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WHAT IS ATE?

Do you want to know what effect the radiation from a chest x-ray will have?

Ask a radiation protection expert!

Do you want to know how to determine detection limits when background radiation varies widely?

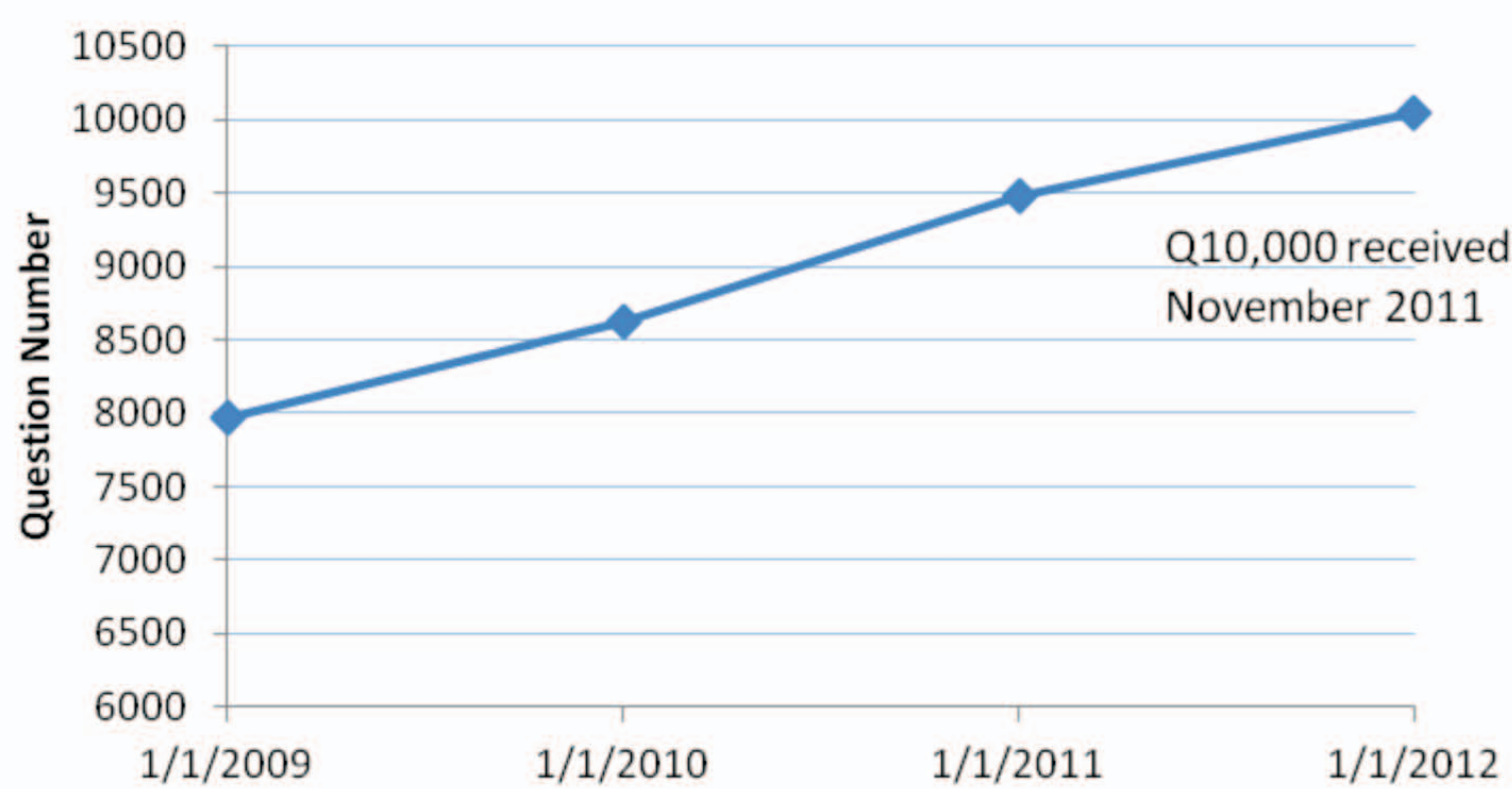
Ask a radiation protection expert!

The Health Physics Society (HPS) reaches out to the public and other radiation protection professionals through the "Ask the Expert" feature on the HPS website. The "Ask the Expert" feature boasts:

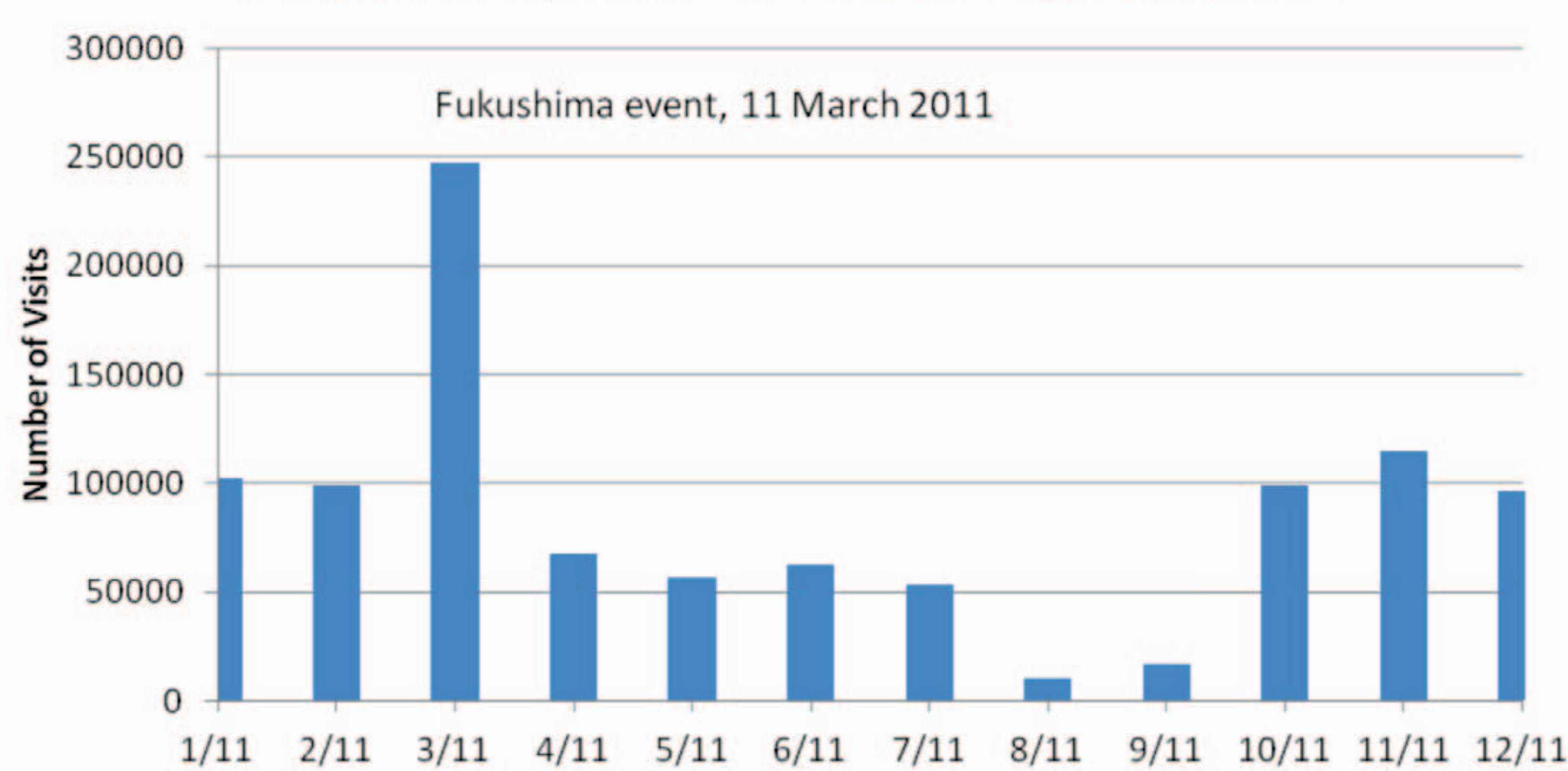
- 16 years of operation
- More than 10,000 questions received
- Nearly 10 million website visits
- Questions from around the world
- Several dozen questions per week
- 30 subject categories
- Editor-in-chief who provides direction
- 22 topic editors who coordinate responses
- Hundreds of experts who provide answers
- 19 compilations of frequently asked questions
- 22 topical information sheets
- 8 reference sheets

Need an answer fast? Visit <http://hps.org!>

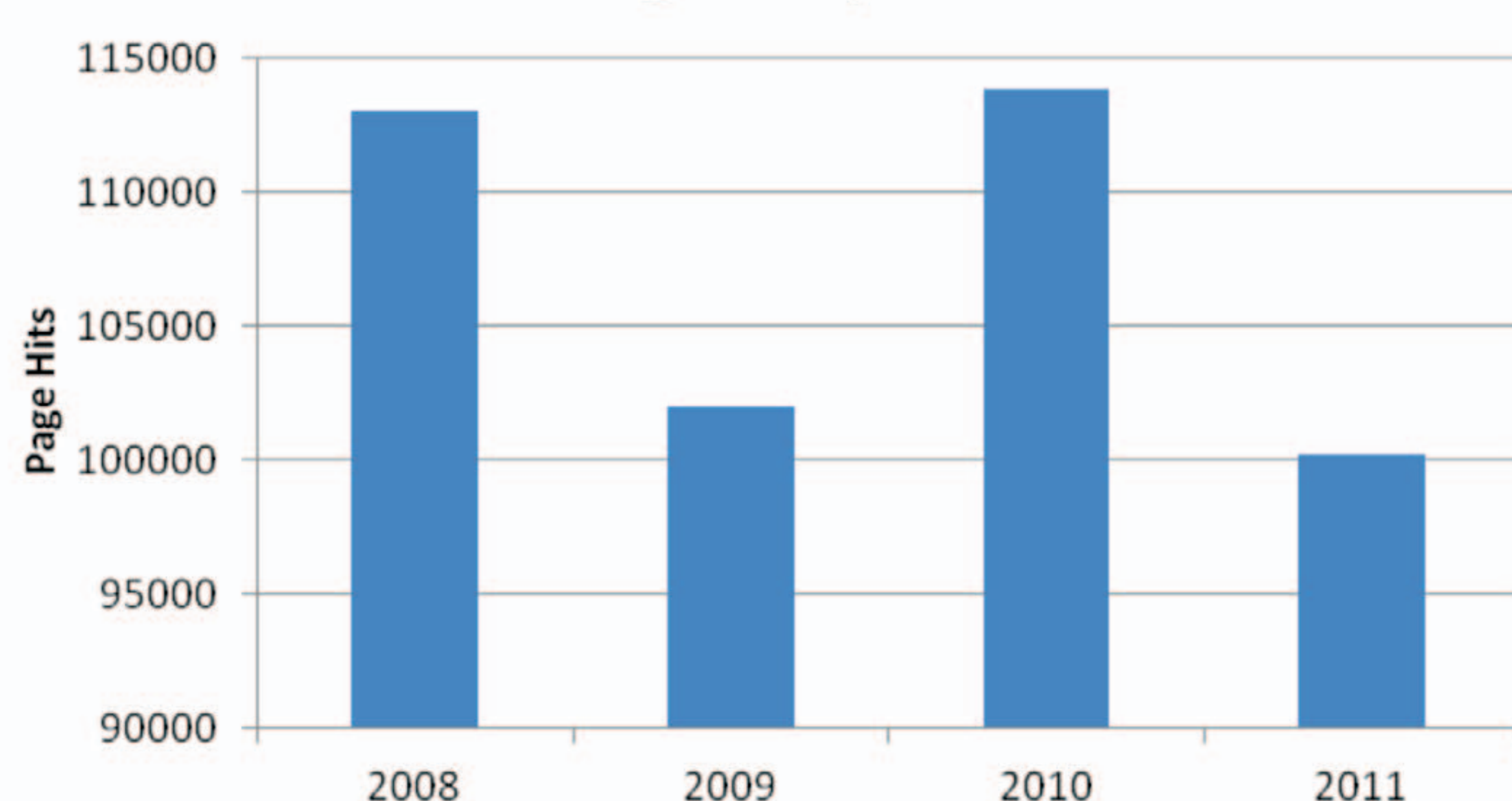
Cumulative Questions Received



"Ask the Experts" Website Visits in 2011



Interest in Pregnancy and Radiation



Lessons Learned

- Match detail of answer to technical expertise and language skills of questioner
- Check for ways that answer could be misunderstood
- Remember that answer represents the sponsor (HPS)
- Gauge anxiety level and be compassionate
- Reassure the anxious questioner first, then explain
- State the answer in the first sentence
- Make a connection ("that's a great question") to build trust
- Respond quickly
- Make comparisons (to background, to plane trip, to chest x-ray)
- Know your limits
- Be concise
- Give definite answers (yes, no, I don't know)
- Try to find points of agreement and the questioners looking for an argument with what their lawyer or health care provider told them
- Be patient when they don't understand your first response
- Keep personal opinions to yourself
- Direct questioner toward a healthcare provider or employer when applicable
- Avoid sounding righteous or judgmental
- Avoid trying to convert questioner to your point of view
- Remember your purpose is to educate, not to make a decision for the questioner
- Organize answers into broad categories so that they are easy to find
- Consider turning questions that have been completely answered already and have not been asked recently into information sheets
- Remove categories of answers that have limited interest of the audience

