

## Guidelines for HCEA Tools and Resources

The HCEA Communications Committee reviews the list of tools and resources annually. The committee also will update the list as needed throughout the year. Listed items are added based on committee and member input. All suggested items are evaluated based on the guidelines below:

### **Guideline #1: Health information and patient education content**

HCEA prioritizes listing links to the following types of content in the Tools and Resources section of website:

- Accurate health information and patient education materials that are free and/or open-source.
- Resources, reports, articles, presentations, and guidelines published by respected and dependable government, educational, and non-profit organizations
- Patient education tools that have demonstrated effectiveness in independent evaluations

### **Guideline #2: Other types of content**

HCEA may include the following types of content in our Tools and Resources section:

- High-quality libraries of healthcare images and/or videos that may have a cost associated with using them
- Professional development resources (e.g., online courses) that may have a (low) cost associated with them

### **Guideline #3: Excluded Content**

HCEA will exclude organizations and Web resources if presentation or content could lead a reasonable user to infer endorsement of products or services. HCEA also requires a clear differentiation between content and advertising. We generally do not list the following:

- Links to subscription-based paid content
- Links to companies primarily offering custom content services
- Links that are out-of-date (typically older than 5 years)
- Links that are not appropriate, useful, or valuable for our membership