Health Communication and Social Networking

- or -

some random observations from a skeptical blogger
with nothing to sell and
who thinks a lot about care management

Jaan Sidorov, MD MHSA

Medical Director, Medical Informatics Center
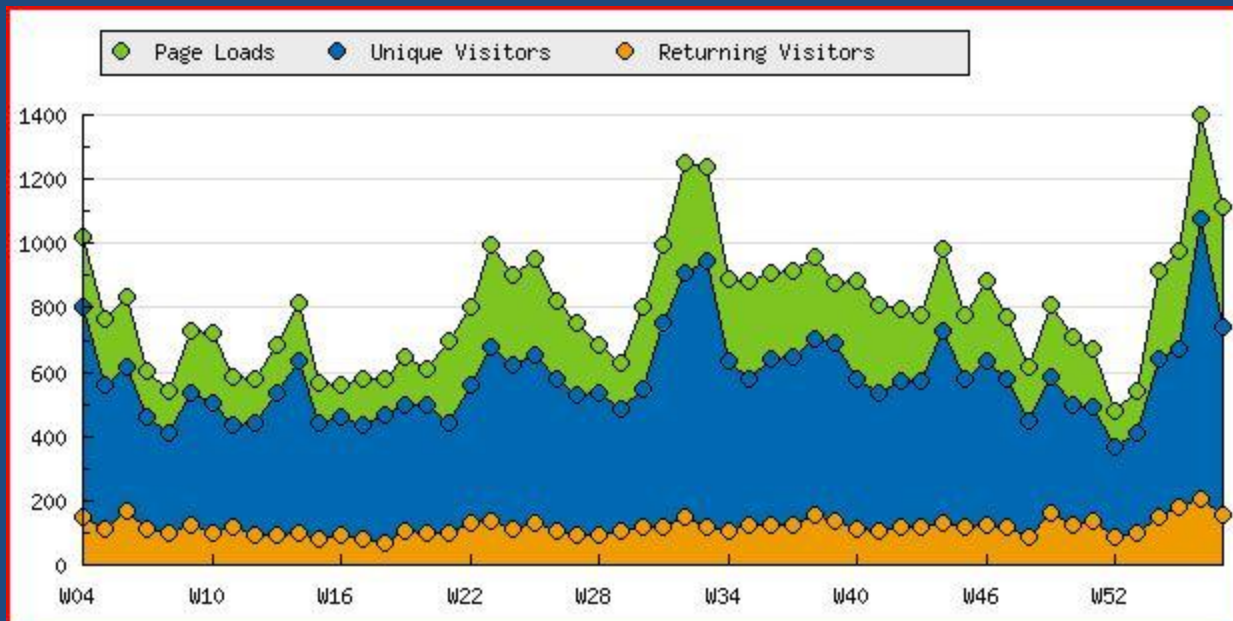of Excellence, HP Enterprise Services

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Disease Management Care Blog

An ongoing resource for information, insights, peer-review literature and musings from the world of disease management, the medical home, the chronic care model, the patient centered medical home, informatics, pay for performance, primary care, chronic illness and health insurance

THURSDAY, JANUARY 28, 2010

The Kubler-Ross Stages of Grief in the State of the Union Speech: Four out of Five Ain't Bad

Want to Twitter DMCB?

follow
on twitter

116 followers

18 Subscriptions
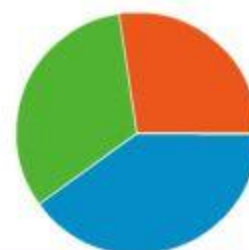
15 Followers

212 Feeds

All traffic sources sent a total of 29,099 visits

32.59% **Direct Traffic**

27.40% **Referring Sites**

40.01% **Search Engines**

Search Engines
11,642.00 (40.01%)

Direct Traffic
9,483.00 (32.59%)

Referring Sites
7,973.00 (27.40%)

Other
1 (> 0.00%)

Google disease management [Search] Advanced Search

Web [+] Show options... Results **1 - 10** of about **42,800,000** for

MedAssurant, Inc.   Sponsored Links
www.medassurant.com   A leading provider of end-to-end healthcare data solutions.

WellCentive Registry
www.wellcentive.com   Web-based Preventive Care and Chronic **Disease**
Management System

Welcome to the DMAA - 5 visits - Jan 19
... review of peer-reviewed literature on **disease management's** clinical, ... Population
Health Management DMAA produces widely read publications for all ...
www.dmaa.org/ - Cached - Similar - 🗩 📥 ✖

Disease Management Care Blog - 23 visits - Jan 15
An ongoing resource for information, insights, peer-review literature and musings from the
world of **disease management**, the medical home, the chronic care ...
diseasemanagementcareblog.blogspot.com/ - 9 hours ago -
Cached - Similar - 🗩 📥 ✖

Disease management (health) - Wikipedia, the free encyclopedia - 3 visits
- 3/21/09
Disease management is defined as "a system of coordinated health care interventions
and communications for populations with conditions in which patient ...
en.w

3,293 visits came from 953 service providers

| Site Usage | Goal Set 1 | AdSense Revenue |

Visits ❓	Pages/Visit ❓	Avg. Time on Site ❓	% New Visits ❓
3,293	**2.61**	**00:01:05**	**60.64%**
% of Site Total: 100.00%	Site Avg: 2.61 (0.00%)	Site Avg: 00:01:05 (0.00%)	Site Avg: 60.55% (0.15%)

	Service Provider [None ⌄]	Visits ↓	Pages/Visit	Avg. Time on Site
41.	cable one inc.	10	3.20	00:02:35
42.	medimedia usa inc.	10	2.60	00:01:39
43.	shaw communications inc.	10	4.40	00:05:46
44.	sprint pcs	10	2.80	00:01:31
45.	uninet s.a. de c.v.	10	3.40	00:04:26
46.	united states senate	10	3.20	00:02:14
	ied telecom group llc	9	2.89	00:01:22
	valier telephone	9	2.67	00:01:28
	mana	9	3.33	00:05:22
	iversity of michigan school of m...	9	2.00	00:00:00

Today's estimated earnings: $0.00
View payment history
View: [All time ▾]   When do I get paid?

	Page impressions	Clicks	Page CTR	Page eCPM [?]	Estimated earnings
AdSense for Content	53,232	40	0.08%	$0.86	$45.59

	Queries	Clicks	CTR	eCPM [?]	Estimated earnings
AdSense for Search ▸ top channels	280	9	3.21%	$5.31	$1.49

AdSense for Mobile Content - Get started

AdSense for Domains - Get started

AdSense for Feeds - Get started

Total estimated earnings   **$47.08**

Diabetes Mine

A gold mine of straight talk and encouragement for people living with diabetes

Search DiabetesMine

Home | Diabetes Essentials | Personal Stories | Products | Food | D-News Examined | Health 2.0 | Books & Resources | Fun Stuff | Marketplace

RECENT POSTS

WEEKLY NUGGETS

WALGREENS LAUNCHING TYPE 2 DIABETES SUPPORT PROGRAM
Pharmacists to coach insured customers 4 to 6 times a year.

FDA TO REVIEW INSULIN PUMP FAILURES
Meeting set for March 5, 2010. What does it mean?

Memory/Loss

Earlier this we... passed away. ... be honest, I d... posted very re... disappears lik...

...ss" online has ...munity site. To ...tions she ...hen any life

...seemed to be ...th us? That

WELCOME

Here you'll find 5 years' worth of info on every imaginable aspect of living with diabetes

WIKIO
Blogs your way

News   Bl...

○ Health ◉ All th...

Haiti | iPad | Davos | + New page

Blog ranking - January 2010

Wikio > Blog ranking > Health

Top Blogs - Health

Health ▼

Description | How are these rankings compile...

You will find here the monthly rankings for the most wide...

Health-Fitness • Medical Blogs • Autism • Health Care Poli...
Health Insurance • Entertainment • Obesity • Diseases • T...
Facebook • Medicare • Nutrition • Social Network • Actors...
Obesity • Facebook

fight aging !

Email Contact

reason -at- fightaging -dot- org

Search

Required Reading

Calorie Restriction
The Community, Visualized

y 29, 2010

Why Live Another 20 Years?

Here is a short editorial recently posted to the Gerontology Research Group mailing list by coordinator Stephen Coles:

According to Homo sapiens DNA sequences, the "overall design" of the human body hasn't changed much over the last 200,000 years, when we first started out as active hunter/gatherers. Prior to the invention of agriculture, however, some 10,000 years ago, our bodies were well adapted by Darwinian evolution to our peripatetic ecological niche,

hpyloritest

BreathID

Name H. pylori Updates
Location New York
Web http://www.helico...
Bio News and updates on helicobacter pylori related issues. Brought by the makers of the BreathID System

1,995 following **1,295** followers **33** listed

Tweets 24

Favorites

Following

See a picture of what a H. pylori infection looks like. http://ow.ly/146u0

about 13 hours ago from HootSuite

H. pylori can easily be detected within 10 minutes, at the physicians office. This short clip explains how..... http://tinyurl.com/yejgmy8

## thewellnessprog

Name Total Wellness
Web http://bit.ly/bF29WZ
Bio If you are interested in your health and wellness I will recommend to you, today, Dr. Carolyn Dean's 48-Week Wellness Program.

561 following **267** followers **5** listed

Tweets 159

Favorites

Following

Get Future Health Now! Dr. Carolyn Dean's 48-Week Total Wellness Program. http://bit.ly/bF29WZ

18 minutes ago from API

Experience the First Week of Dr. Carolyn Dean's 48-Week Wellness Program Without Even Opening Your
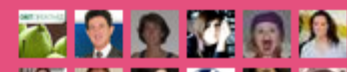
Social Networking Defined

- The internet-based connectivity of individuals using a variety of tools such as Web logs, instant messaging chat clients, and online databases.

- "Bottom up" development, democratic, decentralized, user generated, sharing, reuse and peer to peer exchanging

- Transcend time and geography

- In the business context, it's widely used to promote *business* contacts.

- Can it be used to promote *clinical contacts*?

Peer to Peer Defined

Online relationships that are

- Networked
- Autonomous
- Egalitarian
- Freely cooperative
- Organized around a common task
- With distributed decision making
- For the common good

Any web application that is interactive among users & allows its users to interact with other users or to change website content. Examples include web-based communities, hosted services, web applications, social-networking sites, video-sharing sites, wikis and blogs.

What Does This Mean?

Search
Consumers looking for specific answers to questions
with greater sophistication

Usual Care

Communities
Consumers meeting and sharing information and *tracking data*

Self Management Tools
Consumers can now understand their own data and decide

Holt & colleagues: Report: The Past and Future of Health 2.0, available at
http://www.health2con.com/health-2-0-advisors/report-the-past-and-future-of-health-2-0/

facebook®

- 757 health-related groups with 290,000 users: 47.4% patient groups or patient/carer support groups 28% fund raising 19%, miscellaneous 6%; mostly cardiovascular disease and cancer

- *Less than 1% of users are in medical practice*

1 Farmer et al: Social networking sites: a novel portal for communication. *Postgrad Med J* 2009;85:455-459

2 Lou J: How to Make Social Networking On the Internet Work for You. *Psychiatry News* 2005;40(16): 13

Accuracy?

- An internet cancer support group

- 4600 postings from 2005, there were 10 (0.22%) that were false or misleading

- Most were addressed/corrected *within nine hours*.

Wisdom of Crowds

"A jury of 12 Forrest Gumps beats 1 Rhodes Scholar"

- Groups' decision-making plus the participation of some experts leads to an accurate aggregate assessment <u>if</u>
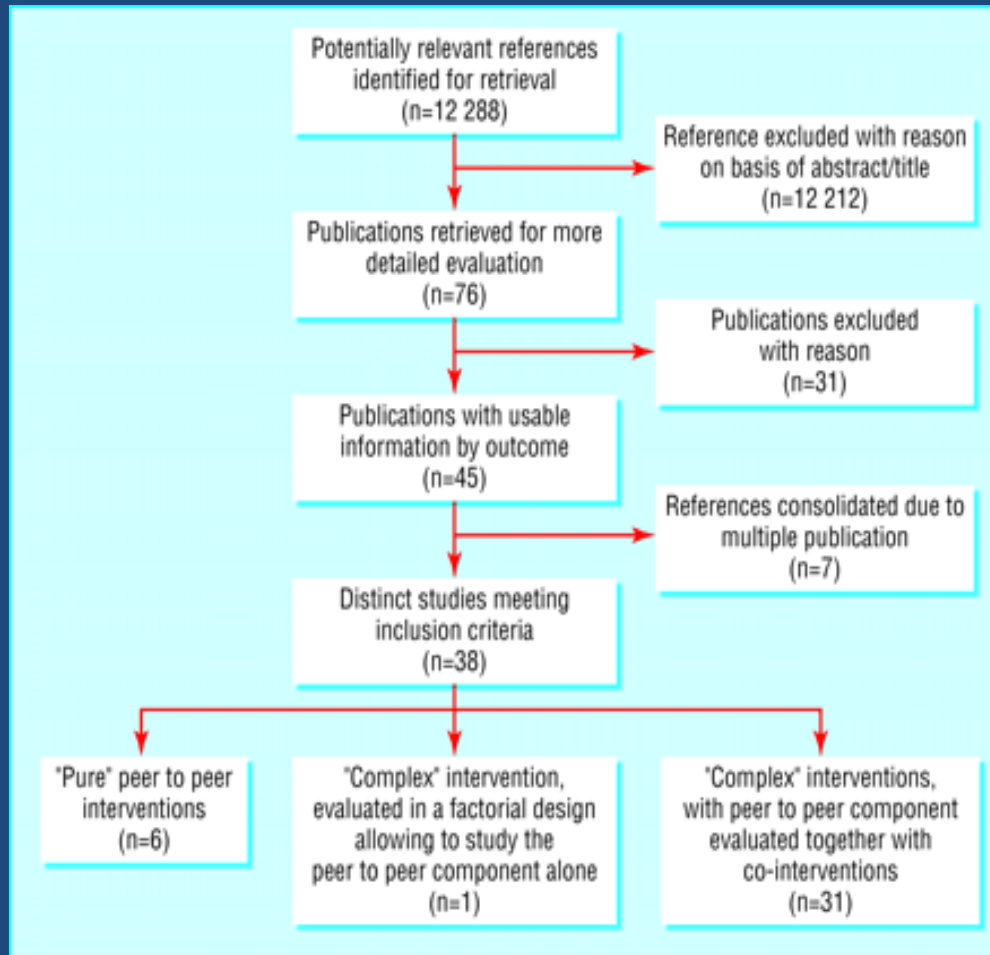 a) *diverse,* b) *independent* and c) *decentralized*

- Prediction Markets:

OBAMACARE.PASS.JUN10
Jan 21, 2010 - Feb 12, 2010
Closing Price: 30.5   Vol: 22
Source: www.intrade.com ©
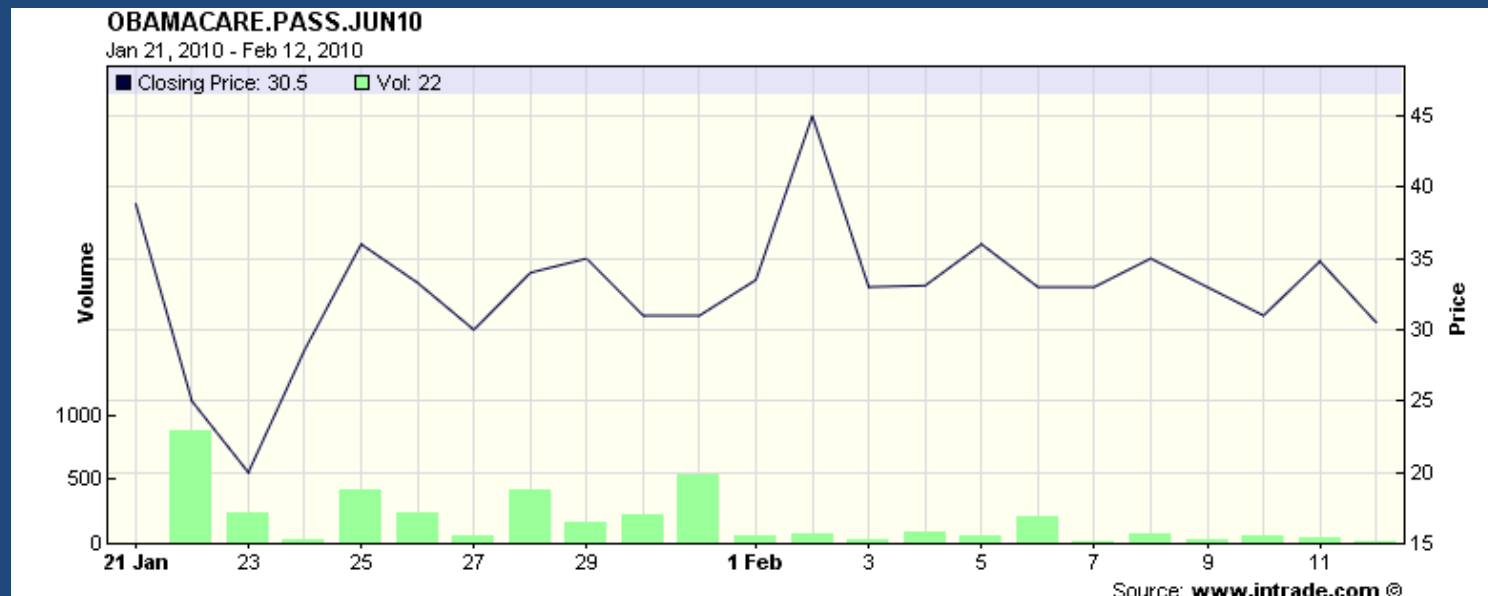
But….

Eysenbach G, Powell J, Kuss O, SA E: Empirical studies assessing the quality of health information for consumers on the world wide web. JAMA 2002;287:2691-2700

- 780 citations, 170 articles, 79 met criteria reviewing 5941 web sites with 480 evaluation results for 86 quality criteria

- 70% reported problems

- Due to differences in study methods and rigor, quality criteria, study population, and topic chosen, study results and conclusions vary widely. *Operational definitions of quality criteria are needed*

And…..

Eysenbach et al: Health related virtual communities & electronic support groups. BMJ 2004;328:1-6

Flowchart:
- Potentially relevant references identified for retrieval (n=12 288)
  - → Reference excluded with reason on basis of abstract/title (n=12 212)
- Publications retrieved for more detailed evaluation (n=76)
  - → Publications excluded with reason (n=31)
- Publications with usable information by outcome (n=45)
  - → References consolidated due to multiple publication (n=7)
- Distinct studies meeting inclusion criteria (n=38)
  - "Pure" peer to peer interventions (n=6)
  - "Complex" intervention, evaluated in a factorial design allowing to study the peer to peer component alone (n=1)
  - "Complex" interventions, with peer to peer component evaluated together with co-interventions (n=31)

"Despite extensive searches in literature **we failed to find robust evidence on the health benefits of virtual communities and peer to peer online support**. In 31 studies investigators evaluated complex interventions…**making it impossible to draw conclusions on the effectiveness of "pure" electronic peer to peer interactions as used daily by millions of people participating in internet discussion groups or mailing lists."**

Some Implications for Population-Based Care Management

What Works for Worksite Wellness:

- HRAs
  - Personalized, Summarized (CNA) & Predictive
- Participation/Attainment incentives (average $329, up to $4000)
  - Monetary, gift certificates, items and raffles
- Leadership participation
- Goal setting, measurement, validation, feedback
- **Communication, communication, communication**

Joint Survey by the National Association of Manufacturers and Health2Resources

Implications for Population-Based Care Management

Typically…..

- 10,000 steps a day
- 5 fruits and vegetables a day
- Weight loss
- Tobacco Abuse
- Stress management

Communication…..

- Tournaments/Leagues
- Activity groups
- Invitation by trusted friends
- Recipes
- Educational e-zines
- Motivational messages

Common Assertions

Boost Participation/Retention by….

1. Promoting participation – "peer to peer" being a form of 'peer pressure':
   - Teams, challenges/competition, groups, information sharing

2. "Micro" communities – information sharing and mutual coaching

3. Health behaviors are "communicable"

4. Promotes fun – and it's kewl

5. **Dirt cheap** – compared to $4K financial incentives

Versus….

Examples of On-line Communication

- Online – web based
- Blogs (online diaries)
- Phone text messaging
- Bulletin boards
- Internet forums
- podcasts
- E-mail

- Wikis (online document collaboration)
- Twitter
- Flickr
- YouTube
- SecondLife
- Facebook, MySpace, Bebo, LinkedIn

Challenges

- Confidentiality
- HIPAA Laws, Regulations and Remedies
- Fraud,
- Data mining,
- Surveillance,
- Cyber bullying
- Sexual predation

But… this is why & what is going to happen with or without you (us)

- Implications of Health 2.0
- The business model – the ROI
- The breakdown of credentials
- Communication: Speed, ease & completeness
- Campaigns – no single lever
- Blood on the floor 1st page
- Tipping Point(ing)
- Curious absence of DM providers

Implications of Health 2.0

What the nerds are telling us:

- Combining of Search, Self Management Tools & Communities into 'Unplatforms'

- Greater adoption in "Usual Health Care"

- Data *richness* (ADL, biometrics, genetics) (and possibly *overload)*

- Data *liquidity* travails (privacy, formatting and "meaningful use")

- No one is in control (yet)

Holt & colleagues: Report: The Past and Future of Health 2.0, available at
http://www.health2con.com/health-2-0-advisors/report-the-past-and-future-of-health-2-0/

Business Model Built on…
a) Low Cost and b) Fame

The Demise of Credentials

The Geek Group
Not –for -profit
Based in Kalamazoo MI
High-tech experimentation.

"Chris Boden likes to say that he hacked college. He went to classes, he lived on campus.
Mr. CHRIS BODEN: *But I never enrolled, I couldn't afford to, but I wanted to learn. And I found very quickly that if you actually have a **sincere, passionate desire to learn and you don't care about the degree, that the whole world is a school**.*

http://www.npr.org/templates/transcript/transcript.php?storyId=123107726

Communicatin'
It's Noisy Out There

- "Blood on the floor on the 1st page" for online publishing success
- Submission that is "snarky, rude and pushy" for a blog

Social Media Landscape — FredCavazza.net

"Campaign"

There is no single:

- ✓ Communication channel
- ✓ Message
- ✓ Homerun
- ✓ End

Synergies: but effect is greater than the sum of its parts

THE CAPTURE OF BAGUIO
I CORPS
21 February - 26 April 1945

U. S. I CORPS FRONT, 21 FEB
33D DIV POSITIONS, 10 APR
AXIS OF U.S. ATTACK

Elevations in meters

MAP 20
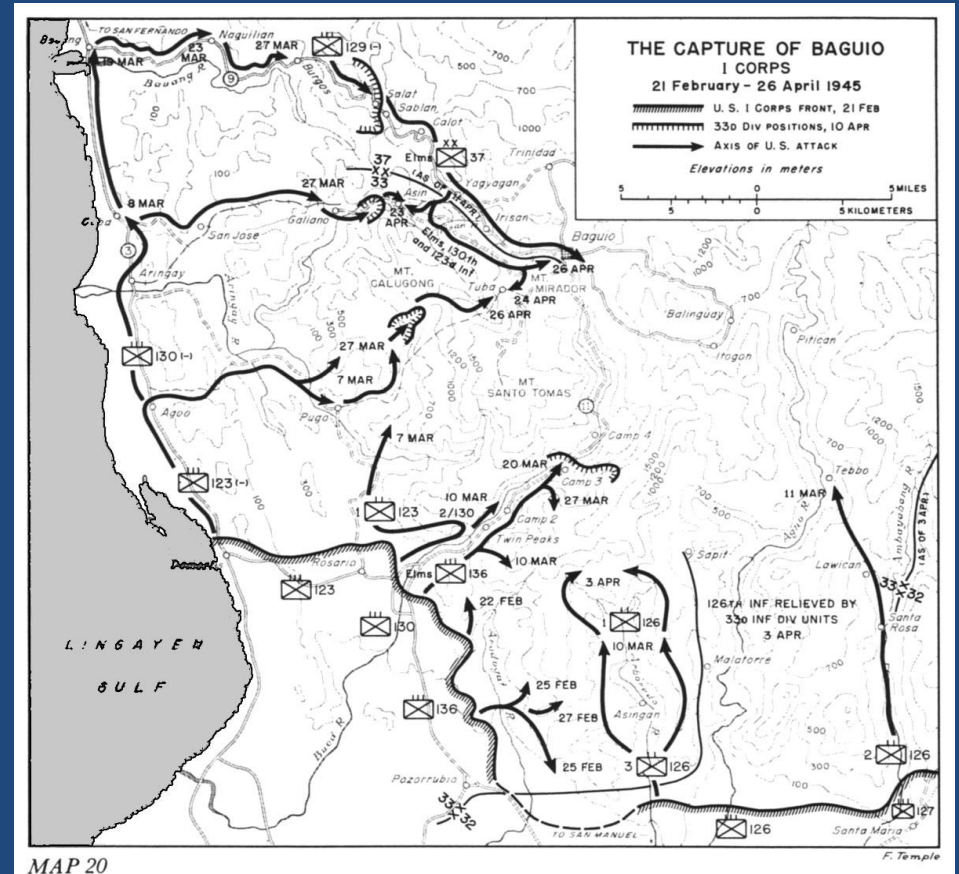
Tipping Point'ing and the success of social media

Connectors:
• Know, read & link lots of sites

Mavens:
•Experts that keep things honest

Salesman:
Energetic, enthusiastic, likeability

HealthHombre
Money / Medicine Policy Surveillance Service

The *Wall Street Journal* says HealthHombre "reads more regulations, proposed rules, draft legislation and other stuff than is healthy for any person."

Health Care Policy and Marketplace Review

A Health Care Blog--Bob Laszewski's review of the latest developments in federal health

"I have known no one with a better grasp of what's going on Washington than Bob Laszews and no one who is more fair, honest, and less partisan."—C. Everett Koop, M.D.

Ezra Klein
Economic and Domestic Policy, and Lots of It

Whither Care Management?

the Disease Management Care Blog