

Clarity is Key

How the American Society of Clinical
Oncology quality checks written content for
clarity

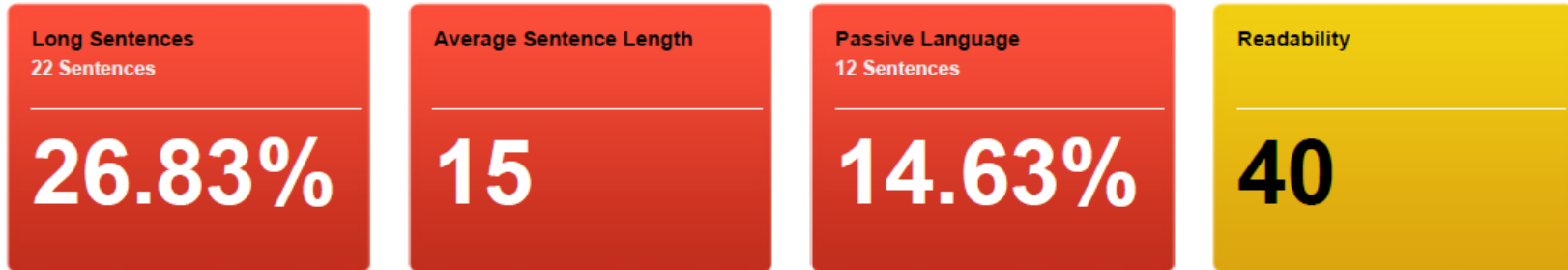
ASCO's Patient Information Website

The screenshot shows the Cancer.Net website homepage. At the top, there is a navigation bar with links for ASCO, CONQUER CANCER FOUNDATION, JOURNAL OF CLINICAL ONCOLOGY, JOURNAL OF ONCOLOGY PRACTICE, ASCO UNIVERSITY, and a DONATE button. The language is set to ESPAÑOL. The main header features the Cancer.Net logo, an eNEWS SIGNUP button, and social media icons for Facebook, Twitter, YouTube, and Google+. Below the header is a secondary navigation menu with links for TYPES OF CANCER, NAVIGATING CANCER CARE, COPING WITH CANCER, RESEARCH AND ADVOCACY, SURVIVORSHIP, BLOG, and ABOUT US. A central banner contains the text: "Cancer.Net provides timely, comprehensive, oncologist-approved information from the American Society of Clinical Oncology (ASCO), with support from the Conquer Cancer Foundation. Cancer.Net brings the expertise and resources of ASCO to people living with cancer and those who care for and about them to help patients and families make informed health care decisions." Below this banner are two buttons: "FIND A CANCER DOCTOR" and "SEARCH THE SITE". The main content area is a grid of six tiles: "TYPES OF CANCER", "NAVIGATING CANCER CARE", "COPING WITH CANCER", "RESEARCH & ADVOCACY", "SURVIVORSHIP", and "SUPPORT OUR WORK". A large image on the left shows a nurse navigator talking to an elderly patient, with the text "LOST IN THE CANCER CARE SYSTEM? NURSE NAVIGATORS CAN HELP" overlaid.



Testing: Comparing edits

Before



After edit



After Clarity Grader edit



Process

New analysis

Analyze content

The screenshot displays the Cancer.Net website interface. At the top, the navigation bar includes links for ASCO, CONQUER CANCER FOUNDATION, JOURNAL OF CLINICAL ONCOLOGY, JOURNAL OF ONCOLOGY PRACTICE, ASCO UNIVERSITY, and a DONATE button. The main navigation menu features categories like TYPES OF CANCER, NAVIGATING CANCER CARE, COPING WITH CANCER (highlighted), RESEARCH AND ADVOCACY, SURVIVORSHIP, BLOG, and ABOUT US. The breadcrumb trail reads: Home > Coping With Cancer > Managing Emotions > Coping With Uncertainty. The article title is 'Coping With Uncertainty', approved by the Cancer.Net Editorial Board on 10/2015. The main content area includes a sub-header 'Coping With Uncertainty' and a paragraph: 'Many people with cancer may feel a lack of certainty about what the future holds. After a cancer diagnosis, you may feel that your life is less secure than it once was. It is important to ask for support when you are feeling this way. There are many resources to help you.' Below this is the section 'Causes of uncertainty' with the text: 'Both newly diagnosed patients and long-term survivors have common worries, which are listed below.' A sidebar on the left titled 'COPING WITH CANCER' offers 'More in this section' with expandable menus for 'Managing Emotions' (containing 'Self-Image and Cancer') and 'Coping With Uncertainty' (containing 'Managing Stress' and 'Coping with Anger').

Process

New analysis

Analyze content

Previous analysis

The screenshot shows a software interface with a 'Folders' pane on the left and a main content area on the right. The main area displays a table of scan results for a folder named '2015 Perm Content Updates'. The table has columns for Scan date, Rank, Size, Pages, Long Sentences, Average Sentence, Passive Language, and Readability. A red arrow points from the 'Analyze content' box to the folder tree.

	Scan date	Rank	Size	Pages	Long Sentences	Average Sentence	Passive Language	Readability
2015 Perm Content Updates				242 scans				
Supporting a Friend Who...	20 Oct 2015	1		1	3.45%	10	0.69%	69/100
Positron Emission Tomo...	10 Dec 2015	2		1	2.78%	10	3.47%	76/100
Hospice Care - AFTER	14 Jan 2016	3		1	5.06%	10	1.27%	67/100
Questions to Ask When ...	9 Sep 2015	4		1	4.76%	7	2.38%	58/100
Catheters and Ports in C...	10 Sep 2015	5		1	2.56%	9	5.13%	73/100
Side Effects of Chemoth...	10 Sep 2015	6		1	1.94%	9	1.94%	57/100
Siblings and Cancer - AF...	4 Jan 2016	7		1	6.11%	12	0.76%	68/100
Targeted Treatments - A...	17 Nov 2015	8		1	3.51%	9	1.75%	54/100
Fluid Retention or Edem...	10 Sep 2015	9		1	3.45%	9	1.72%	50/100
What to Expect When Ha...	10 Sep 2015	10		1	3.21%	10	3.21%	59/100

Process



Bone Scan - BEFORE scanned on 4 Jan 2016 | Run new scan | New folder | More ▾

Summary | **Clear Language** | Links | Spelling | Bad Language | Good Language | Discovery | Activity | Discussions

Here are the overall Clarity Scores for the 1 pages scanned on 4 Jan 2016. We itemize each page's score below. Fix the most complex content.

Long Sentences
17 Sentences
25.76%
Average Sentence Length
15
Passive Language
10 Sentences
15.15%
Readability
57

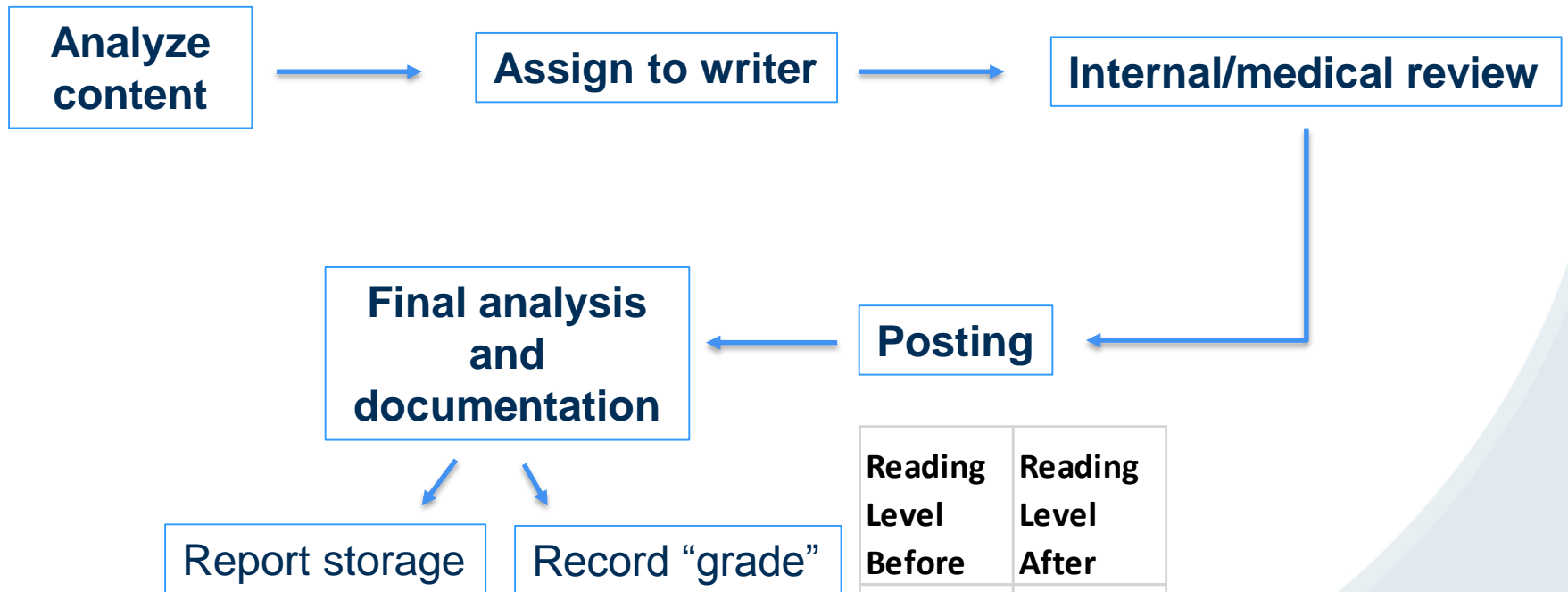
[View PDF Report →](#) | [View Excel Report](#)

Here are the content issues to fix in Bone Scan - BEFORE

This section shows the exact content extracted from each of the scanned pages highlighting the language issues detected and suggested fixes.

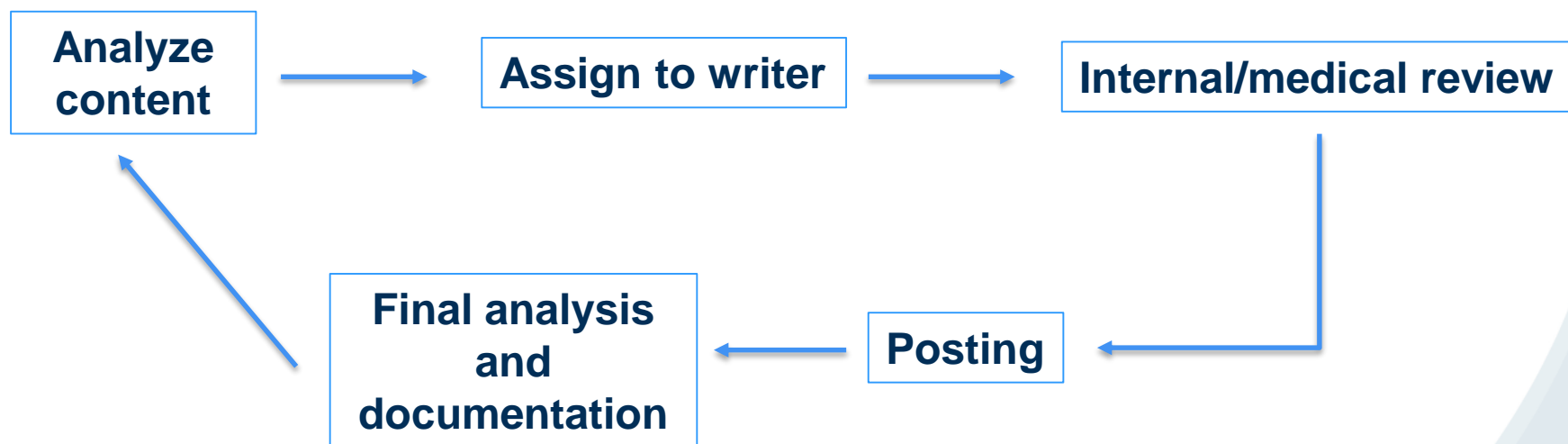
1. Bone Scan - BEFORE						
http://www.cancer.net/navigating-cancer-care/diagnosing-cancer/tests-and-procedures/bone-scan						
	Number of Words	Long Sentences	Average Sentence Length	Passive Language	Readability	Reading Level (US)
	1016	25.76%	15	15.15%	57	8
Category	Page Content		Suggestions			
<ul style="list-style-type: none"> Long Word Long Sentence 	A bone scan is an imaging test that uses a very small amount of a radioactive substance (tracer) to find or monitor cancer that started in the bones or that has spread to the bones from another part of the body.		Try to split this long sentence. Consider bullet points or lists.			
<ul style="list-style-type: none"> Long Word Long Sentence Passive 	A trained medical professional injects the tracer into a vein in the arm, and a special camera takes pictures of the bones once the tracer has been absorbed .		Try to rephrase 'absorbed' using active voice. Is it clear who performs this action? Try to split this long sentence. Consider bullet points or lists.			
<ul style="list-style-type: none"> Long Word Long Sentence 	No special preparations are needed before a bone scan, and you can go back to your usual activities as soon as it is finished .		Try to rephrase 'needed' using active voice. Is it clear who performs this action? Try to rephrase			

Process



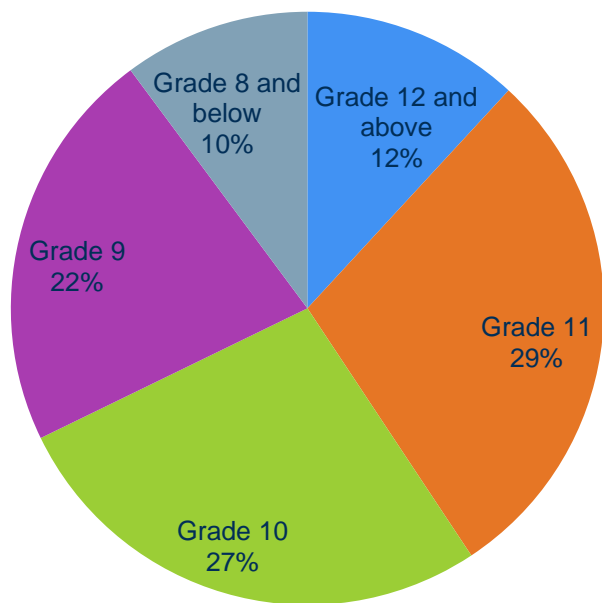
Reading Level Before	Reading Level After
7	7
9	7
9	7

Process

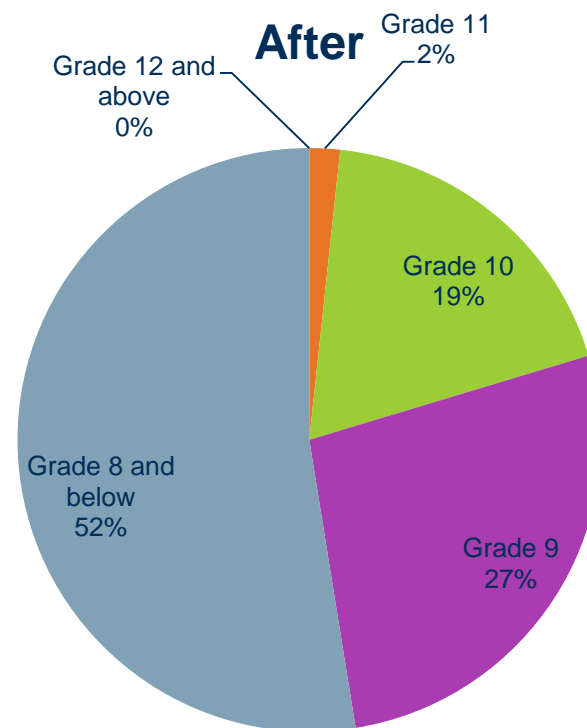


Results

Before



After



Lowered % of articles measuring at Grade 11+;
Increased % of articles measuring at Grade 8 and below

Response

“Thanks for this clearly written presentation about PET-CT scans.”

Long Sentences
35 Sentences

39.77%

Average Sentence Length

18

Passive Language
17 Sentences

19.32%

Readability

53

Long Sentences
4 Sentences

2.78%

Average Sentence Length

10

Passive Language
5 Sentences

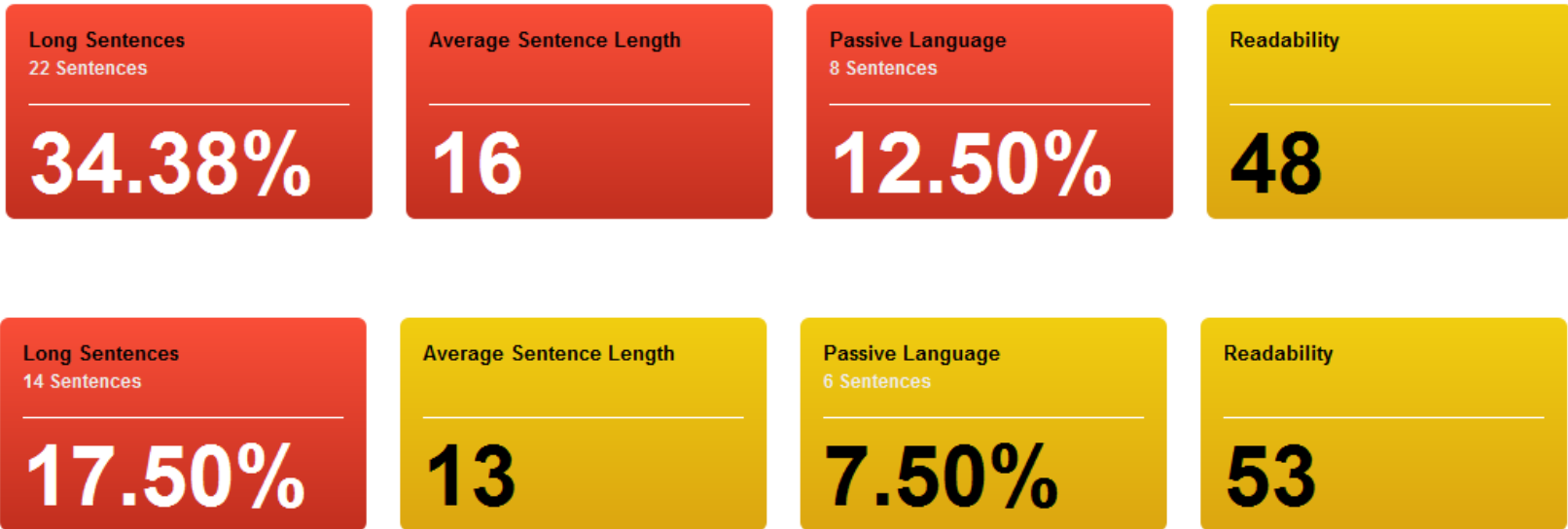
3.47%

Readability

76

Response, cont.

“Thank you for providing the information I was looking for about my upcoming colonoscopy. The information was easy to read and understand.”



Our work is not done!