

A Decade of Advancing Patient-Centered Care:  
The 10th National CAHPS® User Group Meeting



## Tips for Creating Reader-Centered Reports

Jeanne McGee, PhD  
McGee & Evers Consulting, Inc.  
Vancouver Washington



This is in your handout



### To be “clear and effective”

written material has to do *all* of the following things:

- 1 It must **attract readers' attention**
- 2 It must **hold their attention**
- 3 It must **make readers feel respected and understood**
- 4 It must **help them understand**
- 5 It must help **move them to take action**

This list is in  
your handout

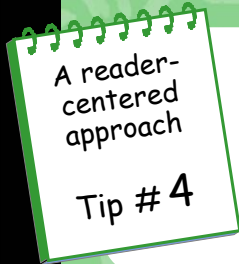
### Tips for taking a reader-centered approach

- Be clear about the audience and goals for your written material.
- Do research to learn about your intended readers and the issues.
- Be aware of ways in which you differ from your intended readers and keep reminding yourself that you are writing for them, not yourself.
- Create "low barrier" material by adopting the perspective of your readers and fixing anything that might keep them from noticing, understanding, and using the material.
- Orient your writing and design toward the subset of your readers who are less attentive, less knowledgeable, and less skilled at reading.
- Recognize that "educating" your readers by giving them information you think they need will not automatically capture their interest or move them to action.
- Get insights into what your readers want and need to know by observing the settings and manner in which the written material will be used.
- Get help directly from your intended readers on what to say and how to say it.
- Write as if you were talking with your readers.
- To find out how well your materials are working, test them by getting reactions directly from your readers.

A reader-  
centered  
approach

Tip # 3

Be aware of ways in which you differ from your intended readers and keep reminding yourself that you are writing for them, not yourself.



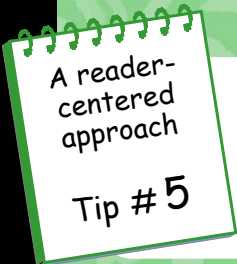
A reader-  
centered  
approach

Tip # 4

Create “low barrier” material by adopting the perspective of your readers and fixing anything that might keep them from noticing, understanding, and using the material.

Add or emphasize cultural elements that are tailored specifically for your readers.

Remove or de-emphasize elements that might be cultural barriers to some or all of your readers.



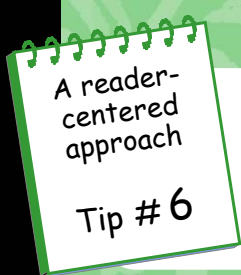
A reader-centered approach

Tip #5

Orient your writing and design toward the subset of your readers who are less attentive, less knowledgeable, and less skilled at reading.

Even if the words and sentences are "easy to read," written material can still miss the mark if . . .

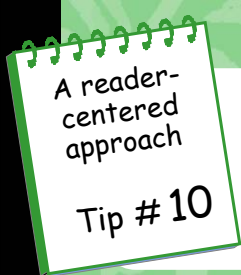
- It doesn't attract and hold the reader's interest
- Its purpose or usefulness is unclear or unappealing
- To the reader, it **looks** like it's going to be hard to read
- It's not culturally appropriate
- It's hard for the reader to follow or understand
- The reader is stressed or distracted



A reader-  
centered  
approach

Tip # 6

Recognize that “educating” your readers by giving them information you think they need will not automatically capture their interest or move them to action.



A reader-  
centered  
approach

Tip # 10

To find out how well your materials are working, test them by getting reactions directly from your readers.