



What's your opinion of CCJM's Patient Information page?

This issue marks a year since we first began publishing a Patient Information page with a related review article, approximately every other issue.

Patients appreciate receiving informative printed materials from their doctors,¹ and such information can influence patients' behavior.² Written materials are useless and wasteful, however, if the patient can't understand them. What makes a handout effective? Obviously it must have an uncluttered design and legible type, and be understandable to its audience. Although everyone agrees that these features are necessary, not everyone agrees on how to achieve them.³ Very often, written materials given to patients are too hard to read, for a variety of reasons.⁴⁻⁶

A number of you have let us know that you use our Patient Information pages in your practice, and we plan to publish them more frequently in the future. But we would like to know more about what you like and don't like about our handouts, so that we can make changes if needed.

Please take a moment to review "Gastroesophageal reflux," page 766, and "Putting soy in your diet," page 772. **We would like to know:**

- Is the type large enough for your patients to read easily?
- Is the writing style too complicated, too simple, or just right?
- Is the overall design easy to follow or confusing?
- What changes do you suggest?

Fax (216-444-9385), mail (Cleveland Clinic Journal of Medicine, NA32, 9500 Euclid Avenue, Cleveland, OH 44195), or e-mail your responses (ccjm@ccf.org). Thank you for your comments and suggestions.

JOHN D. CLOUGH, MD, Editor-in-Chief

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