

Data systems/reports should offer 5 Over-the-Counter Data (OTCD) components:

OTCD Component	You've Seen It Look Like This in Over-the-Counter Medication	It Can Look Like This in Data Systems & Their Reports:
<p>Label</p> <p>See www.overthecounterdata.com/OTCDstandards.pdf for specific <i>Label</i> standards.</p>	<p>On the outside of the container, the label provides the medication's name and vital info/answers like:</p> <ul style="list-style-type: none"> • What <i>kind</i> of cold does this treat? • How many pills should I take? • How often should I take them? • What are possible side-effects? • What are possible dangers? 	<p>The label functions as an appropriate report title (clear, concise, consistent with logic of report suite titling) and appears as a footer and/or annotation on each report to answer questions like:</p> <ul style="list-style-type: none"> • How should I use this data? • What common analysis errors should I avoid for this particular data?
<p>Supplemental Documentation</p> <p>See www.overthecounterdata.com/OTCDstandards.pdf for specific <i>Supplemental Documentation</i> standards.</p>	<p>When a medication label is not large enough to accommodate all information the user needs to know, a folded-up piece of paper or pamphlet is enclosed within the package to offer further explanation.</p>	<p>Not all info a user needs to know can fit in the label, so further explanation accompanies each report via links in the data system to a reference sheet and a reference guide specific to the report (to display online, download, or print to give to others). These offer more detailed guidance in understanding and using the report.</p>
<p>Help System</p> <p>See www.overthecounterdata.com/OTCDstandards.pdf for specific <i>Help System</i> standards.</p>	<p>Approximately 50 million different people use the WebMD Health Network (www.WebMD.com) every year (Kronstadt, Moiduddin, & Sellheim, 2009). Even when medication features effective labeling and supplemental documentation, its users still crave the convenience of an online help system where they can find guidance for what to do and learn more about topics.</p>	<p>An online help system is built into the data system, accessible via an easy-to-spot link, to serve as a virtual coach for users. It contains a comprehensive offering of tech lessons (for help performing tasks within the system), which is common, but also data analysis lessons (specific to data topics pertinent in the users' region), which is uncommon. These lessons are easy to navigate and follow (e.g., illustrated and step-by-step).</p>
<p>Package/Display</p> <p>See www.overthecounterdata.com/OTCDstandards.pdf for specific <i>Package/Display</i> standards.</p>	<p>Over-the-counter medication's appearance on the shelf, as well as what it looks like once you take it out of the box helps to communicate effectively. E.g., a playful, crayon-drawn image on the label draws your eye if you're in need of children's medicine, which helps you quickly find an appropriate product.</p>	<p>Report format (how the data is displayed) assists proper data understanding, analysis, and use by maintaining credibility, offering key features, and adhering to the principles of good design. Reports are easy to access (through smooth navigation) and work with (through effective input controls).</p>
<p>Content</p> <p>See www.overthecounterdata.com/OTCDstandards.pdf for specific <i>Content</i> standards.</p>	<p>If a pill marketed as a cold remedy really contains nothing but sugar and food coloring, it's not going to cure your cold. Ingredients need to do what they are supposed to do (e.g., help intended users), and expiration dates need to be honored.</p>	<p>The content of each report, as well as the report suite as a whole, covers all key needs without overwhelming users, suits intended audiences, and are kept current (e.g., to suit changing legislation and user needs).</p>