

Health 2.0

User-Generated Healthcare

TEPR

3 February, 2009

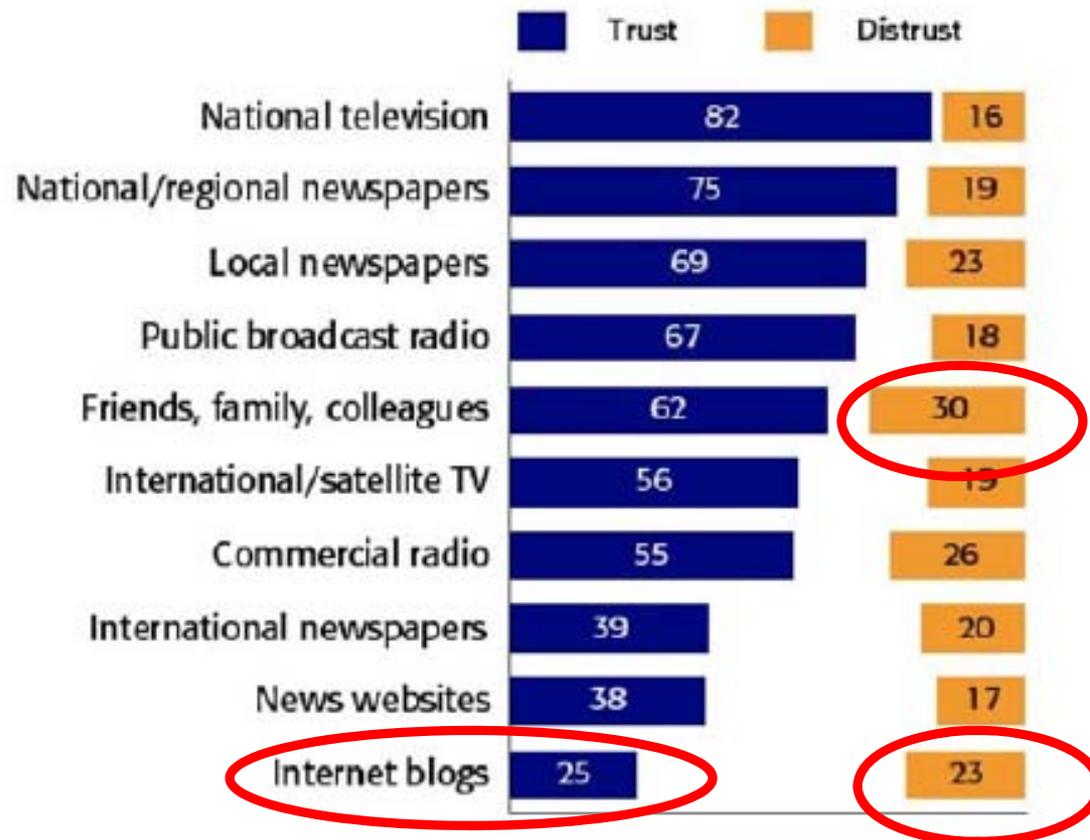
Matthew Holt

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Media sources people trust

Trust in Different Media Channels

Trust vs Distrust, Average of 10 Countries, by News Source



Source:
Globescan/BBC/
Reuters 2006



What the hell is Web 2.0?

eThis, That & The other vs. Web 2.0

WWW, born 1994-5 publishing, searching, reading

- Content Management
 - Syndicated
 - Subscribed
 - Internally created
 - Integrated from data sources
- “Webmaster” regulated
 - Institutional publishing standards
 - Prescribed branding
- Dominant letters
 - e, later i
 - Dash optional

Web 2.0, nee. 2005-7 uploading, sharing, collaborating, searching

- Social networks
 - Blogs
 - Wikis
 - Forums, Groups, Discussions
 - Video/content sharing
- Sharing Tools
 - Community policing
 - Posting guidelines
- Dominant letters
 - r, z, x, 2.0
 - Periods, but no vowels allowed

Web 2.0:

O'Reilly's Core Competencies

- Services, not packaged software, with cost-effective scalability
- Control over unique, hard-to-recreate data sources that get richer as more people use them
- Trusting users as co-developers
- Harnessing collective intelligence
- Leveraging the long tail through customer self-service
- Software above the level of a single device
- Lightweight user interfaces, development models, AND business models

**What the hell
is Health 2.0 ?**

**Are you still
wondering?**

What is “Health 2.0”

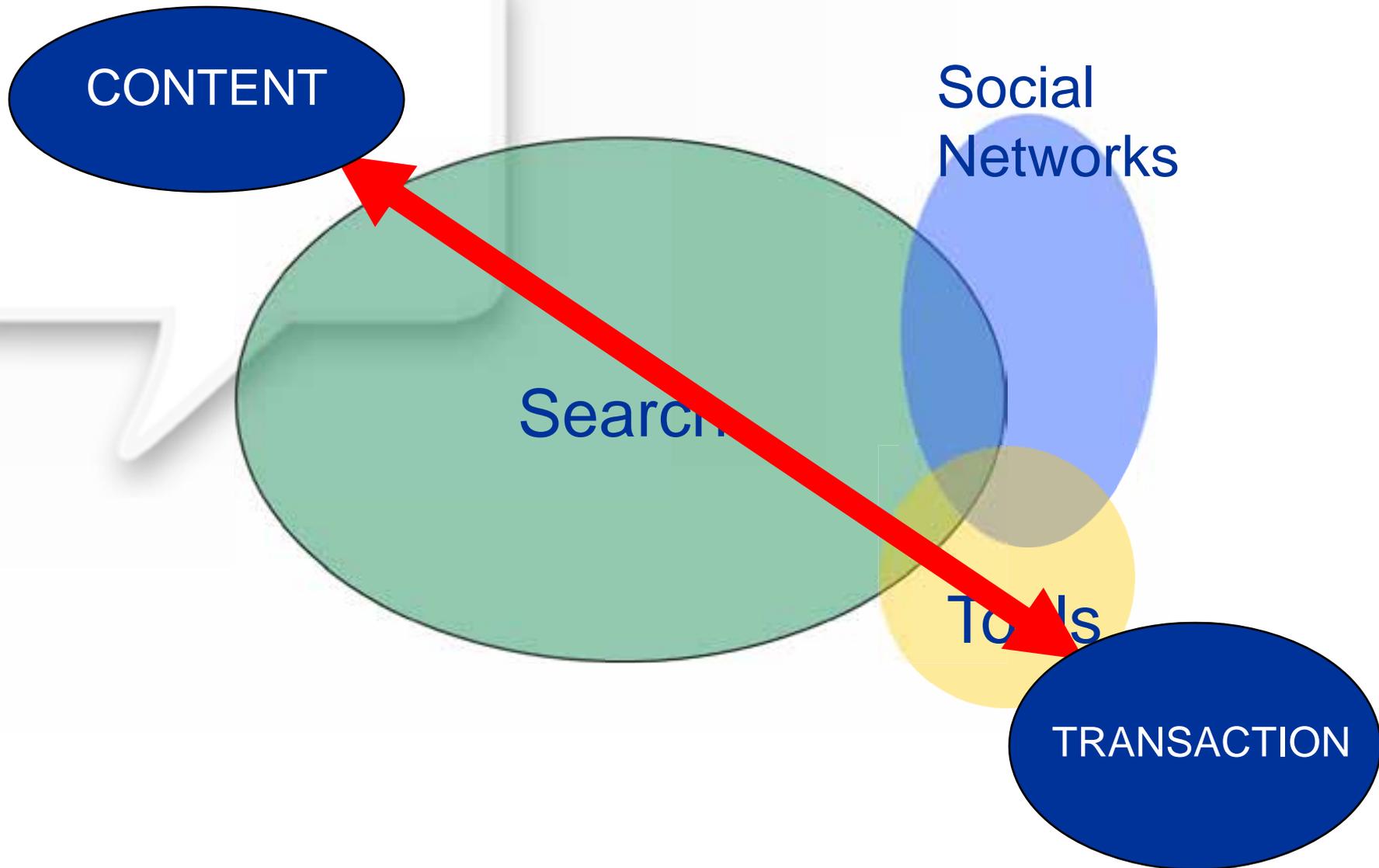
Matthew Holt’s best guess at the constituent parts

- Personalized search that finds the right answer for the long tail
- Better presentation of integrated data
- Communities that capture the accumulated knowledge of patients and caregivers; and clinicians
- Intelligent tools for content delivery

And just maybe

Patients (really!) in charge of their own care?

Health 2.0: User-Generated Healthcare



Personalized search

The screenshot shows a web browser window with the URL <http://www.heala.com/heala/search.jsp?query=diabetes&x=0&y=0>. The search engine is 'Heala - health search engine'. The search term is 'diabetes'. The interface includes a search bar, filters, and a list of search results. A blue arrow points to the 'African Heritage' filter option.

Search Results:

- More general: [endocrine system diseases](#), [pancreatic islet disorder](#)
- More specific: [diabetes insipidus](#), [diabetes mellitus](#), [central diabetes insipidus](#)

Results for diabetes (Showing 1 - 10 of 3,506,365)

Suggested Result for [Diabetes mellitus](#) [Source: Wikipedia]
Diabetes mellitus is a disease characterized by persistent hyperglycemia (high blood sugar levels), resulting either from inadequate secretion of the hormone insulin, an inadequate response of target cells to insulin, or a combination of these factors. [\[more\]](#)

Filters:

- Professionals
- Females
- Males
- Kids
- Teens
- Seniors
- African Heritage
- Hispanic Heritage
- Native Peoples

Results that have / are:

- Basic Reading
- Advanced Reading
- HONcode Sites
- URAC Accredited
- Privacy Policy
- Easy to Scan
- Fast Loading
- For Text Browsers
- Interactive Tools

Search Results List:

- [American Diabetes Association Home Page](#)**
Get the latest **diabetes** news and **diabetes** research summaries . What is the best tool to use to trim my toenails? Donate today . The scammers use official looking documentation (with...
<http://www.diabetes.org/home.jsp> - More from site - Cached - Email This
Attributes: Treatment, Prevention, Advanced Reading, Privacy Policy
- [National Diabetes Information Clearinghouse](#)**
Newsletter BACK TO... Newly diagnosed or at risk? **Diabetes**-related problems of the heart, kidneys, eyes, feet and skin, nerves, teeth and gums...
<http://diabetes.niddk.nih.gov/> - More from site - Cached - Email This
Attributes: Advanced Reading, Privacy Policy, Fast Loading
- [Diabetes](#)**
Web site for **Diabetes**
<http://diabetes.diabetesjournals.org/> - More from site - Cached - Email This
Attributes: Advanced Reading, Fast Loading
- [Canadian Diabetes Association](#)**

learn to recognize me.

Intelligent Communities

PatientsLikeMe: AlmasDaddy's ALS Profile - Mozilla Firefox

ovarian_car - http://www.patientslikeme.com/patients/view/1210

RoboForm Toolbar X Close

RoboForm

ovarian_c

Home
Messages
Post
Files
Photos
Links
Database
Polls
Members
Calendar
Promote

Yahoo! Gro
Did you know
Hear how Yal
Take me the

Yahoo! 360
Share your i
through phot
blogs, more

AlmasDaddy
Male, 46 years
CA, United States
ALS: 3 yrs
Member since: 11/06
Last updated: 01/08/08

Diagnosis Summary
Onset: Arms
First symptom: 02/05
Diagnosis: 02/05

Forum Activity
250 posts
360 helpful marks

About Me
My name is Michael I live in California with my wife and children. I was diagnosed with both upper and lower limb motor neuron disease. I was a Master Mechanic, repairing and maintaining emergency standby generators, heavy fire emergency vehicles as well as medium and light duty cars and trucks. I specialized in electrical work. In my free time I spent a lot of time snowmobiling, flying with a close friend of mine, camping with my family and waterskiing, scuba diving and free diving for abalone, going to the movies with my wife and enjoying life for now I spend the majority of my day on the computer, either reading, writing or helping others cope with the disease. Life is good.

945 Views
ALS Public Registry

My Care Team
Anonymous
Anonymous
Anonymous

ALS Condition

FRS: 16 (latest: 12/12/07)
Progression rate percentile:
5-10th (best)
10-25th
25-75th (average)
75-90th
90-95th (worst)

FVC: 62% (latest: 12/21/07)
Warning Levels:
Warning
Critical

Weight: 185 lb (latest: 01/08/08)

Date	FRS	FVC (%)
Jan 05	40	100
Jan 06	38	98
Jan 07	16	62

Done

Start Health 2.0 - Mozilla Firefox PatientsLikeMe: A... Calendar - Microsoft... Microsoft PowerPoint My Documents Consulting gigs Health20

Intelligently presenting content

The screenshot shows a web browser window with the address bar displaying 'Aciphex Consumer'. The website is 'doublecheckmd' with the tagline 'because we care about your health'. A navigation bar includes 'Home + My Drugs + My Symptoms' and a 'USER LOGIN' button. The main heading is 'Your Personal Drug Evaluation'. Below this are four tabs: 'My Evaluation', 'My Drug Combinations', 'My Next Steps' (which is highlighted in green), and 'My Information'. The 'My Next Steps' section is titled 'Your personalized messages:' and contains several key messages:

- Next Steps**
 - ASK YOUR PHYSICIAN ABOUT DRUG(S) THAT MAY CAUSE YOUR SYMPTOMS**

Your physician should evaluate whether the following drugs could be causing your symptoms (easy bruising)

 - Prozac
 - Prozac and aspirin (drug interaction)
 - Cardizem and aspirin (drug interaction)
 - BLOOD TESTS**

Ask your physician whether you need the following blood tests (if you've not already had them):

 - Prothrombin time or an "INR"
 - Bleeding time
 - FOLLOW UP WITH YOUR PHYSICIAN**

Your physician will want to follow you closely to check for:

 - Effectiveness of blood pressure-lowering medications
 - WATCH FOR THESE SIDE EFFECTS**

Watch closely for the following side effects and notify your physician immediately should any of these develop:

 - Muscle pain
 - Muscle weakness
 - Muscle tenderness
 - Worsening chest pain (angina)

At the bottom of the browser window, the text 'the past 5 years;' is visible in red. The Windows taskbar at the very bottom shows the word 'Done' on the left and system icons on the right.

Highlights from the 1st Edelman Health Engagement Barometer

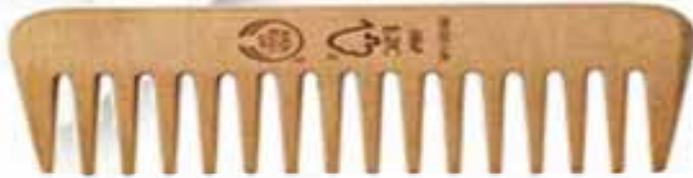


**7 in 10 adults demand engagement...
*especially for personal health issues that matter most to them***

- **22% of the population are Health Info-entials**
- **Most frequently accessed channels of health information:**
 - Conversations with friends/family (69%)
 - Conversations with my doctor or healthcare provider (65%)
- **Social media is *more credible* when coupled with health expertise**
 - Top social medium: Health expert blogs (86%)
 - Other most credible media include personal blogs, social networking sites, video-sharing sites, and Wikipedia

Source: Edelman Health Engagement Barometer, survey of 5,000 consumers in USA, UK, France, Russia, China.

Search & Online Communities



+

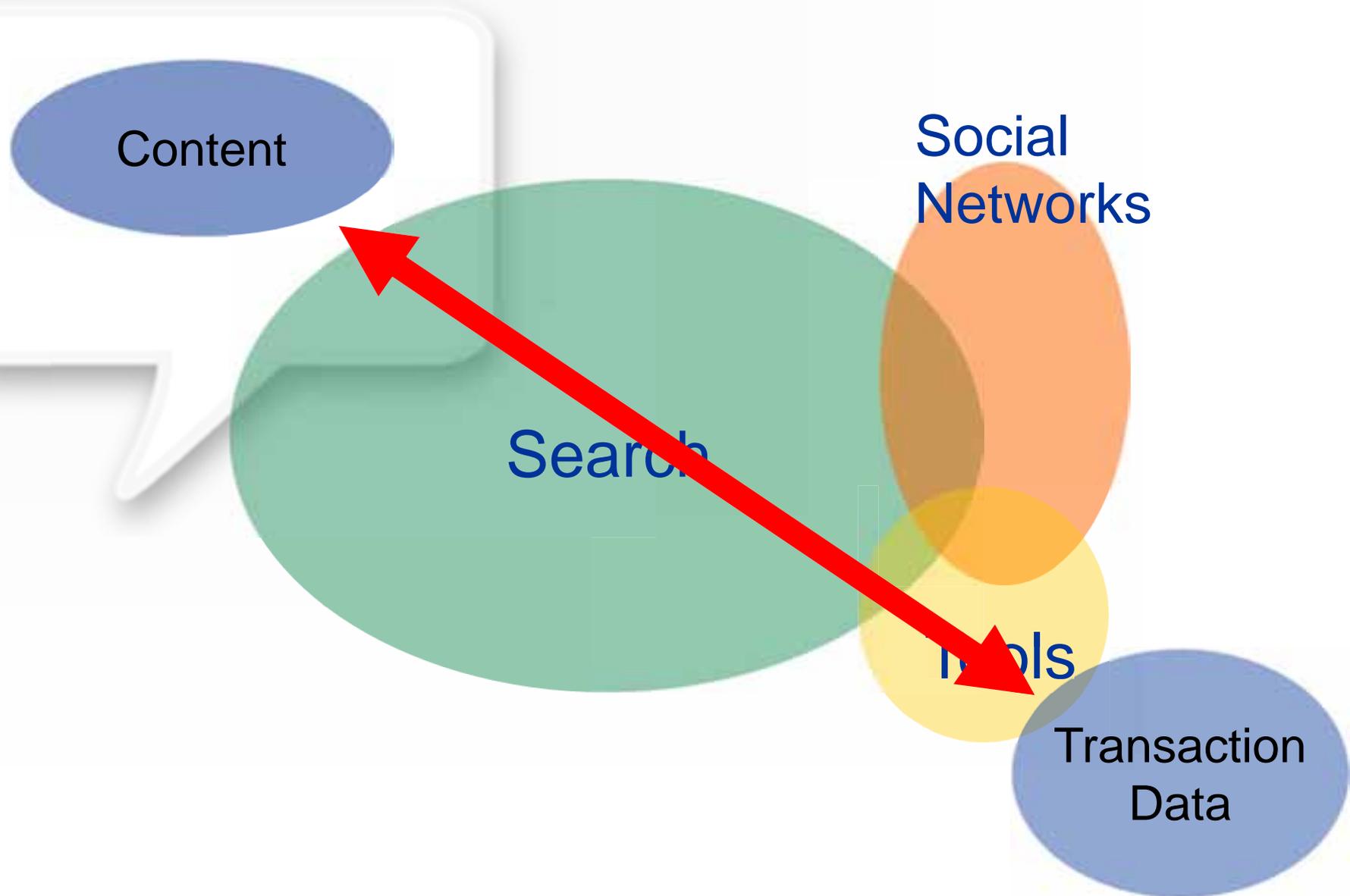


Emergence of Consumer-Focused Tools



1. Personalized
2. Analytical
3. Supporting Decisions
4. Enabling Transactions

Health 2.0: User-Generated Healthcare



So now what is “Health 2.0”?

Holt’s evolving view of a moving target

- Personalized search that looks into the long tail, but cares about the user experience
- Communities that capture the accumulated knowledge of patients and caregivers; and clinicians – and explain it to the world
- Intelligent tools for content delivery – and transactions
- Better integration of data with content

And it’s not a maybe anymore...

Patients increasingly guiding their own care

Transparency & Consumerism



Health 2.0: Scott Shreeve's Definition



"New concept of healthcare wherein **all constituents** (patients, physicians, providers, and payers) focus on **healthcare value** (outcomes/price) and use **competition at the medical condition level** over the **full cycle of care** as the catalyst for improving the **safety, efficiency, and quality** of health care."

Health 2.0 as Market & Services



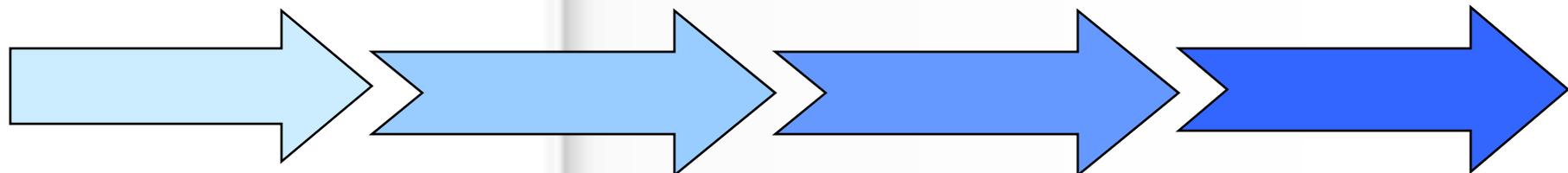
AMERICAN WELL

the next generation of health communication

Carol.
The Care Marketplace



A continuum of Health 2.0?



User-generated health care

Use of Web2.0 technologies for patients and physicians to communicate and investigate **without connecting** to the health care system

Users connect to providers

Tools and communities created as part of Web2.0 in health care, which then becoming connected to the system (i.e. creating appointments, conducting transactions, managing clinical events)

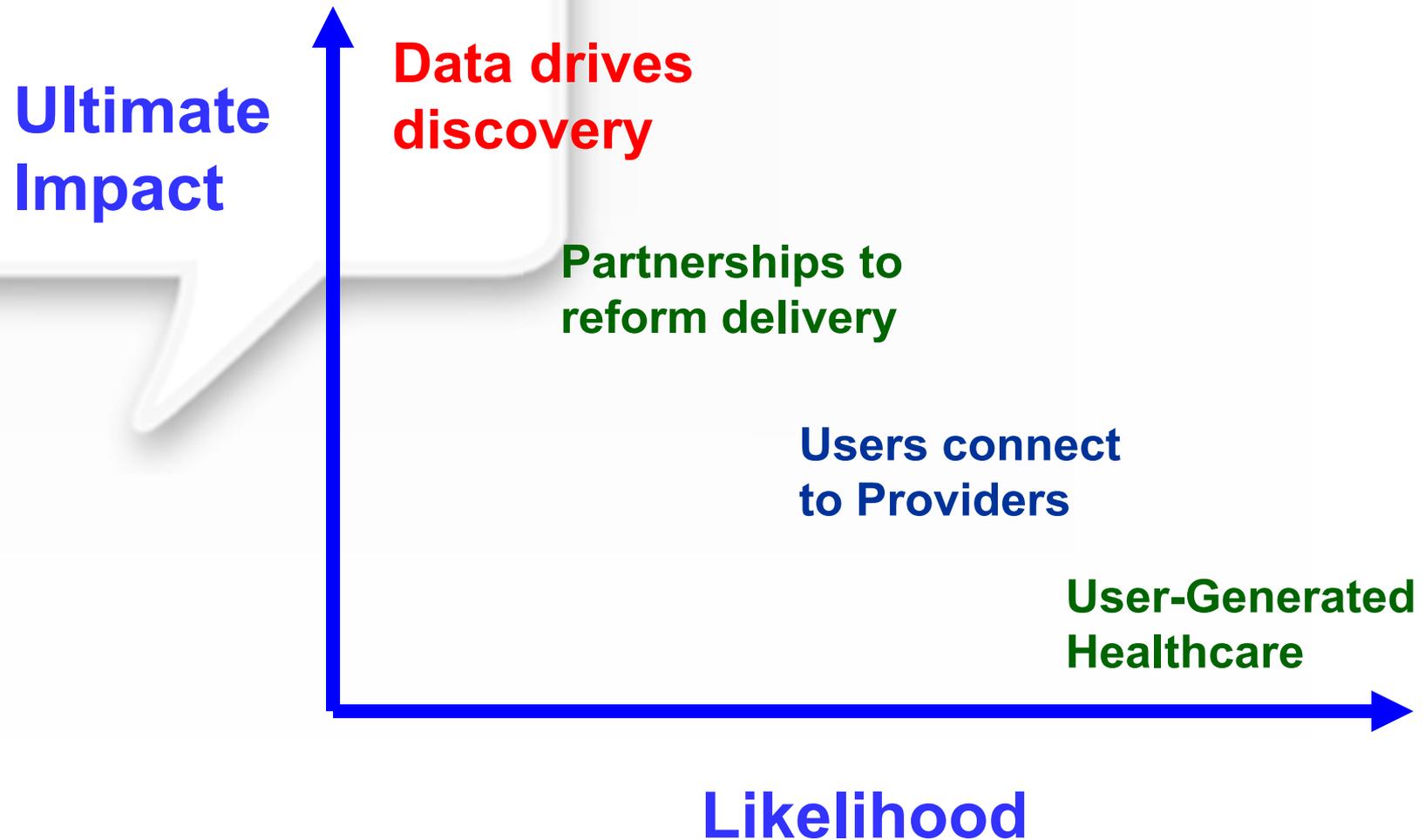
Partnerships to reform delivery

Reforms in payment structures, transparency, and technology produce changes in delivery structure and process around chronic care treatment, excellence centers for particular procedures, etc.

Data drives discovery

All the data collected in a combination of a, b & c produces leaps ahead in the process of care and eventually in drug and procedure discovery.

The Present and Potential of Health2.0



Can You and Your Loved Ones Answer These Questions?

1. On a scale of 1 to 5, where do you fall on this continuum?



2. If there were a choice, would you prefer to die at home, or in a hospital?
3. Could a loved one correctly describe how you'd like to be treated in the case of a terminal illness?
4. Is there someone you trust that you've appointed to advocate on your behalf when the time is near?
5. Have you completed any of the following: written a living will, appointed a healthcare power of attorney, or completed an advanced directive?





April 22-23, 2009

Boston Park Plaza Hotel

The Great Debates on the
Next Generation of U.S.
Health Care



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