

Health 2.0: Past, Present and Future & Social Media 202

Matthew Holt

Co-founder, Health 2.0 &

Founder/Author, The Health Care Blog

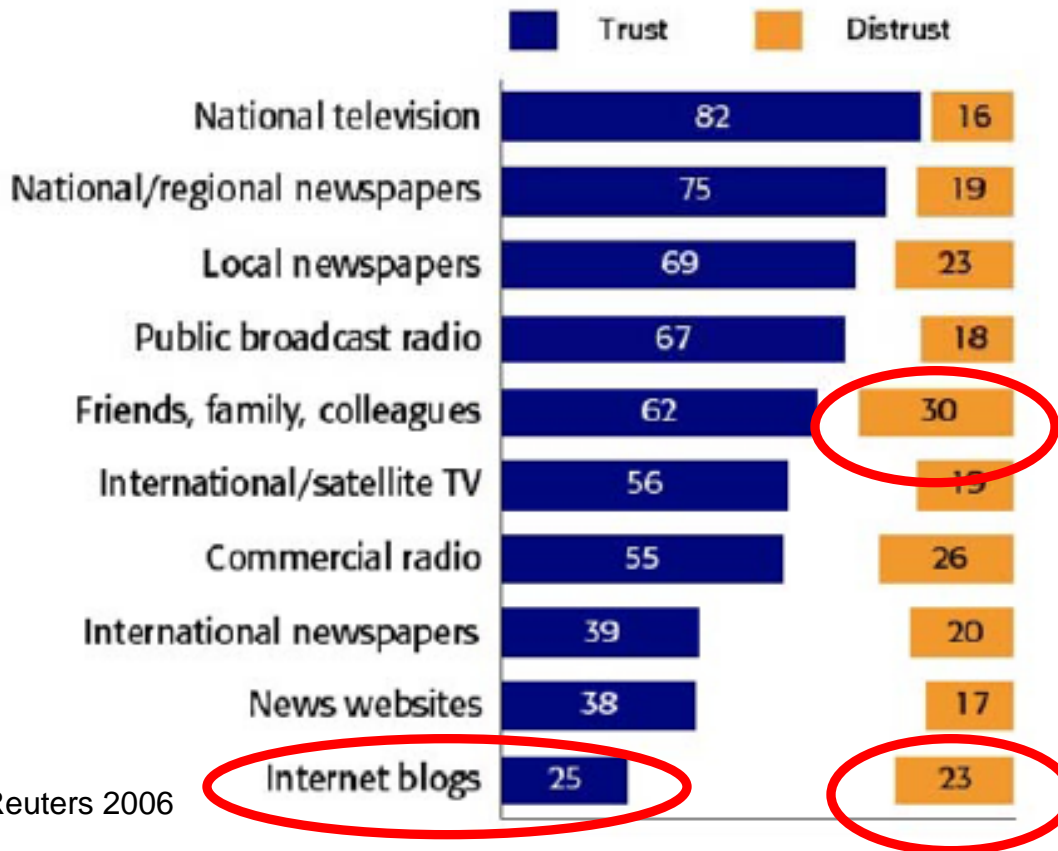
Health 2.0 

What's he going to talk about?

1. Health 2.0
2. Social Media
3. What will help you?

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?

Health 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

Web 2.0, nee. 2005-7

**uploading, sharing, collaborating,
searching**

Social networks

- Blogs
- Wikis
- Forums, Groups, Discussions
- Video/content sharing
- Micro-Blogging (Tweet, Tweet)

Sharing Tools

- Community policing
- Posting guidelines

Dominant letters

- r, z, x, 2.0
- Periods, but no vowels allowed

Health 2.0 

Web 2.0: O'Reilly's Core Competencies

- Services, not packaged software
- 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

Source: Tim O'Reilly *What is Web2.0*, 9/2005

What
is Health 2.0  ?

**Are you still
wondering?**

Health 2.0 

Defining Health 2.0 / Medicine 2.0

There are several competing & complementary definitions of Health 2.0

The "Traditional" definition focuses on technology as an enabler for care collaboration--

"The use of social software and light-weight tools to promote collaboration between patients, their caregivers, medical professionals, and other stakeholders" [Source: Adapted from Jane Sarasohn-Kahn's "Medicine of Patients" report by Matthew Holt, last updated June 9, 2008]

"...Social software and lightweight tools that promote collaboration between... stakeholders"

- Matthew Holt and Jane Sarasohn-Kahn

Matthew Holt, updated from original September 20, 2007 presentation at Health 2.0 Conference, October 22, 2008

Scott Shreeve considers Health 2.0 as an wider system reform--

"New care and use of health care" - "... all the constituents focus on health value...improving safety, efficiency and quality of healthcare"

- Scott Shreeve

Healthcare consumers become an active and responsible partner in his/her own health and care pathway. (Source: "Patient 2.0 Empowerment", Lodewijk Bos, Andy Marsh, Denis Carroll, Sanjeev Gupta, Mike Rees, Patient 2.0 Empowerment Proceedings of the 2008 International Conference on Semantic Web & Web Services SWWS08, Hamid R. Arabnia, Andy Marsh (eds), pp.164-167, 2008, <http://www.icmcc.org/pdf/ICMCCSWWS08.pdf>)

"health 2.0 is participatory healthcare... we the patients can be effective partners in healthcare."

- Ted Eytan

Medicine 2.0: "Medicine 2.0 applications, services and tools are Web-based services for health care consumers, caregivers, patients, health professionals, and biomedical researchers, that use Web 2.0 technologies as well as semantic web and virtual reality tools, to enable and facilitate specifically social networking, participation, apomediation, collaboration, and openness within and between these user groups. (Source:

Eysenbach, Gunther. Medicine 2.0 Congress Website launched (and: Definition of Medicine 2.0 / Health 2.0). Posted at: Gunther Eysenbach's random research rants (Blog). URL: <http://gunther-eyenbach.blogspot.com/2008/03/medicine-20-congress-website-launched.html>. Accessed: 2008-03-07 (Archived by WebCite® at <http://www.webcitation.org/5W9GcYvWN>)

What is “Health 2.0”

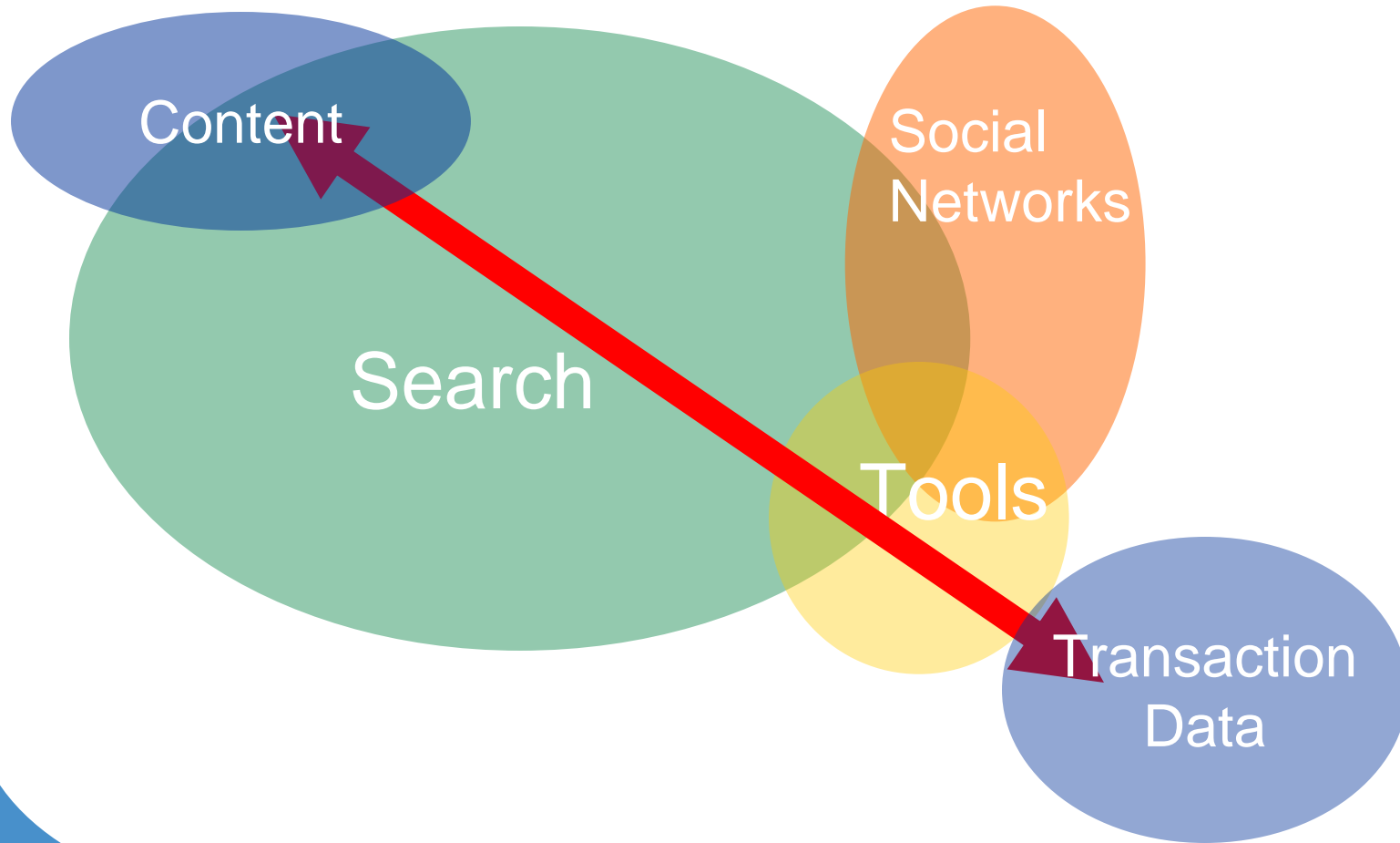
Matthew Holt’s best guess at the constituent parts

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

And just maybe....

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

Health 2.0: User-Generated Healthcare



Health 2.0 

SEARCH:
Gets deeper and more personalized

Google™

[Advanced Search](#)
[Language Tools](#)

Google Search

I'm Feeling Lucky

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Health 2.0 



Health 2.0 



Health Search

Health Communities

Health Blog

Health Guides

diabetes

Everything

Web

Medical Journals

Clinical Trials

Healia Home

Communities

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Health Guides

Quiz Games

Sponsored Links

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www.Bing.com Find Info on Causes, Symptoms, Treatments & More - Faster w/Bing™

Related terms: [rabson mendenhall syndrome](#) [diabetes mellitus](#)

Filter your results:

All disease topics

Any gender

All ages

Any heritage

Medical journals: 1 - 5 of 178,980 hits for "diabetes".

[Diabetes mellitus: new guidelines.](#)

The American **Diabetes** Association adopted new guidelines for the diagnosis of **diabetes** mellitus in 1997.
medical-journals.healia.com/doc/16104375

- ✓ Any heritage
- african
- asian
- hispanic
- native people

Health 2.0



OrganizedWisdom[®]

Like having a doctor in the family

The Top 10 Resources on Crohn's Disease

Selected by our Guides and Physician Review Team

1. Crohn's & Colitis Foundation of America: [About Crohn's Disease](#)
2. National Digestive Disease Information Clearinghouse (NDDIC): [Crohn's Disease](#)
3. Mayo Clinic: [Crohn's Disease](#) ★
4. MedicineNet: [Digestive Diseases: Crohn's](#)
5. MyIBDCentral: [The Basics of Crohn's Disease](#)
6. A.D.A.M. (via MedlinePlus): [Crohn's Disease](#)
7. Wikipedia: [Crohn's Disease](#)
8. Genetics Home Reference: [Crohn Disease](#)
9. Cleveland Clinic: [Crohns Disease Overview](#)
10. University of Maryland Medical Center: [UM Inflammatory Bowel Disease \(IBD\) Program: Crohn's Disease](#)

Living with Crohn's Disease?

- WebMD Video: [Coping with Crohn's](#)
- eHow: [How to Live with Crohn's Disease](#)
- WikiHealth: [Crohn's and Colitis-Foods to Eliminate](#)
- WikiHow: [How to Eat Out if You Have Crohn's Disease](#) ★

Wisdom, Personal Experiences and Blogs about Crohn's Disease

- YouTube: [Crohn's Disease Treatment and Personal Stories](#)
- Crohn's Competitor: [Crohn's in the City](#)
- Healthtalk: [Life with Crohn's Disease](#)
- HealthDiaries: [Crohn's Disease Diary](#)
- Healthtalk: [Life with Crohn's](#)

Health 2.0 

Tests & Procedures >

LTO Tests for Asthma from Lab Tests Online

Asthma

Tests The goals with initial testing are to diagnose asthma and evaluate its severity. Testing may be performed to distinguish asthma from other conditions that cause similar symptoms and to identify the presence of conditions, such as allergies, that have the potential to trigger or exacerbate asthma attacks. The goals with continued testing are to monitor lung function and asthma control, evaluate and resolve asthma attacks, and identify and address...

Genetic Information >

★ Genetic Information from AccessDNA

About Asthma

Asthma is a chronic lung disease that causes inflammation of the airways of the lungs (bronchial tubes). ... The causes of asthma are largely unknown.

From Experts >

M Clinical Reference Articles from emedicine

Asthma

Introduction Background **Asthma** is a common disorder that accounts for almost 2 million ED visits each year in the United States. In 2005, 1.8 million ED visits were for acute **asthma**. On average, this represents approximately 2% of all ED visits. In urban centers, however, acute **asthma** may comprise up to 10% of all ED visits. For more information, see Medscape's **Asthma** Resource Center. Pathophysiology **Asthma** is a condition characterized by...

Patient Experiences >

From: HealthBoards • iMedix • Omgili • Answerbag • Yahoo! Answers

HB Health Forums from HealthBoards

Asthma

Hi everyone my mom is taking a product called OPC-3 and it has been helping her alot with her allergies but i am wondering if it anything will happen to her, because she is taking this stuff. Does anyone know about it?

COMMUNITIES:

**Providing support, answering questions,
aggregating data & tracking outcomes**

ovarian_cancer : Messages : 4501-4530 of 4530 - Mozilla Firefox

http://groups.yahoo.com/group/ovarian_cancer/messages

ovarian_cancer · OVARIAN CANCER

Home
 Messages
 Post
 Files
 Photos
 Links
 Database
 Polls
 Members
 Calendar

Promote

Yahoo! Groups Tips



















Did you know...
 Hear how Yahoo! Groups has changed the lives of others. Take me there.

Yahoo! 360°
 Share your life through photos, blogs, more.

Messages Messages Help

Message # Go Search: Search Advanced Start Topic

Messages 4501 - 4530 of 4530 Oldest < Older | Newer > | Newest

Messages: Simplify Expand (Group by Topic)	Author	Sort by Date ▾
4501 Ovarian Cancer National Alliance - Clinical Trials http://tinyurl.com/yly4a3...	Sandi Pniauskas sandipn   	Nov 30, 2006 8:30 am
4502 Re: Chemo on Friday After the surgery in 6/2005 and 15 months of chemo, I feel better than I have for several years. Chemo affects different people different ways. It didn't...	Ladonna Weeks ladonnaweeks   	Nov 30, 2006 8:41 am
4503 abstract - Hematologic changes after splenectomy for cytoreduction: http://www.blackwell-synergy.com/doi/abs/10.1111/j.1525-1438.2006.00725.x...	Sandi Pniauskas sandipn   	Nov 30, 2006 5:54 pm
4504 Journal of Medical Internet Research - How New Subscribers Use http://www.jmir.org/2005/3/e32/...	Sandi Pniauskas sandipn   	Nov 30, 2006 8:01 pm
4505 2006 Long-term outcomes following conservative surgery for borderline http://tinyurl.com/yfxqa4...	Sandi Pniauskas sandipn   	Dec 1, 2006 6:42 am
4506 2006 : Is it justified to classify patients to Stage IIIC epithelial http://tinyurl.com/yym9an...	Sandi Pniauskas sandipn   	Dec 1, 2006 6:43 am

Done

Health 2.0 



[Home](#)

[Communities](#)

[Treatments](#)

[People](#)

[GO](#)

- My Page** edit
- My Journal write
- My Friends 1 new
- My Messages 1 new
- My Hugbook 1 new
- My Photos & Videos
- My Account

[Send a friend an eHug now](#)

Ads by Google

Weight gain solution.

There is a reason and solution for antidepressant weight gain.
www.theroadback.org

Treatments

Most Popular | 0 - 9 | [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)

Most Popular Treatments

Treatment	Description	Reviewed by	Helps
Psychotherapy	Psychotherapy is a range of techniques which use only dialog and communication and wh... Read Reviews	6539 Members	87% of the time
Crying	To weep is to make less the depth of grief. - William Shakespeare, King Henry the Six... Read Reviews	4624 Members	84% of the time
Prayer	Prayer is an active effort to communicate with a deity or spirit either to offer prai... Read Reviews	3610 Members	93% of the time
Lexapro	Escitalopram acts as a selective serotonin reuptake inhibitor or SSRI. It is typicall... Read Reviews	3438 Members	63% of the time
Support from Friends & Family	The support and encouragement of friends and family can have a very powerful effect o... Read Reviews	3270 Members	93% of the time

Asthma

Asthma is a chronic condition involving the lungs in which the airways become narrowed or inflamed in response to one or more triggers, causing breathing difficulty. It affects 6–30% of children around the world. (Sources: Wikipedia, aafa.org)

118 people have shared details about their experience with Asthma.

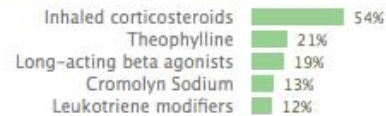
We are analyzing this data – together – to make new discoveries, help you better understand your own health and empower you to make more informed treatment decisions.

See how your symptoms compare: [Join CureTogether Free](#)

Most Common Symptoms



Most Popular Treatments



















Top Causes / Triggers



Highest Rated Treatments



LASIK Surgery Health Chat - 9/15, 05:00PM - 06:00PM (EST) Free live Q&A with Dr. Omar E Awad. Ask your question in advance! [close](#)

-  Addiction
-  Baby
-  Hepatitis C
-  Sleep
-  BP
-  CBC
-  Ovulation
-  Exercise
-  Cholesterol
-  Water
-  HIV
-  Mood
-  Pregnancy
-  Kidney
-  Weight
-  Thyroid
















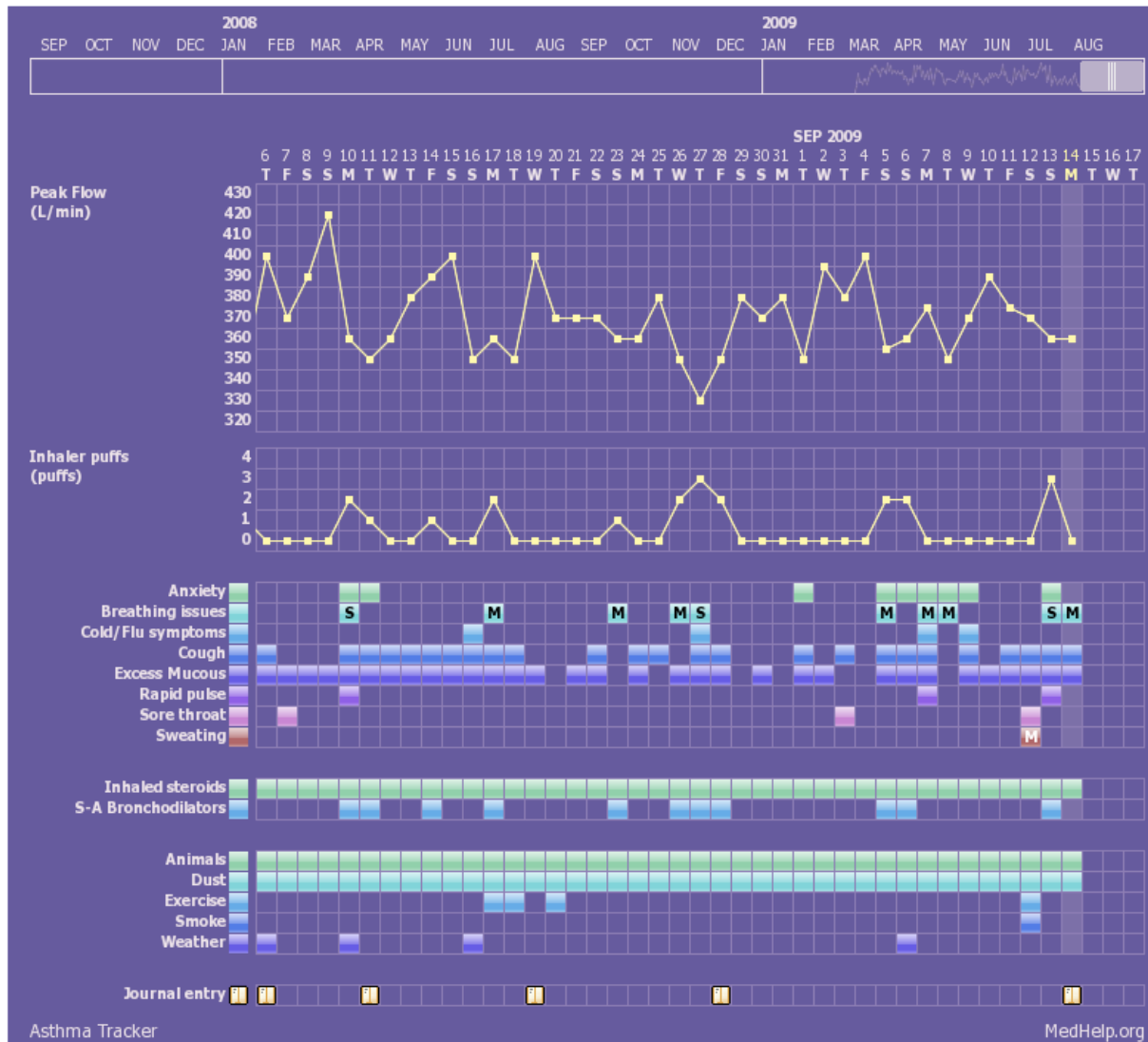
Join Now

Start Tracking - Start a Personal Health Tracker

Keeping track of your health these days can be a full-time job with lab test results, symptoms that change from day-to-day, and medications and treatments. With MedHelp trackers, you can stay on top of your health and work towards a healthier lifestyle. Whatever your health goal, MedHelp trackers can help you achieve them.

Health Trackers & Calendars Available

-  **Mood Tracker** - Track daily mood changes or mood disorder symptoms
-  **Weight Tracker** - Track weight loss and gain
-  **Exercise Tracker** - Track duration & type of exercise as well as calories burned
-  **Ovulation Calendar** - Track periods and BBT to detect ovulation
-  **Pain Tracker** - Track location, intensity, and type of pain
-  **Addiction Recovery Tracker** - Track how long you've been clean and withdrawal symptoms
-  **Pregnancy Calendar** - Track due date, weight gain, baby's measurements, and kicks
-  **Thyroid Disorder Tracker** - Track TSH, Free T3 and Free T4
-  **Sleep Tracker** - Track sleeping patterns
-  **Migraine Tracker** - Track duration and severity of prodrome, aura, migraine/headache, and postdrome
-  **Chemotherapy Tracker** - Tracks treatments and symptoms associated with chemotherapy
-  **Water Tracker** - Track daily water consumption
-  **Blood Pressure Tracker** - Track systolic and diastolic blood pressure



Health 2.0 



Search 23andMe

The 23andMe Research Revolution

Push research forward and see your DNA for \$99

Join a [groundbreaking initiative](#) that is changing the way we learn about how genes and environment *affect the causes and treatments* of disease. This is research of, by and for the people, directed and advanced by you.

Participate by [buying the Research Edition](#) for \$99 or the [Full Edition](#) for \$399. Not ready to buy? Sign up for a [free account](#).

I support research in [JOIN](#)

Don't see the disease you're looking for? [Send a suggestion.](#)

The Race to 1,000

When each disease reaches 1,000 patients, we can start a [research study](#).

1	Migraines 180 patients out of 425 supporters	820 PATIENTS TO GO!	JOIN
2	Psoriasis 79 patients out of 188 supporters	921 PATIENTS TO GO!	JOIN
3	Rheumatoid Arthritis 46 patients out of 348 supporters	954 PATIENTS TO GO!	JOIN
4	Severe Food Allergies 46 patients out of 200 supporters	954 PATIENTS TO GO!	JOIN
5	Celiac Disease 35 patients out of 177 supporters	965 PATIENTS TO GO!	JOIN



Search & Online Communities



+



Health 2.0 

Emergence of Consumer-Focused Tools



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

TOOLS:
**Unlocking databases with
new interfaces and analytics**

Aciphex Consumer Information - Mozilla Firefox

http://www.fda.gov/cder/consumerinfo/druginfo/Aciphex.i

ner drug information

RoboForm Search Logins (passcards) Matthew Holt Save Generate

Aciphex

Brand Name:	Aciphex
Active Ingredient:	rabeprazole sodium
Strength(s):	20mg
Dosage Form(s):	Delayed-release tablets
Company Name:	Eisai Inc.
Availability:	Prescription only
*Date Approved by the FDA:	August 19, 1999

**Approval by FDA does not mean that the drug is available for consumers at this time.*

What is Aciphex used for?

Aciphex is used for:

1. short-term healing of a gradual breakdown (erosion) or sore (ulceration) in the esophagus which may be caused by the backward flow of gastric acid from the stomach into the esophagus (gastroesophageal reflux disease or GERD);
2. maintenance of healing of erosive or ulcerative GERD;
3. treatment of daytime and nighttime heartburn and other symptoms associated with GERD;
4. short-term (up to 4 weeks) healing of an ulcer in the duodenum;
5. elimination of *Helicobacter pylori*, in combination with amoxicillin and clarithromycin, to reduce the risk of duodenal ulcer recurrence in patients with a current duodenal ulcer or a duodenal ulcer in the past 5 years;

Done



doublecheckmd
because we care about your health



USER LOGIN

[Home](#) + [My Drugs](#) + [My Symptoms](#)

Your Personal Drug Evaluation

[My Evaluation](#)

[My Drug Combinations](#)

[My Next Steps](#)

[My Information](#)

Your personalized 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)

Health 2.0 

✓ **Step 1. Enter Your Information** Step 2. Compare Plans Step 3. Apply C

Start by entering your Zip Code

Add Your Drugs

To provide you an estimate of your drug costs under each plan, please provide us with the medication you take. This information does not affect your health plan premium. It's used to help you choose the best plan for your situation. If you choose to skip this page, we'll assume you take no medications.

Enter your drugs **OR**

Quicken Health[™] Expense Tracker

Date of Service: 08/15/2008
Patient: **Caroline**

Provider: **Dr. Frank Auleta**
In Network

My Responsibility

\$40.30

I Paid

\$0.00

I Owe Dr. Frank Auleta

\$40.30

Pay Now

Service	Amt. Billed	Amt. Allowed	Insurance Paid	My Responsibility
Ultrasound of pregnancy	400.00	77.59	69.83	7.76
Ultrasound of pregnancy			292.89	32.54
Description: Ultrasound uses sound waves to create a video image of the fetus inside the uterus.			\$362.72	\$40.30

What I Paid

Record New

Date	Details	Tax-Adv.	Tax-Ded.	Amount
Total		\$0.00	\$0.00	\$0.00

★ This payment was entered automatically by Quicken Health Expense Tracker. [Explain This](#)

Health 2.0 



Your Lifestyle Details

Please provide us with your basic information to enable us to Analyse your lifestyle.

Typical daily diet:

Food Item	Quantity	Calorific Value
<input type="text"/>	<input type="text" value="100"/> <input type="text" value="Gram"/>	<input type="button" value="Add"/>
Total Calorie Consumption:		0

Typical daily activity:

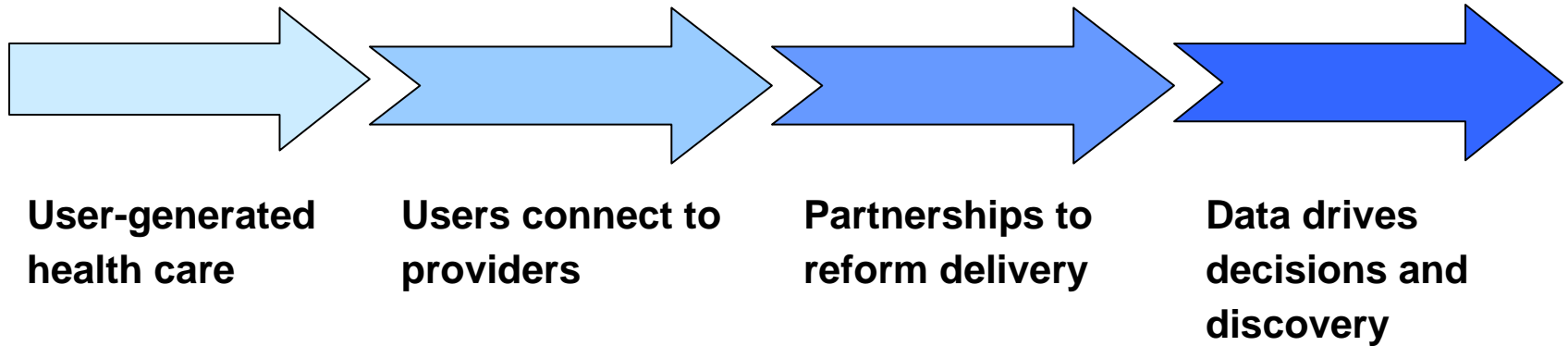
Activity	Time Spent	Calories Burnt
<input type="button" value="+ Add Activity"/>		
Calories that your body burns in Inactive state:		Unknown
Total Calories Burnt:		0
<input type="button" value="Analyse Me"/>		

Unplatforms



Health 2.0 

A Continuum of Health 2.0?



Web 2.0 & Social Media

Web 2.0, nee. 2005-7

Social networks

- Blogs
- Wikis
- Forums, Groups, Discussions
- Video/content sharing
- Micro-Blogging (Tweet, Tweet)

Sharing Tools

- Community policing
- Posting guidelines

Dominant letters

- r, z, x, 2.0
- Periods, but no vowels allowed

General Channels of Social Media

- FaceBook
- Wikipedia
- Linked-in
- YouTube
- Twitter

Secondary Arenas

- Blogs
- Community & Professional Sites
- News Sites
- Reviews

Where do you need to fit in?