IECHO 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.



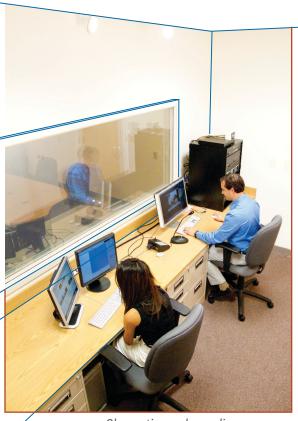
USES

- 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. 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/) 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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