

*The following best practices outline how to communicate about your multi-disciplinary lung cancer clinical team online. Multidisciplinary care is integral in both screening and treatment. Evidence-based research has shown improvements shown in the consistency, coordination, continuity and cost effectiveness of care; communication between health professionals; improvements in clinical outcomes; clinical trial recruitment; satisfaction and psychological well-being of patients and education; and support. Subsequently, multi-disciplinary care has become the standard for many institutions.*

*Please take note that these are suggestions, however, the first practice mentioned below is mandatory. Note that the other exemptions may influence our decision to list your institution on our website.*

*Attached with this document is a template displaying the practices provided. If you have inquiries about any of these practices or would like further clarification please contact Rahma Omar at [romar@lungcanceralliance.org](mailto:romar@lungcanceralliance.org).*

### **The Lung Cancer Care Team**

- Mention your multidisciplinary care team.
  - Patients rely heavily on web-based information so it is imperative that information on lung cancer screening and treatment, and the processes involved with their care is reflected as clearly as possible. Consider literacy level when developing content (see below).
  - Include a link or a section dedicated to the multidisciplinary/treatment team. Pictures should be added if possible. Patients want to know who their doctors are.
- Include resources for referring physicians. This is where language should be elevated to a professional level and you can include helpful reference links to CMS, USPSTF, NCCN guidelines, etc. Also, having a dedicated section for referring providers will allow them to look for a one-stop shop with contact info, referral pathway directions, and eligibility criteria.

### **Website Navigation**

- Patients are looking for:
  - How to make an appointment, how to find a doctor, directions on how to get to the location, cost of services, and if their insurance cover the services they need.

- Ease of finding things—everything should be a maximum of 2-3 clicks from the home page.
- Make sure the search bar is available and clearly visible on your webpage.

### **Use of Images and Multimedia**

- Insert relevant images only when necessary. Being visually interesting is valuable, but don't let graphic elements overpower or substitute strategic messaging.
  - Images should not be graphic in nature or harbor “shock value” in order to stay informative while being respectful of patients and their families.
- Incorporate different multimedia formats when appropriate. Research has shown that patient education interventions that use multi-media appear to promote improved communication between patients and providers.
  - Multimedia can also assist health professionals in overcoming linguistic and cultural barriers; in addressing different learning levels; in providing the unique experiences of patients and health care professionals; in presenting materials in different formats and from different perspectives; and customizing information to the needs of individual patients and providers.

### **Web Literacy**

- Content should ideally be at an 8<sup>th</sup> grade level or lower, however, it is understandable that with a complex cancer such as lung cancer, it may not be feasible.
  - Lung Cancer Alliance has an extensive list of educational materials that are at an 8<sup>th</sup> grade reading level available [here](#).
  - Refer to the resources below for links and guides on health literacy.

### **Resources**

CDC Everyday Words in Public Health Communication

<https://www.cdc.gov/other/pdf/everydaywords-060216-final.pdf>

U.S Department of Health and Human Services Health Literacy Online

<http://health.gov/healthliteracyonline/2010/index.htm>

WebAIM Accessibility and Readability of Web Content

<http://webaim.org/techniques/writing/>

Online resource for web designers to learn how to make websites more usable, useful, and accessible

<http://www.usability.gov/index.html>

CDC Health Literacy

<http://www.cdc.gov/healthliteracy/index.html>

Centers for Medicare and Medicaid Services: Toolkit for Making Written Materials Clear and Effective

<https://www.cms.gov/Outreach-and-Education/Outreach/WrittenMaterialsToolkit/>

NIH Plain Language Resource

<https://www.nih.gov/institutes-nih/nih-office-director/office-communications-public-liaison/clear-communication/plain-language/resources>