

Supplemental Handout Two : E-Health Colloquium

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The following material is based on the second hour of the presentation delivered by Joyce Flory at the e-health colloquium, August 20, 2000. This presentation will appear in some form in print within the next few months. Please do not reproduce for other than educational purposes without receiving written permission from the author. 312/944-3654, fax: 312/337-6537; gojoyce@aol.com

Following are some e-commerce sites I came across since I delivered the presentation on August 20, 2000. Not surprisingly, them while surfing at the colloquium. Not the best scenario, but at least I wasn't at <http://www.pga.com/>

E-Commerce Times <http://www.ecommercetimes.com>

BizRate.com <http://www.bizrate.com>

Department of Commerce E-Commerce <http://www.ecommerce.gov>

Center for Research in Electronic Commerce (University of Texas)

<http://www.csim.bus.utexas.edu>

Keeping Up with the Internet.

One of the questions people ask most often is how to keep up with the Internet. One of the most valuable sites on the Internet is Internet.com (<http://www.internet.com/>), which is actually a kind of one stop shopping resource for Internet-related information. There are separate channels—14 of them—for just about every topic dealing with the Internet: advertising and marketing, investments, wireless, e-commerce, ASPs, ISPs, international developments, and news.

Another valuable resource is the Library of Congress. Librarians there have developed an extensive listing of Internet resources, including valuable information on search engines, Internet tutorials, and hot areas such as privacy and security. What's more, this site is a solid good jumping off point for government resources. Problem is that this site is somewhat tough to find. Go to <http://www.loc.gov> and then go to the browse feature. Move to the letter "I" and you'll find Exploring the Internet under Internet.

One of the best things you can do to keep up with the Internet is patronize the sites of publications focused on e-business, e-commerce, or the so called new economy . These include online publications such as Business Week's e-biz. (<http://www.businessweek.com/>), which gives you a good sense of what's happening throughout the Internet and uses a magazine style and a solid mixture of features and columns. Also in this category are sites such as E-company (<http://www.ecompany.com/>)

A big favorite among many healthcare industry people is The Standard.com (<http://www.thestandard.com/>), which includes news, feature articles, and a variety of research pieces focused on companies, people, and Web metrics. As with a variety of other online publications focused on e-business, this site invites you to subscribe to a variety of newsletters that deliver news on issues ranging from Internet law to wireless.

Business 2.0 (<http://www.business20.com>) does a great job with issues like online marketing and privacy. Like other publications, it also offers e-mail newsletters, daily insights, research-oriented information, and interactive polls. Similar observations can be made about Upside (<http://www.upside.com>), a publication offering special features on issues such as business to business and digital media. Its Web site, however, appears in the form of Upside Today, which delivers a blend of news, investment information, and e-business advice, as well as the opportunity to subscribe to Upside Direct.

One of the best offerings within the Internet.com portal site is a site called Cyberatlas.com (<http://www.cyberatlas.com/>), which aggregates statistics from research companies such as Jupiter, Forrester, Greenfield, and Cyberdialogue. You'll find profiles of various markets, as well as information dealing with Internet geographics, demographics, and traffic patterns. For example, if you want to find out about women on the Internet or college students or seniors, Cyberatlas.com is likely to deliver relevant hits via an on-site search. One of the site's most valuable features is Stats Toolbox, which offers a snapshot of Internet usage, ad banner performance, and other issues.

The other site within the Cyberatlas.com category is emarketer (<http://www.emarketer.com/>), which offers news and statistics as well as a free e-mail newsletter and e-reports available for purchase.

Another site that's part of the Internet.com family is Search Engine Watch (<http://www.searchenginewatch.com/>.) Recognizing how extraordinarily difficult it can be to keep up with search engine launches and upgrades, this site makes the job easier with an e-mail alert as well as in-depth information on the growing number of sophisticated and specialized search engines and shopping bots.

Research Companies

You'll also want to pay attention to the work of research companies, which you can access directly through a variety of Web sites such as those maintained by Forrester (<http://www.forrester.com>), Jupiter (<http://www.jupiter.com>), and Cyberdialogue (<http://www.cyberdialogue.com/>). Other relevant healthcare research is being done by Harris Interactive and by LaurusHealth.com (<http://www.laurushealth.com/>).

Gomez.com (<http://www.gomez.com>) ranks sites within a variety of industries. Within healthcare, for example, it ranks sites with the categories of cholesterol, health content, health and wellness stores, and online drugstores. Looking more closely at health content, it's easy to see how sites are rated in terms of an overall score, ease of use,

consumer confidence, and on-site and relationship services. Interestingly, users can also determine which sites would be most appropriate for them if they were either a novice, looking for support, or an extremely health conscious consumer. Users can both contribute and scan ratings and reviews as well as take advantage of periodic wrap-ups and summaries. One commentary, for example, discusses improvements within healthcare sites, noting developments such as depth of content, privacy innovations, and e-care and tools.

In addition to taking advantage of the framework for examining healthcare sites, you may want to review how Forrester Power Rankings (<http://powerrankings.forrester.com/>) rates e-commerce sites such as Drugstore.com and Mothenature.com on online performance. Here you can find out about somewhat unusual sites like NetGrocer (<http://www.netgrocer.com/>), which offers a Diabetic Solutions store and an area where consumers can buy so called unmentionable items.

In this category, you can also find sites such as Healthgrades.com (<http://www.healthgrades.com/>), which provides rankings of hospitals, physicians health plans, nursing homes, health agencies, hospice programs and fertility clinics, and Bestdoctors.com (<http://www.bestdoctors.com>), which asks for best doctor nominations from other physicians and then puts nominated physicians through its own review process before listing their names on the site.

Mega Site and Portals

While you can find out about new search engines through Search Engine Watch, you may also want to consult a resource called Hot Sheet (<http://www.hotsheet.com/>) which provides hyperlinks to both general search engines and meta search engines such as Mamma.com (<http://www.mamma.com>) and Dogpile.com (<http://www.dogpile.com/>), which simultaneously search several different search engines.

A favorite search site is Direct Hit (<http://www.directhit.com/>) because of its ability to deliver the top sites on the Internet and to suggest a variety of alternative or related searches. Another is The most popular ones aren't always the ones you think they are.

Another valuable search engine is Northern Light (<http://www.nlsearch.com/>), which allows for a Power Search of both the Web and the site's "special collection" of publications. While users must open an account and pay for full-text articles, the site is extremely useful in accessing specific resources such as book reviews in minimal time. Users can also further refine their search according to date parameters, types of documents, and subjects covered. While Fast (<http://www.alltheweb.com/>) is ranked high by many librarians, another favorite is Google (<http://www.google.com/>), which provides search results offering links to other related sites.

Among the most useful healthcare mega sites are those developed by librarians or connected to academic medical centers. Medical Matrix (<http://www.medmatrix.org>) was developed at the University of Kansas and offers annotated reviews on journals, textbooks patient education, CME, and symposia on the Web, with a particular focus on “ranked, peer-reviewed annotated, updated clinical medicine resources.” A closer look at the category of t CME, for example, highlights the site’s dependence on content experts. What users receive for each site is a brief annotated description with a more specific underlying chart.

HealthWeb (<http://www.healthweb.org/>), which was developed by a consortium of libraries, offers a series of online bibliographies. Click on genetics, for example, and you’ll find separate listings within the categories of consumer resources, databases, online journals, organizations, software, and other topics. This site is especially useful to those who need to find quality resources quickly

Hardin MD (<http://www.lib.uiowa.edu/hardin/md/>) is a collection of collections. Click on pharmacology, for example, and you’re linked to collections of collections typically either assembled by megasites or by academic sites. If a given site is followed by a star (*), this indicates that Hardin has checked its links. The site also offers searches of a given topic within PubMed and an electronic journal showcase.

The University of Pittsburgh Health Sciences Library System (<http://www.hsls.pitt.edu/intres/>) offers a series of specialized guides created by librarians. Click on statistics, for example, and you retrieve an annotated guide to how to find statistical information, including a listing of organizations and associations that collect statistics. The same is true of the grants and funding category where you can find annotated references to databases such as GrantsNet and Community of Science. Also available are links related to specialties such as AIDS and HIV, which . links to site such as Aegis, the AIDS Treatment Data Network, and AIDs org. .

Physicians are getting into the act of creating their own sites such as MD Choice (<http://www.mdchoice.com/>), which serves the needs of both consumers and professionals. With this site, for example, you can indicate the topic, as well as the type of page, such as a practice guideline, news, software, or case presentation. Developed by several doctors, MD Express (<http://www.mdexpress.com/>) includes a series of links in a variety of categories such as practice guidelines, health statistics, and medical search engines. While some resources such as WebMD (<http://www.webmd.com>) and PubMed are well known, other links such as InfoMedical.com offer more specific guidance on how to search for vendors and medical conferences.

For consumers, sites such as Healthfinder (<http://www.healthfinder.gov/>) provide a similar level of guidance with sites ranked within categories such as tools, topics, news, and demographic groups. Click on alternative medicine and a specific subtopic such as acupuncture and you retrieve a listing of resources as well as specific details on each site,

including the sponsoring organization, a site description, and related keywords useful in doing subsequent searches.

Also increasing on the Web are highly specialized directories and search engines such as Managed Care Connection (<http://www.managedcareconne>), which offers an exhaustive collection of associations, search engines, managed care journals, and other topics.

News and Publications

MedFetch (<http://www.medfetch.com/>) automates MEDLINE queries and sends results directly to your e-mail box, while AMADEO (<http://amadeo.com/>) allows you to specify topics of interest and have the results delivered in the form of an overview with weekly updates of abstracts delivered to a personal Web page. A similar type of service is provided to physicians by Newsrounds (<http://www.newsrounds.com/>), which invites users to scan both general news and news within specific categories. Even more important, users can receive a free, personalized healthcare newspaper and a personalized home page.

Of course, if you want a more comprehensive service, you can subscribe to those provided by companies such as Individual.com (<http://www.individual.com/>). Here you can sign up for a daily version of the news, a customized news Web site, and a customized daily e-mail briefing, choosing from among topics as genetics, biotechnology, and healthcare regulation. While you can easily go to sites such as PR Newswire (<http://www.prnewswire.com/>), Business Wire (<http://www.businesswire.com>), Reuters Health (<http://www.reutershealth.com/>), and Bloomberg (<http://www.bloomberg.com/>) to find this information, services like Individual.com make the process of news retrieval much easier.

The good news is that just about whenever you look, there are publications, sites of publications, and information aggregator sites to keep you informed and up to date. One of them is Web MedLit. (<http://www.webmedlit.com/>), which offers citations, abstracts, and full-text articles within 10 categories, including medical economics. You also have the option of searching and sorting by relevancy scores and receiving an e-mail update on new articles.

Modern Healthcare (<http://www.modernyhealthcare.com/>), for example, is developing a career resource center and already has features such as Ask the Expert, daily news, and a conference directory. The same is true of more specific healthcare topics such as medical and healthcare informatics, where you can find publications such as Healthcare Informatics (<http://www.healthcare-informatics.com/>).

And more sites are aggregating content. These include include Health Leaders.com (<http://www.healthleaders.com/>), a product of Passport Communications, where you retrieve information on pharmaceuticals, research, legal issues, managed care, and many other topics. Passport recently purchased Healthcare Business (<http://www.healthcarebusiness.com/>).

The observation made about Health Leaders.com could also be made of Health Intelligence Network (<http://www.hin.com/>), which provides access to a basic level of information at no cost as well as access to articles within other publications for a fee. Users are able to do free keyword searches and pay only for the articles they need.

And at COR Health (<http://www.corhealth.com/>), users can access at least a portion of stories appearing in publications such as Internet Healthcare Strategies, The Healthcare Strategist, Medicine on the Net, and Healthcare Leadership Review. Full-text article access to COR publications is provided on a subscription basis.