HON

Health On the Net Foundation

www.hon.ch

Health On the Net Foundation

HON 's mission

To guide ordinary citizens and medical practitioners to useful, reliable online health information, publish authoritative surveys of important trends on the health Internet and provide leadership in setting ethical standards for Web site developers

HON
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About Health On the Net Foundation   Search the HON site

MedHunt

Search the Internet and our database for healthcare **Websites**, **hospitals** and **support**.

[   ]   Submit

Make the most of the medical Internet with this new HON service. **HONselect** integrates Websites, journal articles, multimedia and news for faster, richer search results.

HONselect

Medical Topics ▼

Women dominate the quest for on-line health information   **HON's latest survey**

Support Communities

Distribution lists, FAQs and a wide range of information for individuals.

▶ What's new?
▶ Discussion list

HON Projects

Our initiatives to help build the medical community on the internet.

HON @ CODE **Improve the quality** of healthcare information on the Net with the **HON Code of Conduct**.

▶ Individual advice to **quit smoking**: visit the stop-tabac.ch site.
▶ " Ensemble contre la douleur"

HON Library

Here you will find papers from conferences and various other medical sources.

▶ **Results of the Surveys** on Internet usage for healthcare purposes.

Consult Daily News with entire articles.

Media Gallery

Searchable database of medical images and movies from various sources.

Conferences & Events

All healthcare-related conferences, upcoming and past, are listed in this very complete index.

▶ **Free** and **unlimited access to MEDLINE** from the National Library of Medicine, USA.

15:48:44PM 16-Feb-2000

Facts & figures (1)

- HON site went live in April '96
- Swiss foundation, international vocation
- Purpose: Identify & promote sources of good-quality healthcare information
- Three key services:
  - MedHunt & HONselect (search engines)
  - Surveys on use of the health Internet
  - HONcode

Facts & figures (2)

- Not-for-profit
- Sustained growth:
  - 383,289 accesses July, 1999 (1.78 m. hits)
  - 760,022 accesses July, 2000 (4.85 m. hits)
- Traffic in July, 2000: 84,528 unique visitors
- HON as health Net's "watchdog"
  - Poor quality & fraud are global health

Knock Out Medical Break Through

"The Cure For All Cancers"

"I Have Cured All Types Of Cancer In 5 Days."

Author, Hulda R. Clark Ph.D., N.D.

These incredibly powerful words come from, Hulda R.Clark PhD.,N.D. the nations leading authority on curing cancer and the author of the Block Busting book, **"The Cure For All Cancers"**.

Who Is Hulda R. Clark?

Hulda Clark says, "We are not accustomed to thinking of a cure but of treatment and remissions. My method is not a treatment for cancer!!! It Is A Cure!!! It only takes 5 days to be cured of cancer regardless of the type you have or how far progressed it is. You can stop it immediately."

She puts her astounding discoveries before you and says, Read and Recover.

⭐This extraordinary powerful book will show you:⭐

- How cancer is cured.
- How people get cancer... from parasites.
- Why killing this parasite takes only 5 days.
- The best thing you can do to prevent cancer.
- Why cancer is simply a side effect of parasite infestation and not permanent mortal disease.

Document: Done

Démarrer   ROA's Memob...   HotBot results:...   Explorateur - D...   ssim.asd - Asto...   CURE FOR ...   #1 Arthritis Re...   MIRACLE SH...   15:06

Miracle Shark™

[cover]

Table of Contents

Section ONE
Introduction
History of the shark

Section TWO
Cartilage compounds
Biological activity
Statistics and facts
F.D.A. warning

Section THREE

"MIRACLE SHARK"

SPECIAL REPORT

FEATURE: SHARK CARTILAGE AS A NATURAL PREVENTATIVE & TREATMENT FOR CANCER AND SERIOUS BONE AND JOINT AILMENTS

BY *MELANIE ANN RUBINSKY*

"The Shark's most potent cancer fighting structure is its unusual skeleton, made entirely of cartilage."

The American Cancer Society predicts that by the year 2000, one in every two Americans will acquire cancer. As our life expectancy grows higher, we will suffer more degenerative diseases.

Today, millions of Americans suffer from

HONcode obliges sites to...

- If medical advice, say if it's by a doctor or not
- Support, not replace, doctor-patient relations
- Keep user data confidential
- Justify claims about benefits & performance
- Refer properly to source information
- Identify site developers, authors & Webmaster

HONcode: Key facts

- Ehealth 's most widely-endorsed standard
- 17 language versions (incl. original in English)
- Appeared 1996: A pioneer
- "Active seal" linked to HON site
- Focus on information's form & presentation
  - 'What you should expect when viewing this site…'
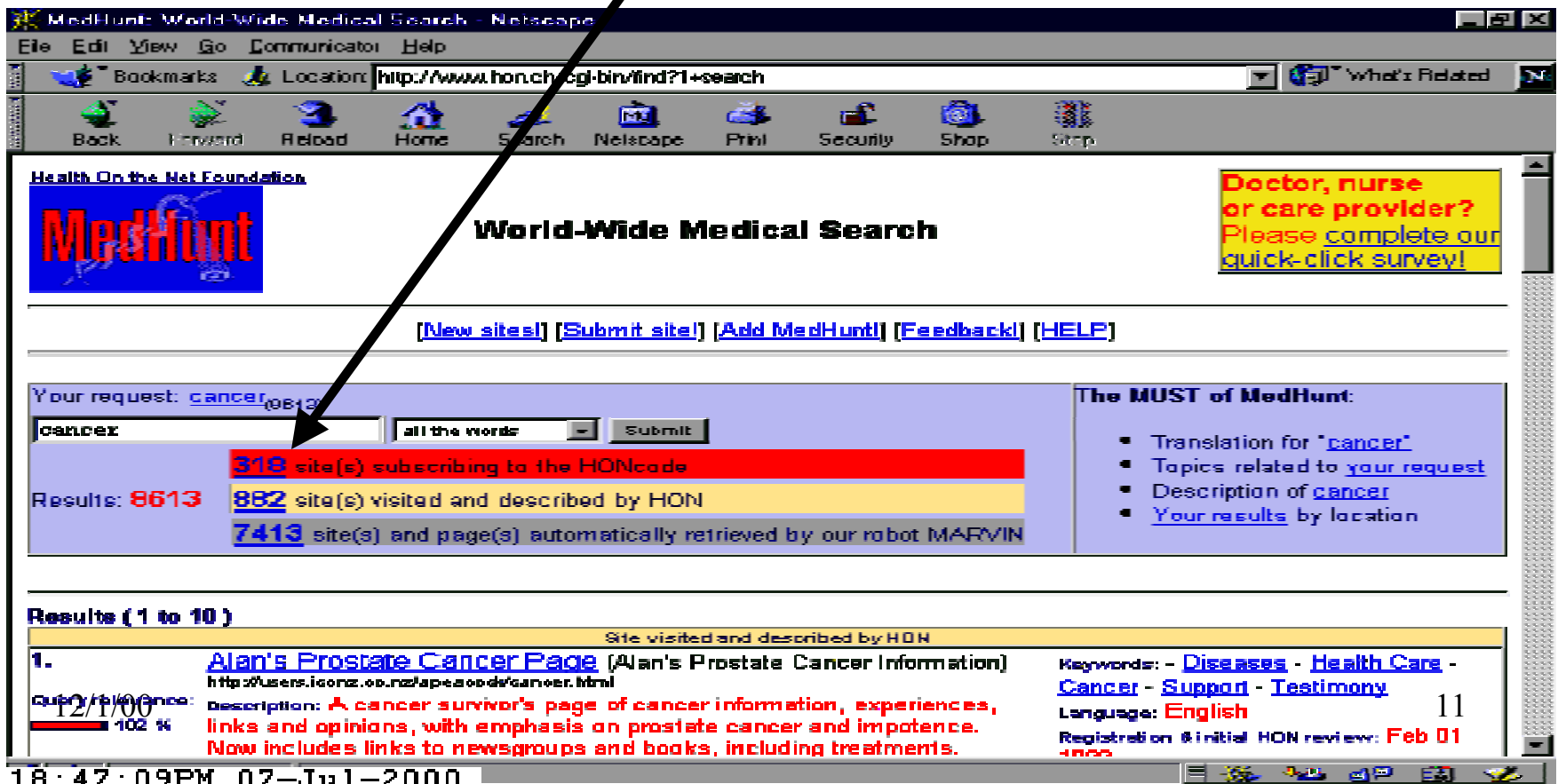
HONcode purpose

- Broadest-possible relevance
- "Floor" for ethical standards
- Encourage developers to self-regulate
- Offer measure of quality reassurance
- Promote shared responsibility
- Stay responsive and market-oriented

HONcode "built in"

- Feature of HON's MedHunt & HONselect:

The HONcode system

- Simplicity and conciseness of Code
- Candidates request "membership"
- Compliance review
- Sporadic, unannounced monitoring by HON
    - Alerts from vigilant users
- Unique ID number as tracer
    - Status box

Health On the Net Foundation
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**HON Code of Conduct (HONcode)
for medical and health Web sites**

HON CODE

HONConduct851989: this HONcode ID number is allocated to:

This site subscribes to the Code of Conduct (HONcode) principles

onhealth
http://www.onhealth.com/
Description: onhealth encloses a large collection of documents related to Skin conditions (Children's and mouth problems, skin growths, insect bites and eye problems), disease's symptoms (listed by organs), Ailments and common diseases and Emergency and first aid.
This site offers a list of Poison Control Centers (by state and country), a glossary of common medical terms and commented images of the body.
OnHealth is an independent service providing ideas, insights and inspiration about all aspects of wellness, health and medicine. Updated at least daily, it includes news, in-depth reports, expert-answered questions, interactive tools, health assessments, discussions, chats, live audio and video, shopping, exclusive reference material, herbs, alternative practices, recommended physicians, clinical trials, and personalized services. This site is especially intended for individuals.
Type: Commercial
Location: 🇺🇸 - Minneapolis - Minnesota - USA - North America

Keywords: - Disease – Health – Glossary - Symptoms - Support
Language: English
Subsequent HON monitoring: Jan 06 2000, Aug 16 1999, Apr 07 1999, Oct 26 1998
Registration & initial HON review: Aug 18 1997

Visited by MARVIN: Jul 23 2000

If you have any doubts about this site respecting the HONcode principles below, please visit our policing page.

Membership status box

Eight principles of ethical conduct

Principles

HONcode
▸ Introduction
▸ How it started
▸ Self-regulation
▸ Users
▸ Principles
  ▸ Chinese
  ▸ Danish
  ▸ Dutch
  ▸ **English** ▤
  ▸ Finnish
  ▸ French
  ▸ German
  ▸ Icelandic
  ▸ Italian
  ▸ Japanese

Authority
1. Any medical or health advice provided and hosted on this site will only be given by medically trained and qualified professionals unless a clear statement is made that a piece of advice offered is from a non-medically qualified individual or organisation.

Complementarity
2. The information provided on this site is designed to support, not replace, the relationship that exists between a patient/site visitor and his/her existing physician.

Confidentiality
3. Confidentiality of data relating to individual patients and visitors to a medical/health Web site, including their identity, is respected by this Web site. The Web site owners undertake to honour or exceed the legal requirements of medical/health information privacy that apply in the country and state where the

Becoming a member

- Interactive questionnaire:
  - Candidate site provides basic site info
  - Automatic highlighting of non-compliant aspects
- Modification & improvements as necessary
- Site commits to respect the HONcode
- HON e-mail, logo, dynamic link & PIN
- Result :

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Customize your HONcode active seal

Lung Cancer Online
http://www.lungcanceronline.org
Your personal HONcode ID number is: **HONConduct792449**

IMPORTANT NOTICE: your ID number

Be sure to always preserve the full link incorporating your HONcode identification number, **HONConduct792449**
This is your personal and unique ID number and must be kept intact at any times.
If the HONcode team does not find this number during review of your site, your HONcode registration will be invalidated.

To install one of the versions below:	cut the following code and paste it in your html document
我们遵循医学和健康网络基金会 **(HON)** 的医学和健康网站网络道德准则	`<A HREF="http://www.hon.ch/HONcode/Chinese/?HONConduct792449"> <IMG SRC="http://www.hon.ch/docs/HONcode/coc_velv_s.gif" ALIGN="LEFT" BORDER="0" ALT="We subscribe to the HONcode principles of the Health On the Net Foundation"> <IMG SRC="http://www.hon.ch/docs/HONcode/HONcode_sub_chinese.gif ALIGN="LEFT" BORDER="0"></A>`
我们遵循医学和健康网络基金会 **(HON)** 的医学和健康网站网络道德准则	`<A HREF="http://www.hon.ch/HONcode/Chinese/?HONConduct792449"> <IMG SRC="http://www.hon.ch/docs/HONcode/coc_velv_b.gif" ALIGN="LEFT" BORDER="0" ALT="We subscribe to the HONcode principles of the Health On the Net Foundation"> <IMG SRC="http://www.hon.ch/docs/HONcode/HONcode_sub_chinese.gif ALIGN="LEFT" BORDER="0"></A>`

Option 2: Choose the color of your dynamic HONcode active seal:

12

HONcode users

- 3,000+ member-sites in 36 countries
- 63% North America, 31% Europe
  - 6% Latin America, Mid-East, Africa & Asia-Pacific
- Links (end-July, 2000):
  - 8,658 external servers & 37,835 Web pages
- 108,937 monthly accesses (July, 2000)

HONcode traffic

- User growth, July 1999 - July 2000:
  - Members up 30%
  - Links: To servers up 140%; to Web pages up 200%
  - 120 new membership requests monthly

- User growth, January - July 2000
  - Monthly visitors up 41%; pages accessed up 50%
  - Vistors access average of 3 HONcode pages/visit

- 300 pieces of related email monthly

HONcode management

- 4 in 5 new subscribers accept modification
- Most common "fixes":
  - Privacy & confidentiality policy
  - Sources of funding
  - Advertising policy
- Average of 5 user complaints per month
  - "They don't deserve it!"
  - Request to arbitrate disputes, e.g. on copyright

HONcode policing

- Procedure triggered by Web users or HON
- Alert sent to offending site via email
- Warning if no compliance after 30 days
- If warning ignored, HON demands seal's removal
  - Unique ID number withdrawn
- Cut-off: Seal on offending site is "rewired"
  - Link states that site is "not a bona fide member"

BETTER PROSTATE, Beta—Sitosterol

MALE HEALTH   ESSENTIAL SUPPLEMENTS

WOMEN'S HEALTH and INFORMATION

SUPER WEIGHT LOSS PLANS

2000

Our personalized service assures prompt and accurate fulfillment of your order
All Products are guaranteed effective and safe, and fully supported by publishe
scientific and medical studies. All are made with USP pharmacetical grade
ingredients in the USA in FDA licensed and inspected facilities.

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@ HON

HON Code of Conduct (HONcode)
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HON @ CODE

The site "████████████████████" is not a bona fide HONcode member. This site does not respect all the HONcode's principles listed below.

Principles

HONcode

▶ Introduction
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▶ Self-regulation
▶ Users
▶ Principles
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  ▶ Danish
  ▶ **English** 📄
  ▶ Finnish
  ▶ French

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HONcode: Next steps

- Revise eight principles
- Tighten enforcement procedures
- Regular audits
- Country-based compliance monitoring
- Focus on information content
  - Adapt medical journals' peer review process
- Work with Hi-Ethics & eHealth Ethics Code

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