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Readership Survey: Early Results

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Readership Survey: Early Results

Thank you to all of you who have returned your Readership Surveys (January 1998 issue) for the Health Policy Newsletter. We are gratified at the return rate (3%), and appreciative of all your critiques and suggestions. Your responses are indicative of a widespread support for the Newsletter and what it is aiming to achieve. Some of the trends we were able to glean are that respondents comprise a diverse group including clinicians, managed care executives, researchers, health educators, and consultants, among others; and are largely from the Delaware Valley, though national readers were well represented, as were (surprisingly) our international readers, who hail from such far flung locales as Lithuania, Australia and Canada. The general areas of topic concern appear to be health economics, bioethics, and risk management/clinical integration. Not surprisingly, topics indicated tended to reflect respondents' specialties.

Suggestions for articles and/or improvement to the Newsletter tended to fall along geographical lines; i.e., those readers who were local tended to favor and support the JHS-centered articles, while those readers outside the area tended to want articles with a more explicit health policy "angle." Interestingly, this was not the case with our international readers, who had few, if any, suggestions, leaving us to infer that perhaps our international colleagues are looking to the Newsletter as a reader-friendly source of easily digestible "news flashes" reflecting trends in U.S. health care delivery.

We are examining the survey domains of "article relevance" and "informational value" to determine our success in meeting readers' informational needs. We are pleased that there appears to be a positive relationship between the two domains overall. Your input will help us make the Health Policy Newsletter the best it can be, in large part through getting to know our readers, now 12,000 strong, better.

About the Author

Susan Howell, MSS, is Communications Manager for the Department of Health Policy, Jefferson Medical College, Thomas Jefferson University.