources of information rather than providing the data yourself? What are the arguments for and against this strategy?

Type your response here.

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

Plan Your Reporting Project: Paying for The Project

Key Points

- The costs for your reporting project depend mostly on the scope of the report and your goals as the sponsor. It is important to draft a budget for your reporting project that is based on a good understanding of all the work involved and realistic projections of the costs.
- One common and effective strategy is to approach health plans or providers to fund parts of the project, as they will benefit from seeing the comparisons of their own performance to that of their competitors.
- You may be able to limit your financial expenses significantly by partnering with major purchasers, government agencies, and/or foundations in your community. To learn about the benefits and challenges of partnering with other organizations, go to [Who Are Potential Partners?](#)

To learn more, go to [How Will You Pay For This Project?](#)

Questions and Tasks

- What are the costs associated with the project as you currently envision it? Account for all the major and minor functions required to produce your reporting project. (Review a list of budget categories.)
Type your response here.
 - Is your organization prepared to bear the financial burden of the project? Identify sources of funding or in-kind services within your organization. Note obvious sources as well as potential ones that could be tapped in the future.
Type your response here.
 - Identify all the local health plans and providers who will benefit from this reporting project. Devise a plan to approach them for funding and keep track of their responses, since you may want to contact them again after the project is up and running.
Type your response here.
 - Note potential sources of funding in your community (i.e., beyond plans and providers). Create a contact list, assign responsibility for outreach, and keep track of responses.
Type your response here.
- Learn more about how you can [Plan Your Reporting Project](#).
 - List [all topics in the Checklist](#).

Plan Your Reporting Project: Managing The Project

Key Points

- A realistic schedule will help you accomplish your objectives. The schedule should ensure that useful information is provided on a timely basis and work is carried out efficiently.
- Everyone involved should be clear on the management structure and who is responsible for what, and when. If you have partners involved in this endeavor, it is important to establish who has the ultimate decisionmaking authority.
- If you are reporting information for the first time, plan to get feedback from the subjects of your report before making the data public. Be sure to include time for reviewing and refining the contents of your report with them.

To learn more, go to [How Will You Manage This Project?](#)

Questions and Tasks

Develop a realistic schedule for your reporting project. Be sure to consider the following:

- Will this schedule allow you to meet all your objectives?
Type your response here.
- Does it include all the major steps in your project, including testing with consumers and feedback from stakeholders, providers, and/or health plans?
Type your response here.
- Will this schedule allow you to deliver information to your audience in a timely manner so that it is viewed as relevant?
Type your response here.
- Have you accounted for the time that will be needed to review and refine the content of the report?
Type your response here.
- Have you accounted for situations that may slow your progress?
Type your response here.

Do you have the staff and the leadership in place to get the work done?

- Type your response here.*
- Note the names of the people who will be leading and staffing the project.
Type your response here.
 - Identify the areas of expertise that you have covered. Note areas of expertise that you may be missing (such as statistical analysis), and indicate how you will either cover these areas or compensate for them (e.g., by contracting with a consultant or vendor).
Type your response here.
 - If you have one or more partners, have you established who will have the ultimate decisionmaking authority?
Type your response here.

Plan Your Reporting Project: Managing The Project

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

Plan Your Reporting Project: Gaining Trust of Providers and Plans

Key Points

- It is important to have the cooperation and trust of the entities you are reporting on to make the process less burdensome and more valuable to everyone involved.
- To earn the support of providers and/or health plans, consider them as one of your key audiences. Include them in your planning process and give them the opportunity to review the data before they are made public.
- You can build credibility as a report sponsor by being transparent about your data collection and reporting methods and asking the entities you are reporting on for feedback on key issues (selecting measures, designing data displays, and so on) along the way.
- You may need to plan alternative strategies that are less dependent on the entities involved if it becomes too challenging to gain their cooperation.

To learn more, go to [How Will You Gain The Trust of Providers or Plans?](#)

Questions and Tasks

- What do you know about the entities whose performance you are reporting? Do you anticipate any resistance from them?

Type your response here.

- How do you plan to involve these entities in your reporting project?

Type your response here.

- Will you give them an opportunity to review your report and respond to their suggestions before making it available to the public?

Type your response here.

- How will you share your data collection and reporting strategies to build trust and credibility as a report sponsor?

Type your response here.

- How will you include them in your planning process so they are part of your team?

Type your response here.

- How will you elicit their feedback on relevant issues?

Type your response here.

- How will you proceed with your reporting project if the entities do not cooperate? Devise steps for dealing with entities that oppose the reporting effort.

Type your response here.

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

Plan Your Reporting Project: Testing Report Materials

Key Points

- Testing of materials and strategies with your audience is a key step in the reporting process. This will tell you if the information in your report is meaningful and can be easily understood by your audience. It will also allow you to refine your materials and messages.
- Before you begin testing, be clear about your goals (e.g., to determine whether the audience is interpreting the data displays correctly). It is helpful to anticipate how you may be able to use what you learn to improve your report.
- Give members of your audience an opportunity to react to the materials and, if possible, plan on multiple rounds of testing so that you can get feedback on each round of revisions.

To learn more, go to [Why Test Materials](#).

Questions and Tasks

- What do you want to learn through the testing process?

Type your response here.

- List the things you'd like to test with your audience (e.g., messages, design elements).

Type your response here.

- Does your organization have resources for multiple rounds of testing and revisions?

Type your response here.

- Outline your plan for the testing process.

Type your response here.

- How will you select members from your audience for testing?

Type your response here.

- What methods will you use to get feedback from your audience?

Type your response here.

- Can you carry out multiple rounds of testing and revisions of the information in your report?

Type your response here.

- How will you use what you learn to improve the report?

Type your response here.

- Document your findings; note how the audience responded and how you can address any issues raised.

Type your response here.

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

Plan Your Reporting Project: Planning Your Evaluation

Key Points

- Determining when and how you will assess the impact of your reporting project is an integral part of your overall project plan.
- Having an evaluation plan in the early stages of the project will enable you to create goals that are realistic and measurable. It will also ensure that you set aside the necessary funding and resources.
- As part of your evaluation plan, it is helpful to anticipate how you'll use what you learn to improve your report and the reporting process.
- Sharing your findings with other report sponsors is an important way to contribute to advancement in the field of quality reporting.

To learn more, go to [How Will You Assess Whether You Achieved Your Goals?](#)

Questions and Tasks

- List all of the ways in which you would like to measure the impact of your report (e.g., a change in the intended audience's awareness that this kind of information is available exists). Determine which goals are short or long term.

Type your response here.

- How will you collect this information? Note anything that has to be done in the early stages of the project (e.g., a survey to establish a baseline) and incorporate this into your project timeline.

Type your response here.

- Do you have the funding and resources needed to move forward with your evaluation plan? If not, can you obtain them? What are your alternatives?

Type your response here.

- How will you document what you learn from the evaluation?

Type your response here.

- How do you think you can use what you learn to improve your report and the reporting process?

Type your response here.

- How will you share the lessons you have learned with your partners? What can you do to share them with organizations external to your project?

Type your response here.

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

Translating Data Into Information: Showing Differences in Performances

Key Points

- Generating scores for your report can be challenging. The scores need to be understandable to your audience, accurate, fair, and acceptable to the entities being measured.
- The scores you present in your report depend largely on the measures you have chosen to include in your reporting project. But there are alternative ways to present scores for the same measure. Explore this topic in [Scoring Different Kinds of Measures](#).
- Scores can be adjusted for differences in patients or providers, but some kinds of adjustments are more appropriate for quality reports than others. Explore this topic in [Making Adjustments to Scores](#).
- Combining measures into composite scores, summary scores, or categories reduces information overload and helps consumers understand the information on quality. Explore this topic in [Combining Measures Into Composites or Summary Scores](#).
- Report sponsors need to decide whether the scores will emphasize how well or how poorly the subjects of the report are performing. How you “frame” the score will impact the decisions of your audience. To the extent that it’s feasible, it is important to use a consistent frame (either positive or negative) for scores throughout your report. Explore this topic in [Framing Scores as Positive or Negative](#).

To learn more, go to [Generating Scores that Show Differences in Performance](#).

Questions and Tasks

- What type of scoring would be best suited for the measures you have chosen to report?
Type your response here.
- What adjustments could you make to your scores (e.g., for age, medical history, provider size)? Which should you make?
Type your response here.
 - What are the implications of making each adjustment?
Type your response here.
 - Do you have enough information to make the adjustments you think are needed? If not, what additional information do you need?
Type your response here.
 - Might any of these adjustments cause the scores to mask important disparities in the quality of care received by different groups (e.g., different income or ethnic groups)?
Type your response here.
- Can you combine the measures you are reporting into composites or summary scores? Will you? Indicate why or why not.
Type your response here.

Translating Data Into Information: Showing Differences in Performances

- If you are creating a composite or summary score, will you weight the measures in each category unevenly? If so, how will you determine the appropriate weights? Be sure to assess the impact of different weighting strategies on the composite or summary score and whether you can justify your weighting scheme.

Type your response here.

- Will you frame scores as positive or negative in your report? Document your rationale.

Type your response here.

- Do any scores need to be framed differently than the others? How can you explain this to users of your report?

Type your response here.

- How will you test the frame you choose with your audience? Be sure to document your findings and note any implications for changing your approach.

Type your response here.

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

Translating Data Into Information: Describing Measures

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](#).

Questions and Tasks

- What steps will you take to ensure that the labels and descriptions of measures are user-friendly?
Type your response here.
- Which measures and terms will you need to define for readers?
Type your response here.
- 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.

Translating Data Into Information: Describing Measures

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

Type your response here.

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

Type your response here.

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

Type your response here.

- 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:

Type your response here.

- How will you test the language?

Type your response here.

- 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](#).

Translating Data Into Information: Organizing Measures

Key Points

- Organizing the measures in your report into composites or categories allows you to provide a great deal of information without overwhelming users.
- Using composites allows you to combine and present related items as a single score. You can present this information in layers so that users have the option of viewing the composite score only or “drilling down” to individual items.
- Measures can be organized in different ways: quality domains, disease or condition, type of measure, and data source. While all of them are feasible, the first two are more likely to be understandable and meaningful to consumers.

To learn more, go to [Organizing Measures to Reduce Information Overload](#).

Questions and Tasks

- Is it feasible to generate a composite score for the measures you are reporting? If so, will you display the composite score only or offer access to the individual measures as well?

Type your response here.

- What models could you use to organize and categorize the measures?

Type your response here.

- Could you categorize measures by quality domain? If so, what categories could you use?
Type your response here.

- Could you categorize measures by disease or condition? If so, what categories could you use?

Type your response here.

- How would you map your measures to various domains of quality or to specific diseases or conditions? Document your decision process, the results of this process, and any unresolved issues.

Type your response here.

- State your plans for testing these organizational schemes. Document any findings and implications for changing the model.

Type your response here.

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

Translating Data Into Information: Choosing a Point of Comparison

Key Points

- A comparator is the level of performance against which you are assessing everyone in your report (e.g., State or national average).
- There are several different kinds of possible comparators. Choosing a comparator that's appropriate for the data you are presenting is a key step in your reporting project because it will affect whether your audience perceives differences in performance and understands the messages you are trying to convey. Explore the different kinds of comparators in [Choosing a Comparator](#).
- To help consumers make fair and meaningful comparisons among health care organizations, you should use statistical tests that indicate whether differences in performance are meaningful or random. You can also let consumers know when to pay attention to a point difference in scores. Explore this topic in [Categorizing High and Low Performance](#).
- You have a few options for ordering health care organizations in a data display: ranked in order of performance, alphabetically, within cost tiers, or customized to the user's preferences. Studies of these strategies indicate that rank ordering is the best way to help consumers see differences in performance. Explore the options in [Ordering the Data](#).
- While you will want to keep your data displays as uncluttered as possible, some information needs to be included, such as why you are showing the average score (or another comparator), which kind of score is desirable (high or low), and whether to pay attention to small differences in performance. Explore this topic in [Explaining Your Comparisons](#).

To learn more, go to [Choosing a Point of Comparison](#).

Questions and Tasks

- What comparators could you use for the data you plan to report? Can you get the data you would like to use as comparators or will you need additional data?
Type your response here.
- Which of these comparators will be most understandable and helpful to your audience? To the subjects of your report? If you're not sure, how can you find out?
Type your response here.
- What strategies will you use to categorize high and low performance in your report? Document your reasons for selecting a particular strategy and any downsides you can anticipate.
Type your response here.
- Is there a minimum difference in performance that you would regard as meaningful for consumers? How will you determine this?
Type your response here.
- Which ordering options would be appropriate given the measures and data you are presenting in your report?
Type your response here.

Translating Data Into Information: Choosing a Point of Comparison

- Which would be most useful for your audience?
Type your response here.
- Which would be acceptable to the entities included in the report?
Type your response here.
- Can you offer alternative options (e.g., alphabetical or rank order)?
Type your response here.
- What will drive your decision?
Type your response here.

How will you explain the comparisons in your report? What information do you need to include around the data display? What information would you want to make available in a technical “appendix?”

Type your response here.

How will you test your choices with your audience? Document your findings and note any implications for changing your approach.

Type your response here.

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

Translating Data Into Information: Displaying the Data

Key Points

- Visual presentations are powerful tools for communicating quality information. It is critical to make the graphs and tables in your report as user-friendly as possible.
- One way to make graphics user-friendly is to make them as self-explanatory as possible. Titles, legends, and other explanatory information can help users “decode” charts with minimal effort. Tactics for making bar charts easier to interpret include limiting what’s shown, presenting results in rank order, and using color selectively. Explore ways to [Make Graphics Self-Explanatory](#).
- When used appropriately, symbols can be effective in conveying relative performance. Research with word icons suggests that they help users reach more accurate conclusions about good and bad performers. It is important to test the symbols you plan to use or take advantage of symbols that have been tested extensively with positive results. Explore this topic in [Providing Self-Explanatory Symbols](#).
- Some readers will find it difficult to interpret the information in a chart. You may need to explain what they should focus on and what the key points are. Explore ways to [Show the User How To Read and Interpret the Chart](#).
- You can also help readers understand a chart more readily by minimizing the use of abbreviations and jargon. Explore this topic in [Avoid Abbreviations and Jargon](#).
- If you are using tables to show your information, you may want to consider breaking the information into “chunks” to make it easier for users to find what they need and process it. Explore this topic in [Keep Tables a Manageable Size](#).

To learn more, go to [Displaying the Data](#).

Questions and Tasks

- What kinds of displays could you use for the data in your report (e.g., tables with symbols, bar graphs)?
Type your response here.
- Which displays seem most appropriate for the information you want to present to your audience? Are there reasons to favor one approach over another?
Type your response here.
- What steps can you take to make your graphics self-explanatory?
Type your response here.
- If you plan to use symbols to represent relative performance, which symbol would you use? Are word icons an option for your report?
Type your response here.

Translating Data Into Information: Displaying the Data

- If you are using tables, in what ways could you break a large table into more manageable “chunks?”

Type your response here.

- How will you test the data display options you have chosen for your report? Document your findings, noting how audiences responded and how you will address the issues raised by your audience.

Type your response here.

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

Translating Data Into Information: Taking Advantage of Web Functionalities

Key Points

- Web-based reports offer options that are hard to replicate on paper.
- In a Web-based report, you can provide the information in layers so that your audience can view the high-level information and drill down to more specific information if they want to get details. Explore tactics for [Layering Data Displays](#).
- You can make a great deal of information accessible and manageable by allowing users to customize the display to their own needs. Options include letting them specify which organizations they see, which measures they see, and/or how many layers of information they see. Explore ways of [Creating Pathways for Users](#).
- You can make it easier for users to find information on your site by providing navigation links, links from one section to another, and breadcrumb trails. Explore ways of [Making It Easy To Find Data on Other Topics](#).

To learn more, go to [Taking Advantage of Web Functionalities](#).

Questions and Tasks

- Could you present the information in your report in layers? What layering options are feasible given the measures you have selected?
Type your response here.
 - How will you find out whether this approach would be useful to your audience?
Type your response here.
 - Document your findings and the implications for your report.
Type your response here.
- If you are printing a report, how could you layer information in the document?
Type your response here.
- If you are producing a Web report, how will you manage layering on the site?
Type your response here.
- Can you give your audience ways to narrow down what they view in your report? What options can you offer?
Type your response here.
 - Can you allow users to choose the providers or plans they want to compare?
Type your response here.
 - Can you allow users to choose a category and the individual measures under each category?
Type your response here.
 - Can you allow users to view detailed measures in a summary or composite score?
Type your response here.

Translating Data Into Information: Taking Advantage of Web Functionalities

If you are producing a Web report, what strategies can you use to help people navigate through your report (e.g., navigation links on the Web pages, breadcrumb trails)?
Type your response here.

Sketch your plans to conduct audience testing to see how they move through the document and where they get confused. Document your findings from the testing. Note the implications for new or different navigational aids.
Type your response here.

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

Explain and Motivate: Delivering Key Messages

Key Points

- The information you include on the first page of your report is critical, as your audience will use this information to decide whether they want to look at the data in your report.
- The initial content should communicate your reasons for providing quality information and how your audience will benefit by using this information. Vignettes can help make these key messages accessible and inviting.
- The first page should be clear about the subject of your report and the type of data you are presenting. It should also make it easy for the user to get to the comparative quality data (e.g., through a link on the first page or a table of contents).
- A simple framework can help your readers understand quality information, which is new and complex for most people.
- It is useful to include content that builds the trust of your audience (e.g., by emphasizing your mission, expertise, and independence and/or by receiving endorsements from different organizations in your community).

To learn more, go to [Communicating Key Information Upfront](#).

Questions and Tasks

- List the kinds of information and motivational messages you will include in the initial pages of your report to grab and keep the attention of potential users.
Type your response here.
- What do you want your audience to understand about the health care organizations included in your report?
Type your response here.
 - What aspects of this do they really need to know?
Type your response here.
 - What messages can you use to convey those points succinctly?
Type your response here.
- How will your audience benefit from the information in the report?
Type your response here.
 - What messages can you use to convey those points succinctly?
Type your response here.
 - Identify one or two stories or examples that illustrate how quality information can make a difference to people.
Type your response here.

Explain and Motivate: Delivering Key Messages

- What information can you include to enhance your reputation as a reliable source of quality information and to gain the trust of your audience?

Type your response here.

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

Explain and Motivate: Providing Details

Key Points

- Some users of your report card may be interested in additional details about specific topics (e.g., information on how measures were selected and technical details on how scores were constructed). It can be helpful to include this type of information, but do so only in the later pages of your report.
- It is important to keep the comparative data prominent in the report and not to overwhelm your users by providing too much detailed information in the introductory pages.
- Some readers will want information about your organization (e.g., how quality information is related to your mission) and the endorsers of your report.
- When appropriate and feasible, it can be helpful to provide contact and descriptive information for the organizations being rated in your report.
- Some readers will appreciate brief descriptions of where and how you obtained the data for the report (e.g., standardized data collection methods employed to collect the data and how data were audited).

To learn more, go to [Providing Detail for Those Who Want It](#).

Questions and Tasks

- What types of detailed information might you provide in your report? For each type of information:
Type your response here.
 - What evidence do you have that this information would be useful to your audience?
Type your response here.
 - What are the barriers to acquiring the information and providing it in your report?
Type your response here.
 - What criteria did you use to select the measures included in your report? How would you explain these criteria in the context of the report?
Type your response here.
 - Which statistical concepts are likely to come up in your report? How can you explain these concepts to your audience in lay terms and in a manner that does not lead them to suspect you have manipulated the data?
Type your response here.
 - What is your plan to test your ideas with your audience to see whether the additional details you think may be useful are truly helpful to them? Document your findings and note any implications for changing your approach.
Type your response here.
- Learn more about developing the content of a report in [Explain and Motivate](#).
 - List [all topics in the Checklist](#).

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](#).

Explain and Motivate: Supporting Consumers in Using Information

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](#).

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.

Explain and Motivate:
Supporting Consumers in Using Information

- 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.

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

Disseminate Your Report: Selecting a Medium

Key Points

- The medium (e.g., print, Web, and/or mass media) you choose to convey your quality information can affect what and how much you can say, how effectively you reach your audience, and how you display information.
- Printed quality information is less common than it used to be, but it remains a good choice for some audiences. The information can stand alone (e.g., as a brochure or multipage report), or be incorporated into other printed materials. Learn more about [Printed Report Cards](#).
- Web-based reports are increasingly popular and offer several advantages over print, such as the ability to offer layers of information. However, they come with their own challenges, particularly if your audience lacks access or fluency on the Web. Establishing an identity, or brand, on the Web is also a concern, given the proliferation of Internet sites. Learn more about [Web-Based Report Cards](#).
- Mass media—including radio, television, magazines, and Web sites that have a broad scope and reach—are seldom used for quality reports. However, they offer some key benefits with respect to reach and may be appropriate for certain purposes and audiences. Learn more about [Mass Media](#).
- To determine which medium or combination of media is right for your reporting project, explore your options with your audience and think through the implications for your project. Learn more about [How To Decide on a Medium](#).

To learn more, go to [Distribute Your Report](#).

Also see: [Tips on Designing a Quality Report](#).

Questions and Tasks

- What do you know about where and how your audience seeks new information, particularly about health care?
Type your response here.
 - What do you know about the credibility of different media with your audience?
Type your response here.
 - What can you do to learn more about your audience’s habits, attitudes, and preferences?
Type your response here.
- What are your options for distributing your report? To determine the appropriateness of a printed or Web-based document, consider:
Type your response here.
 - Which would be most accessible and suitable for your audience?
Type your response here.
 - Do you or your partners have experience using one or more media?
Type your response here.
 - Are your capabilities and resources better suited to one media or another?
Type your response here.

Disseminate Your Report: Selecting a Medium

- Given where your audience is located (e.g., all over the country, in a limited geographic area) and where it is most likely to get information, could you use mass media to reach it? If so:

Type your response here.

- What options might you have?

Type your response here.

- Which kind of media would be most helpful (e.g., mainstream press, ethnic press, radio talk shows)?

Type your response here.

- In what ways would these media match your audience's needs and capabilities?

Type your response here.

- How do the options available to you affect how you could display the quality information?

Type your response here.

- How do the options available to you affect your ability to reach and communicate effectively with your audience?

Type your response here.

- What would each option cost? What can you afford?

Type your response here.

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

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.

**Disseminate Your Report:
Getting Quality Information to Your Audience**

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

Disseminate Your Report: Promoting Your Report

Key Points

- It is important to promote your report to your intended audience to ensure that they will easily find your report, recognize its benefits, and use it. Marketing principles can help you focus on addressing the needs of your audience and what they perceive as benefits and barriers to using this information. Learn more in [Understanding and Using the Lessons of Social Marketing](#).
- Your promotional messages should aim to increase the knowledge of your audience, change their attitudes and beliefs, and influence their behaviors. Learn more in [Clarifying Your Objectives for Promotion](#).
- Your promotional activities should be timed to maximize the chances of reaching your intended audiences when they are likely to be receptive. To learn how to communicate to your audience about your report at different stages of its development, go to [Acting Early to Ensure Effective Promotion](#) and [Timing Promotion for Maximum Impact](#).
- Strategies for communicating your promotional messages to consumers include media coverage, paid advertising, free placements in other organization's communications, and personal outreach. Learn more about these strategies in [Using Multiple Promotion Strategies](#).

To learn more, go to [Promote Your Report](#).

Questions and Tasks

- What are the objectives of your promotional campaign?
Type your response here.
 - Will you aim to increase your audience's knowledge of your report and how to access it?
Type your response here.
 - How will you address your audience's beliefs and attitudes about comparative quality information?
Type your response here.
 - What specific behaviors will you aim to encourage?
Type your response here.
- What features and benefits of your report will you convey through your messages?
Type your response here.
- Which segments of your audience will you aim to reach with your promotional campaign?
Type your response here.
 - Why are you focusing on these segments?
Type your response here.
 - What do you know about your audience and their information needs? Can you use any information you collected during the planning stages of your project regarding audience characteristics and information needs?
Type your response here.

Disseminate Your Report: Promoting Your Report

- What do you need to find out about your audience?
Type your response here.

- Will you work with partners to promote the report?
Type your response here.
 - What are your criteria for choosing a partner for this purpose?
Type your response here.
 - List potential partners who could help you with your promotional campaign.
Type your response here.
 - How can they contribute to or support your promotional campaign?
Type your response here.

- What are the implications of your promotional campaign for staffing, the project schedule, and the project budget?
Type your response here.

- What is the timeline for your promotional campaign?
Type your response here.
 - What options are available to help you maximize the frequency and extent to which you reach potential users?
Type your response here.
 - What will you do before your report is released?
Type your response here.
 - What will you do when the report is released?
Type your response here.
 - What will you do after the release to keep the report in the public eye?
Type your response here.

- How can you use local media to promote your report?
Type your response here.
 - Which media outlets and media professionals can help you reach your target audience?
Type your response here.
 - How will you cultivate a relationship with promising outlets?
Type your response here.
 - What are the “news stories” you can offer?
Type your response here.

- What is your advertising strategy?
Type your response here.
 - What options are available and affordable using the Web?
Type your response here.

Disseminate Your Report: Promoting Your Report

- What options are available and affordable using print media?
Type your response here.
- What opportunities do you have to promote your report for free through your partners?
Type your response here.

Could you promote your report using a more personal approach?

Type your response here.

- In what forums could you present the report to your audience?
Type your response here.
- Who could function as information intermediaries to tell your audience about your report?
Type your response here.
- What will you do to cultivate information intermediaries for this purpose?
Type your response here.

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

Assess Your Reporting Project: Deciding What to Evaluate

Key Points

- It is critical to evaluate your reporting project to understand whether your report was effective (in particular, what worked and what didn't) and learn how to improve your reporting efforts.
- In planning your evaluation, consider these three different types of evaluations:
 - A **process evaluation** assesses the process you went through to develop, release, and promote your report. A process evaluation can help you refine your efforts by providing feedback about your reporting project in its early design and development stages, and in the first few months after the report is released. Learn more in [Evaluating the Process](#).
 - A **summative evaluation or outcome-oriented evaluation** focuses on the impact of your project. By assessing the report's effectiveness, you will be better equipped to determine whether to continue with your current reporting strategies or adopt new strategies, expand your efforts or contract. Learn more in [Evaluating Results](#).
 - A **cost-effectiveness evaluation** compares the costs and results achieved through specific strategies and tactics. Learn more in [Evaluating Cost-Effectiveness](#).

To learn more, go to [Why You Should Evaluate Your Reporting Project](#) and [What You Can Evaluate](#).

Questions and Tasks

- What are the objectives of your evaluation? What do you want to learn?

Type your response here.

- What aspects of the reporting project (e.g., report design, distribution strategy, impact) would you like to evaluate and why?

Type your response here.

- Given your budget, is it feasible to evaluate everything you would like to assess?

Type your response here.

- What are your priorities?

Type your response here.

- Which types of evaluation are most appropriate to meet your objectives?

Type your response here.

- List specific evaluation questions that may be appropriate to ask for the evaluation type(s) you have selected.

Type your response here.

- Document how you will collect the information you need to answer these questions. Note anything that can be done in the early stages of the project (e.g., a survey to establish a baseline) and indicate your plans for doing so.

Type your response here.

Assess Your Reporting Project: Deciding What to Evaluate

How do you anticipate using the results?

Type your response here.

- Will you have adequate resources to conduct the different evaluation steps you have outlined?

Type your response here.

- Will you have support to use the results from this evaluation to make changes?

Type your response here.

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

Assess Your Reporting Project: Producing an Evaluation Plan

Key Points

- Planning your evaluation early will help you move quickly when the time comes to implement that plan.
- It is important to be explicit about the short- and long-term objectives for your evaluation. Several evaluation questions can be asked at different stages of your reporting project. You will likely need to prioritize the questions based on the resources available to you. View some evaluation questions in [Evaluating the Process](#) and [Evaluating the Results](#).
- The specific criteria you use to define success should be accepted by your stakeholders.
- When selecting measures to track for your evaluation, consider measures and data sources that are already available. You will also need to determine in advance which qualitative and quantitative methods you will employ to collect data on the measures you have chosen. To learn more, go to [Data Collection Methods To Answer Evaluation Questions](#) and [Tools and Other Needs for Qualitative and Quantitative Methods](#).
- Give some thought to how you will report the findings of your evaluation. Be sure to consider your audiences and tailor the report to fit their needs so that the results are used. Learn more about [The Reporting of Evaluation Findings](#).

To learn more, go to [Elements of an Evaluation Plan](#).

Questions and Tasks

- What are your short- and long-term objectives for evaluating your project?
Type your response here.
 - What criteria will you use to determine whether your project was successful? How will you receive feedback from your stakeholders on the criteria you have chosen?
Type your response here.
 - What are the evaluation questions you need to answer to inform your decisions? Prioritize your evaluation questions based on the resources available to you.
Type your response here.
- Develop a timeline for evaluating your reporting project.
Type your response here.
 - When do you need to get started on different phases of the evaluation?
Type your response here.
 - When do you expect to complete each phase?
Type your response here.
 - Who is responsible for meeting each deadline?
Type your response here.
 - Who will monitor the evaluation process to see whether mid-course corrections are needed?
Type your response here.

Assess Your Reporting Project: Producing an Evaluation Plan

- How will you assess whether your criteria have been met?
Type your response here.
 - Are there any existing or standard measures that you can use?
Type your response here.
 - What data sources will you use?
Type your response here.
 - Indicate whether you are collecting data on individuals (e.g., changes in knowledge, attitudes, or behaviors) or organizations and the type of data you will need.
Type your response here.

 - What data collection methods will you use in conducting your evaluation? Are these methods suitable for the evaluation questions, timeline, and resources you have in mind?
Type your response here.

 - What data collection tools and data analysis methodologies will you use for this evaluation?
Type your response here.
 - Who will collect the data?
Type your response here.
 - Who will conduct the analyses?
Type your response here.
 - Indicate any existing data that are already available to you.
Type your response here.

 - Develop a plan for producing an evaluation report.
Type your response here.
 - Who will prepare the report?
Type your response here.
 - Who is the audience for the report? What is the best way to communicate with them?
Type your response here.
 - Do you expect to promote any aspects of your findings? If so, how?
Type your response here.
- Learn more about how you can [Assess Your Reporting Project](#).
 - List [all topics in the Checklist](#).

Assess Your Reporting Project: Using Your Evaluation Findings

Key Points

- It is important to think through the implications of your evaluation for each component of the reporting project. For example, do the findings suggest you should change the way you display information? Do they suggest that you should rethink your audience?
- Your report will be most useful if it includes recommendations about how the findings could be used to make improvements. In making recommendations, provide several options of varying scope—from minor tweaks to fundamental changes—as it may not always be feasible to make major changes.
- Your evaluation findings can help to justify the budget for the changes you have decided to implement.

To learn more, go to [What's Next? Applying What You Have Learned](#)

Questions and Tasks

- What are the implications of your evaluation findings for each component of your reporting project?

Type your response here.

- Develop a plan for making recommendations in your report.

Type your response here.

- Does your report suggest optional ways to respond to results?

Type your response here.

- Who will have the authority to decide on whether these changes will get made?

Type your response here.

- What is the optimal timeline for making these changes?

Type your response here.

- Develop a plan to make the changes (both minor and major) that are suggested by your findings.

Type your response here.

- What does your evaluation suggest are the most important changes to make?

Type your response here.

- What changes can you afford to make, in terms of both money and time?

Type your response here.

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