



**Social Networking  
&  
Women's Health**

**The Ninth Population Health  
and Disease Management  
Colloquium**

**March 2, 2009**

## FOUNDERS

**Nancy Snyderman, M.D.**

Chief Medical Editor, *NBC News*

**Susan Love, M.D.**

Breast Cancer Surgeon,  
Researcher and Author

**Miriam Nelson, Ph.D.**

Director, John Hancock Center for  
Physical Activity and Nutrition  
Associate Professor, Author

**Elizabeth Browning**

Chief Executive Officer



**Nancy Snyderman, M.D.**



**Susan Love, M.D.**



**Miriam Nelson, Ph.D.**

# Aggregating a Network of Health Experts with Consumer Recognition



Marianne J. Legato, MD, FACP  
JoAnn E. Manson, MD, DrPH  
Miriam E. Nelson, PhD  
Mehmet C. Oz, MD, FACS  
Hope A. Ricciotti, MD  
Norman E. Rosenthal, MD  
Pepper Schwartz, PhD  
Nancy L. Snyderman, MD FACS  
Janet E. Taylor, MD, MPH  
Susan C. Taylor, MD  
Susan L. Troyan, MD, FACS  
Robert Lash, MD  
Saralyn Mark, MD  
Darshak Sanghavi, MD  
Robert Abel, Jr., MD  
Merville C. Marshall, Jr., MD, FACP, FACE

Susan M. Love, MD, FACS  
M. Ellen Mahoney, MD, FACS  
Sonya Angelone, MS, RD, CLC  
Byllye Y. Avery, BA, Med  
Lynne Perry-Bottinger, MD, FACC  
Elizabeth Browning  
Margaret A. Caudill-Slosberg, MD, PhD, MPH  
Alice D. Domar, PhD  
Christina D. Economos, PhD  
Christopher Hobbs, Lac, AHG  
Mitzi R. Krockover, MD  
David B. Nash, MD  
P. Michael Peterson, EdD  
Laura A. Jana, MD  
Loretta LaRoche  
Paul Offit, M.D.

# Inspiring Healthier Lives

Mission – bring the best and the brightest health and wellness experts together across disciplines, body, mind and spirit

- Original Content & Programs
  - Print, Video
  - Online
  - Live Events
- Social Networking – BeWell.com

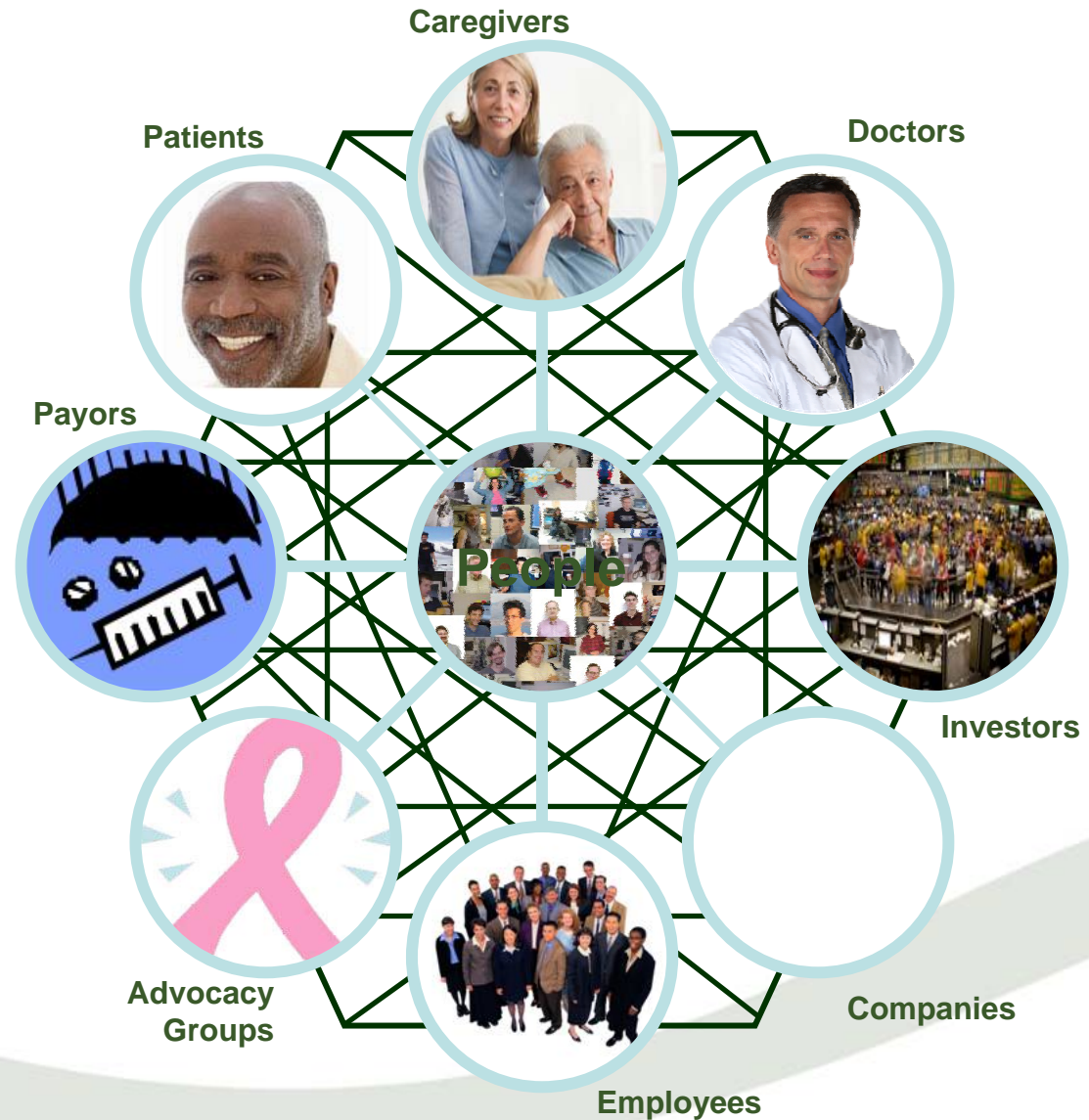


**Social  
Networks  
Are  
CHANGING  
The  
Conversations**



# Social Networks are Conversations

- Social networks are groups of individuals unified by common
  - Interests
  - Vocations
  - Passions
  - Needs
- Before the internet these groups were more limited by proximity



# What is Social Media?

- 112.8 million blogs tracked on Technorati
- 66 million users on Facebook
- 72.6 million videos posted on YouTube
- 48% of business leaders spend 2-5 hours a week using social media tools to generate leads and find new clients

Ref: Source: socialmediaiq.com

- The term “social media” means a type of media that can be easily accessed, frequently changed and thrives on making connections. Some types include:
  - Virtual worlds
  - Wikis
  - Blogs
  - Forums
  - Social networks
- This media denotes a change in how individuals communicate with each other.
- Credibility, honesty and user’s reputation matter in this type of media.

# Not Just about MySpace

Top 10 Social Networking Sites for February 2008  
(U.S., Home and Work)

Site	UA (000) Feb-08	UA (000) Feb-07	% Change
Myspace.com	55,419	53,362	4%
Facebook	20,043	9,923	102%
Classmates Online	12,955	12,815	1%
Windows Live Spaces	7,882	9,253	-15%
LinkedIn	7,392	1,990	271%
AOL Hometown	6,004	8,907	-33%
Club Penguin	4,727	3,233	46%
Reunion.com	4,323	4,348	-1%
AOL Community	3,337	4,641	-28%
Flixster	2,619	1,591	65%
Buzznet.com	2,526	1,332	90%

Source: Nielsen Online



# Who is the online healthcare information seeker?

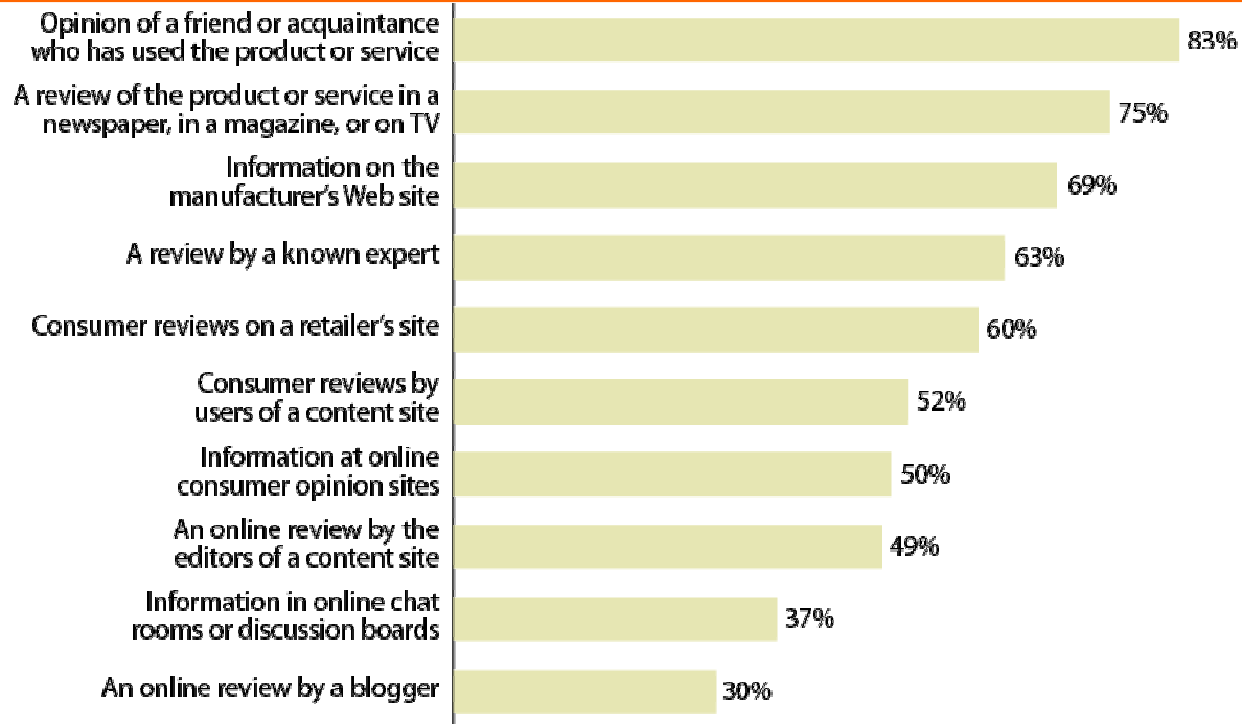
- Men and women, skew female
  - Number of women online has surpassed number of men online (52% women vs. 48% men)
- 40 – 65
  - Highly educated
    - 32% Women and 36% men have college degree or more
  - Internet savvy
    - 60% women and 55% men report 6+ years online experience
  - Typical healthcare seeker has searched for at least 5 health topics
    - About 1/3 have searched for 7 health topics
    - 2/3 start at a search engine
- Social Networking among online Hispanics tripled between 2005 and 2006
- The Internet represents 17% of the typical day for African-Americans, up from 10.7% a year ago
- More than online whites (35%), online African-Americans (45%), are likely to say that the Internet helps them get health care information



Source: Pew, 2005, Hispanic Social Computing Takes Off, Forrester, June 22, 2007, Media Day, 2008, African-Americans and the Internet, Pew

# Word of Mouth Rules

Percent that trust each source of information\*



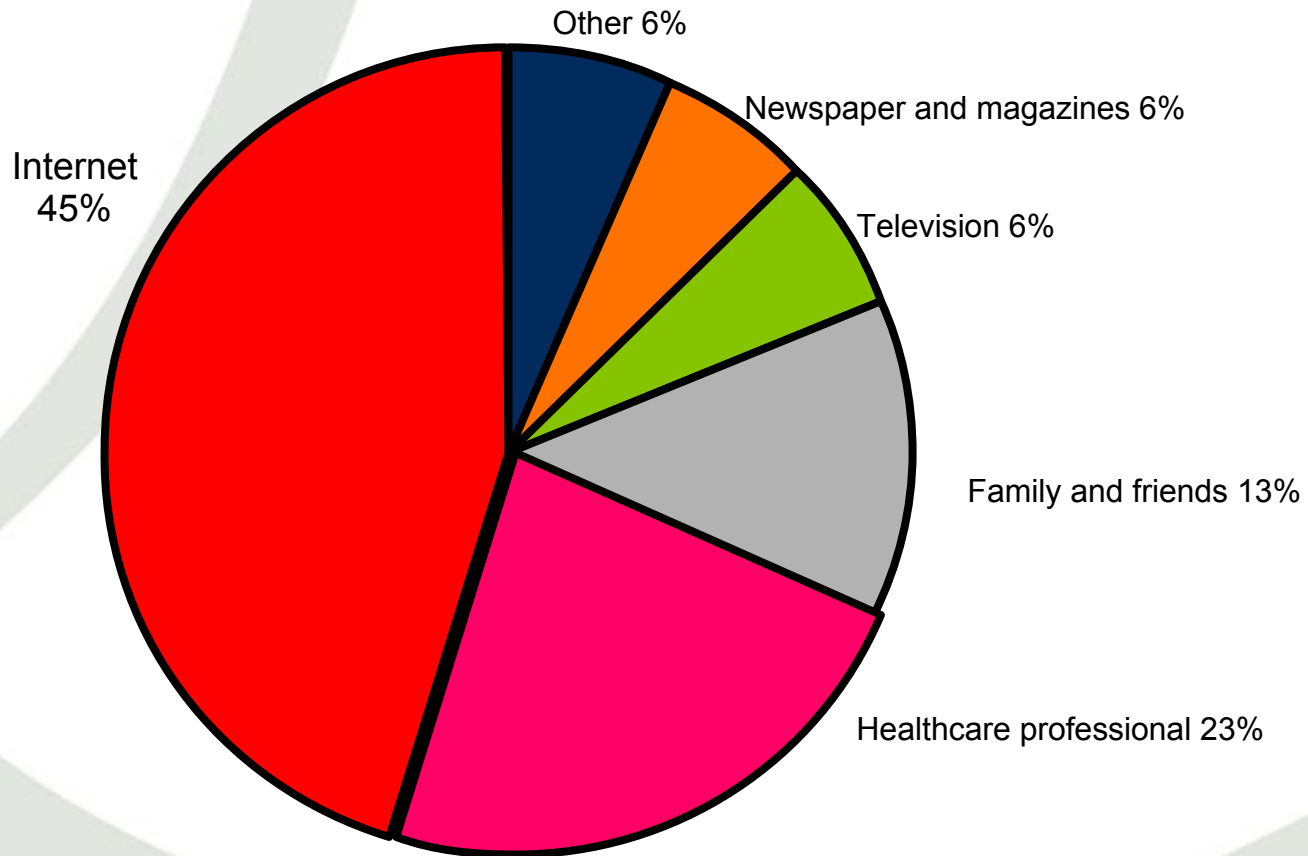
Base: North American online consumers

Source: Forrester's North American Consumer Technology Adoption Study Q3 2006 Media & Marketing Online Survey

\*Respondents who answered 4 or 5 on a scale of 1 (do not trust) to 5 (trust completely)

FORRESTER

# Where People Get Health Information



Source Prospectiv Report 2007

# Need for Expert Guidance

- More than 75% of Internet users who look online for health and medical advice do not regularly check the source and data of the information that they find.
- Much of health internet information is to varying degrees, incomplete, inaccurate, oversimplified, and/or misleading.
- Perception is key - 86% of online searchers rate the health information as reliable.

Sources: Online Health Search, *Pew*, 2006, Information Therapy, *Seidman*, 7/6/2004, *Harris Interactive*, 7/31/2007

# BeWell

- A multi-media platform for informed discussion on health and wellness
- Consumers gain greater access to experts they trust...and can connect with others like them
- Made possible through sponsorship by leading companies who are joining America's top doctors to elevate the quality of conversations online

# Introducing the First Expert Guided Health Network



For healthy conversation online

population: 1,345,897 

experts | communities | my profile | about us | join

### You have the questions.

Lorem ipsum dolor sit amet?

- ▶ **Women's Health**
- .....
- Duis autem vel eum iriure hendrerit?
- ▶ **Men's Health**
- .....
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- ▶ **Breast Cancer**
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- ▶ **Fitness/Nutrition**
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- ▶ **Mind/Body Health**
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- Duis autem vel eum iriure hendrerit?
- ▶ **Sexuality**
- .....
- Lorem ipsum dolor sit amet?
- ▶ **BeWell in Color**

Explore more Be Well Health Communities »

### We have the experts.

Welcome to BeWell, where the health and well-being stars of today deliver the evidence-based guidance you can trust.



*Dr. Nancy Snyderman* 

- Chief Medical Editor for NBC News  
- Head and Neck Cancer Surgeon



DR. MIRIAM NELSON  
Preventative Health -



DR. JANET TAYLOR  
Mental Health -



DR. SUSAN LOVE  
Breast Health -



DR. SUSAN C. TAYLOR  
Dermatology -



DR. PEPPER SCH  
Relationships -

### Hot News Topic

**3.25.08** Duis autem vel eum iriure dolor in...  

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[more](#)

Join a new kind of online health community – **the expert-guided kind.**

BeWell.com combines the power of community with the guidance of experts you know, trust and love.

Join Now >>

Guided Tour >>

#### BeWell Book Club



**"Pretty Healthy"**  
by Dr. Susan Love & Dr. Alice Domar  
Live chat with the authors Wed. March 26 7pm EST

Enter Book Club »

#### Weekly Calendar



March 4, 8pm EST  
A link between breast cancer and anti-perspirant? Dr. Susan L. Troyan leads a live chat.

Read Articles »

#### Dr. Nancy on TODAY



View Dr. Nancy's segment from this morning on the TODAY Show, March 14, 2008.

Watch »

### National Health and Wellness Survey



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[Read more](#)

We support healthy conversation.



GlaxoSmithKline



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# Elevating Experts & Everyday People



**She Wrote The Book on  
Breast Cancer**

**She lived to tell  
her story.**



**Janet Reynolds**  
BeWell member since 2009

Welcome to **BeWell.com**, your online health community.  
Connect to the experience of other users and leading medical  
experts to find the health information that matters to you.

**BeWell**   
Join a healthier conversation



# Social Media Value

- Communities of Women have always been important
  - Caring for each other and extended communities
- Now Connections to Others are being formed on a Much Larger Scale
  - Television show or news reports stimulates conversation
    - To friends by phone, IM, in person
    - Internet links conversations of one to many
    - Relationships are formed, stories are shared
    - Others benefit from one's experience
- Potential exists for:
  - Rapid dissemination of important information
  - Supportive relationships
  - Common sense of purpose
- Conversations will always happen around the kitchen table; it's just that the kitchen today is much larger and its easier to visit friends and neighbors



# Health Remains Important and Relevant



We continue to envision a meaningful future

- Educating/enlightening people
- Encouraging personal responsibility for health
- Translating the health news in ways people understand
- Guiding healthier conversations