

# ECHO Lab

## Enhancing Communication for Health Outcomes Laboratory

The HCC's ECHO lab offers a state-of-the-art multi-media facility where investigators, clinicians, and practitioners can conduct communication research with target audiences such as study participants, patients, and community members.



### USES

- Focus groups
- Key informant interviews
- Message and communication material testing
- Website usability testing

### FEATURES

- Discussion and observation rooms
- Technical staff
- Audio or video recordings of sessions
- Convenient, accessible location in the Longwood Medical Area

The ECHO Lab (Enhancing Communication for Health Outcomes Laboratory) is part of the Dana-Farber/Harvard Cancer Center's Health Communication Core (HCC) at Dana-Farber Cancer Institute. The Health Communication Core offers evidence-based, creative communication services to researchers, clinicians, and others. Services include graphic design, website development, writing, branding, message testing, print production, social media, communication strategy development, and website usability testing.



*Observation and recording room*

## FACILITIES AND EQUIPMENT

- State-of-the-art facility conducive to group or individual research
- Comfortable discussion room accommodating up to 10 people
- Observation room with two-way mirrors allowing researchers to directly observe sessions
- Audiovisual recording equipment
- Ability to simultaneously capture multiple camera angles
- HD 42" plasma display with Internet access
- Mac and PC computers
- Comfortable waiting room for research participants
- DVD burner for take-away session recordings

## BOOKING

The ECHO Lab can be scheduled in four- or eight-hour sessions. Eight hours generally is adequate for three one-hour focus groups or six one-hour usability tests.

## BOOKING PROCEDURE

To reserve time in the ECHO Lab, call 617-582-7418 or email [lauren\\_becker@dfci.harvard.edu](mailto:lauren_becker@dfci.harvard.edu). When you call, please be prepared to let us know what kind of testing will be conducted (for example, focus group, one-on-one, usability testing), the number of participants, the number of hours you wish to reserve, and your preferred testing dates.

### RATES

4 hours: \$300 (non-DF/HCC members)  
\$250 (DF/HCC members\*)

8 hours: \$500 (non-DF/HCC members)  
\$400 (DF/HCC members\*)

*\*Members of the Dana-Farber/Harvard Cancer Center (DF/HCC) ([www.dfhcc.harvard.edu/](http://www.dfhcc.harvard.edu/)) are eligible for discounted rates for the ECHO Lab and other services of the Health Communication Core.*

Sessions are booked on a first-come, first-served basis. A project number or PO# must be provided in order to confirm a reservation. Cancellations require a minimum of 72-hours notice or a \$100 cancellation fee will be charged.

Clients are required to arrive 30 minutes in advance of each session. Complete policies and procedures will be provided after a session has been booked.

For more information or to book sessions, please contact:

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