

Alabama Medicaid Agency
RCO Education and Materials Review Checklist

Document # - Document Name - Date Reviewed - Reviewer

		Rating:	Score:
Content:			
1	Purpose of document is clear. Desired action/behavior on the part of the reader is immediately evident.	Adequate	3
2	Content is accurate, complete and consistent with purpose/planned use of document. "Need to know" information is stressed, as opposed to "nice to know" information. Clinical documents have been reviewed by RCO clinical personnel.	Adequate	3
3	Content is written at 6th -8th grade reading level or less for recipients (6th grade for core or critical documents) / appropriate level for other audiences	Adequate	3
4	Brand names are not present or visible except for specific clinical education materials presented to members by a clinician; permission secured for use of copyrighted material	Adequate	3
5	Information is presented in an objective manner, without negative bias or inference regarding competing organizations	Adequate	3
Organization:			
6	The layout is visually appealing and supports clear communication of the core content to the intended audience(s). Document quality is clear and readable; Not a "copy of a copy."(Photocopied documents are high quality and readable)	Adequate	3
7	Concepts presented are limited to 3-5 concepts for members; 5-7 for health professionals	Adequate	3
8	There are headers and summaries to aid organization and to provide message repetition. Related items are grouped together.	Adequate	3
9	RCO/HH organization is clearly identified as author, minimum contact information included.	Adequate	3
Writing Style:			
10	The writing style uses active voice and conversational style. Writing is friendly, interesting and engaging. Common words and concrete examples are used.	Adequate	3
11	There is little technical jargon, little or no use of acronyms	Adequate	3
Appearance/Layout:			
12	Page/sections are uncluttered. There is ample white space. There is a good print-paper contrast.	Adequate	3
13	Upper and lower case letters are used throughout (Capitals are only used when grammatically appropriate).	Adequate	3
14	Lists, tables, grids and charts are used only when they enhance understanding of content.	Adequate	3
15	Materials for members use a typeface for body copy at least 12 to 14 point with a serif. There are no stylized letters. Other typefaces used are clear, spaced out, and readable. Ragged right margins are used when possible.	Adequate	3
Illustrations/Graphics:			
16	Illustrations/graphics are simple and/or familiar to the reader/audience.	Adequate	3
17	Images reflect the diversity of the intended audience, and are culturally and age appropriate.	Adequate	3

18	Illustrations/graphics are used to amplify the text, and to illustrate desired behavior or action. Images are proximate to the copy they illustrate.	Adequate	3
Appeal:			
19	The material presented matches as closely as possible the logic, language and experience of the intended audience.	Adequate	3
20	There are things that invite interaction as a result of the communication (questions, responses, suggested action, etc.)	Adequate	3
Additional Comments:			
<i>Text comments from reviewer</i>			
			60