

Content Focus

- ***Specific Diagnosis / Condition***
 - Chronic (eg HTN, DB, COPD, RAD)
 - Subacute (eg EBV Mono, Stroke, Mycoplasma Pneumonia)
 - Acute (Traumatic Injury, Acute MI)
 - Other
- ***Specific Procedure / Treatment***
 - Surgical procedure / operation
 - Medication
 - Diagnostic
 - Other
- ***Healthy Lifestyle / Preventive Health***
- ***Administrative / Financial***
 - Specific health plans
 - Navigating health care system

Purpose / Function

- ***Provide general information***
- ***Assist with decision-making (supportive and instructional)***
- ***Influence behavior / Behavior change (supportive and instructional)***
- ***Provide specific instructions (e.g. caring for a wound, pre-op instructions)***
- ***Promote treatment adherence***
- ***Risk Assessment / Risk reduction***
- ***Coping with illness / managing symptoms***
- ***Other***

Source

- ***Professional Organization***
- ***Patient Advocacy Group***

- *Health System / Provider*
- *Governmental Agency*
- *Pharmaceutical Company (or other commercial organization)*
- *Other*

Intended Audience

- *Patient*
- *Visitor*
- *Family Member*
- *Provider*

Channel

- *Web-based (print and video)*
- *Print materials*
- *Audio / Video*
- *One on one / Small group*
- *Other*

Reading/Literacy Level

- *High (12th grade +)*
- *Medium (6th-11th grade)*
- *Low (5th grade -)*
- *Other*

Format

- *Text-based*
- *Graphical*
- *Pictorial*