

Health 2.0

Understanding the Emerging Social Media Environment: Where Things Stand and What The Future Holds

Matthew Holt

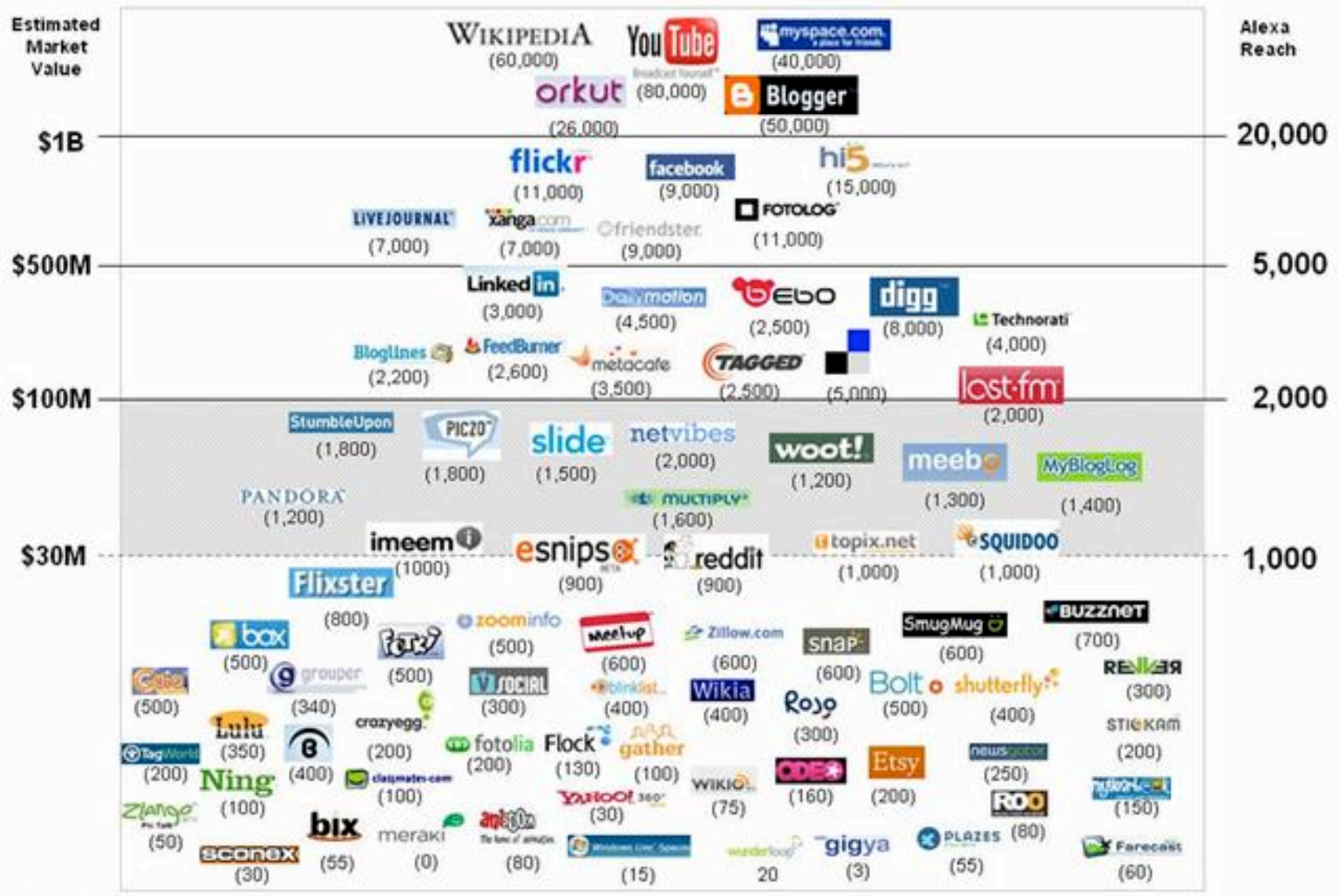
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What the hell is Web 2.0?

Web 2.0 Eco-system



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
 - Dash optional

Web 2.0, nee. 2005-7 uploading, sharing, collaborating, searching

- Social networks
 - Blogs (& micro-blogs!)
 - Wikis
 - Forums, Groups, Discussions
 - Video/content sharing
- Sharing Tools
 - Community policing
 - Posting guidelines
- Dominant letters
 - r, z, x, 2.0
 - Periods, but no vowels allowed



What the hell
is **Health 2.0** ?

What is “Health 2.0”

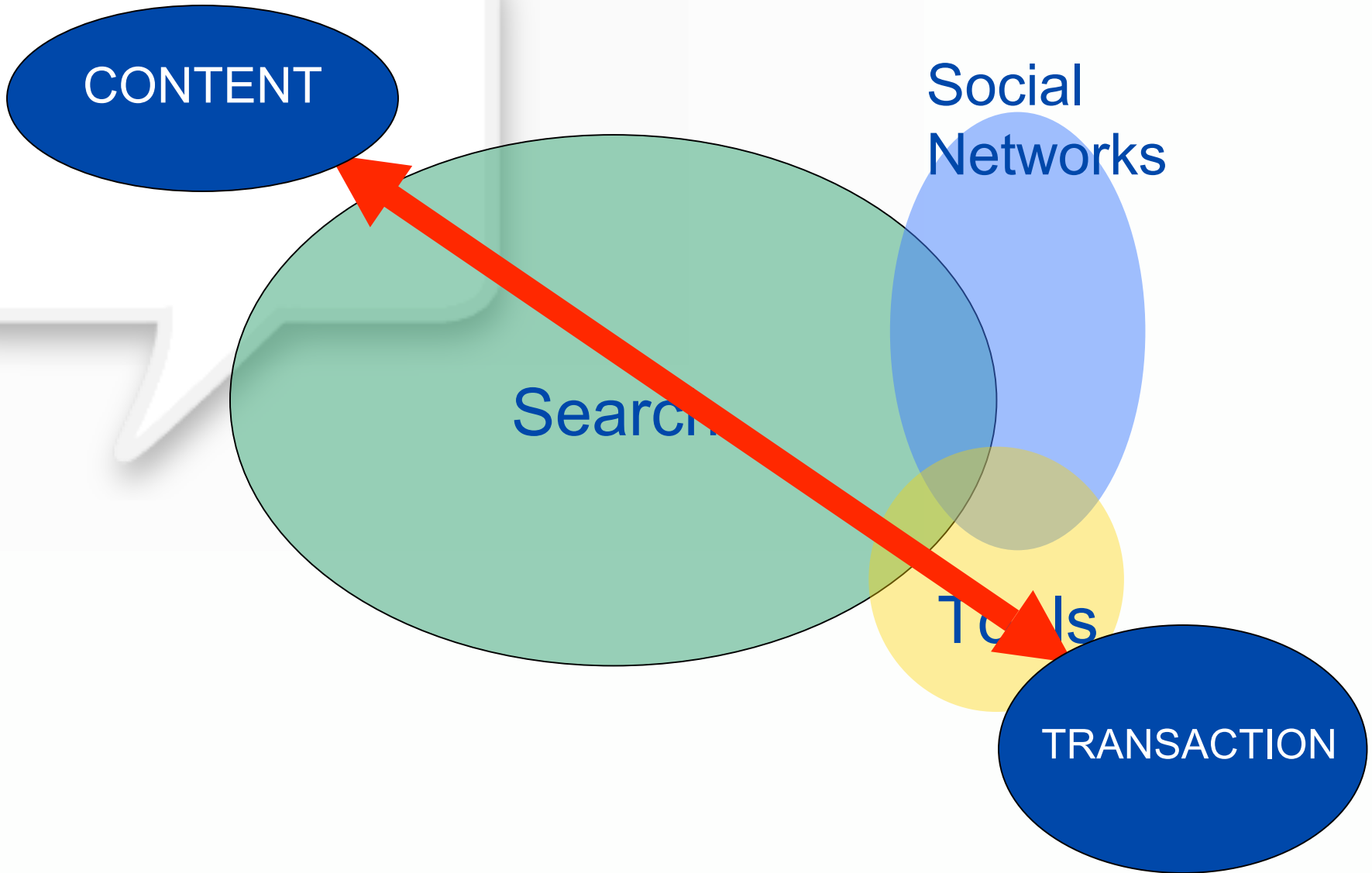
Matthew Holt's best guess at the constituent parts

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

And just maybe

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

Health 2.0: User-Generated Healthcare



Personalized search

The screenshot shows a Mozilla Firefox browser window with the address bar displaying `http://www.healia.com/healia/search.jsp?query=diabetes&x=0&y=0`. The search engine is Healia, and the search term is "diabetes".

Search Results:

- More general: [endocrine system diseases](#), [pancreatic islet disorder](#)
- More specific: [diabetes insipidus](#), [diabetes mellitus](#), [central diabetes insipidus](#)

Results for diabetes (Showing 1 - 10 of 3,906,365)

Suggested Result for [Diabetes mellitus](#) [Source: Wikipedia]

Diabetes mellitus is a disease characterized by persistent hyperglycemia (high blood sugar levels), resulting either from inadequate secretion of the hormone insulin, an inadequate response of target cells to insulin, or a combination of these factors. [\[more\]](#)

Filters:

- Professionals
- Females
- Males
- Kids
- Teens
- Seniors
- African Heritage
- Hispanic Heritage
- Native Peoples
- Basic Reading
- Advanced Reading
- HONcode Sites
- URAC Accredited
- Privacy Policy
- Easy to Scan
- Fast Loading
- For Text Browsers
- Interactive Tools

Search Results List:

- [American Diabetes Association Home Page](#)**
Get the latest **diabetes** news and **diabetes** research summaries . What is the best tool to use to trim my toenails? Donate today . The scammers use official looking documentation (with...
<http://www.diabetes.org/home.jsp> - [More from site](#) - [Cached](#) - [Email This](#)
Attributes: Treatment, Prevention, Advanced Reading, Privacy Policy
- [National Diabetes Information Clearinghouse](#)**
Newsletter BACK TO... Newly diagnosed or at risk? **Diabetes**-related problems of the heart, kidneys, eyes, feet and skin, nerves, teeth and gums...
<http://diabetes.niddk.nih.gov/> - [More from site](#) - [Cached](#) - [Email This](#)
Attributes: Advanced Reading, Privacy Policy, Fast Loading
- [Diabetes](#)**
Web site for **Diabetes**.
<http://diabetes.diabetesjournals.org/> - [More from site](#) - [Cached](#) - [Email This](#)
Attributes: Advanced Reading, Fast Loading
- [Canadian Diabetes Association](#)**

Sidebar:

- Diabetes Facts & Info** www.walmart.com
- Refine results for diabetes**
[Treatment](#) [Tests/Cause:](#)
[Symptoms](#)
- American Diabetes Association**
Their mission is to prevent...
www.diabetes.org/ - 48k -
- Diabetes Information**
The American Diabetes Association...
www.diabetes.org/
- Diabetes information**
Offers dietary recommendations...
www.diabetes.com/ - 13k
- Diabetes**
Web site for Diabetes...
© assists in the publication of diabetes.diabetesjournals.org
- Diabetes -- Archives**

Advertisement: learn to recognize me.

Intelligent Communities

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

Hi, bluetopaz | [Invite](#) | [Help](#) [Sign Out](#)

DailyStrength

Home Communities Treatments People Search GO

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

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
+ Add Psychotherapy	Psychotherapy is a range of techniques which use only dialog and communication and wh... Read Reviews	6539 Members	87% of the time
+ Add 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
+ Add 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
+ Add Lexapro	Escitalopram acts as a selective serotonin reuptake inhibitor or SSRI. It is typicall... Read Reviews	3438 Members	63% of the time
+ Add 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

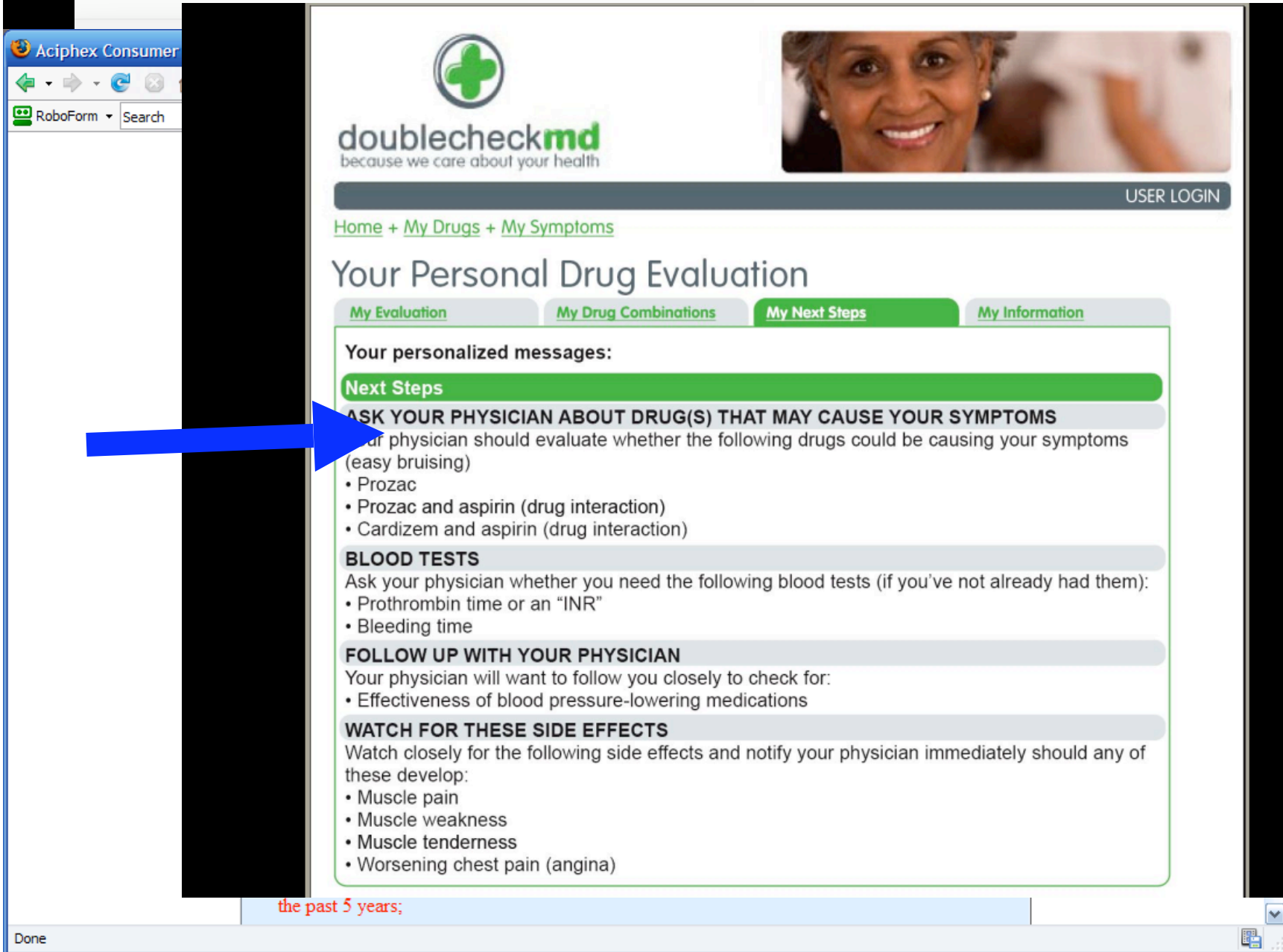
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Ads by Google
Weight gain solution.
There is a reason and solution for antidepressant weight gain.
www.theroadback.org

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


Done


Intelligently presenting content



Aciphex Consumer

RoboForm Search

 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

Ask 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

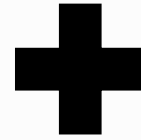
Watch closely for the following side effects and notify your physician immediately should any of these develop:

- Muscle pain
- Muscle weakness
- Muscle tenderness
- Worsening chest pain (angina)

the past 5 years;

Done

Search & Online Communities



NTSCBlog.com

Emergence of Consumer-Focused Tools



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

Health 2.0: User-Generated Healthcare

Content

Social
Networks

Search

Tools

Transaction
Data



So now what is “Health 2.0”?

Holt’s evolving view of a moving target

- Personalized search that looks into the long tail, but cares about the user experience
- Communities that capture the accumulated knowledge of patients and caregivers; and clinicians – and explain it to the world
- Intelligent tools for content delivery – and transactions
- Better integration of data with content

And it’s not a maybe anymore...

Technologies fusing as patients increasingly guiding their own care

Sounds great, right? *Wrong*. While the ads are the number one discussion trend on the microblogging platform, [Twitter](#), the overall grade? A great big "Fail Whale".

Avid Twitter user and mom, [Jessica Gottlieb](#) is the originator of the conversation via [her Twitter network](#). The dialogue (and overwhelming outrage) is growing exponentially. Already there are thousands of comments on [#motrinmoms](#) and almost all are negative with many saying they will no longer use the brand name product.



 [thecryptic](#): Wow, go to <http://motrin.com> and watch the AD, motrin just offended moms everywhere. [#MotrinMoms](#) (who's gonna be fired?)
about 3 hours ago · [Reply](#) · [View Tweet](#)

 [Bella_Casa](#): A baby will never be a fashion statement. How outrageous is that thinking??? <http://twurl.nl/pgls7v> (expand) [#motrinmoms](#)
about 3 hours ago · [Reply](#) · [View Tweet](#)

 [momfuse](#): [#motrinmoms](#) If you've created a post or video please leave a comment with the link <http://momfuse.com8>
about 3 hours ago · [Reply](#) · [View Tweet](#)

It took only a few short hours to go viral. Katja Presnal, founder of SkimbacoLifestyle.com and LadybugLandings.com, wants Motrin to know that the ads themselves are [giving moms headaches](#).

Presnal says, "Moms have brains, don't treat us like that and learn to market for us. We spend 75% of our families' money."

Will Motrin Respond?

The world of social media is reaching a tipping point and my bet is yes, they will respond. This is their opportunity to engage and connect with a powerful (and influential) audience. (Perhaps the one they should have consulted before launching the ads?) So, what should they do first?

Resources

[100+ More Ways to Organize Your Life](#)


[Web Design Toolbox: 130+ New Tools to Make You a Better and Faster Designer](#)

[Web Development Toolbox: 120+ New Tools for Web Development](#)



[More Mega Lists >>](#)

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[99 designs.....](#)

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3/10/09

Nov 17, 2008 03:25 PM in [Society & Policy](#) | [9 comments](#) | [Post a comment](#)

"Motrin moms," a-Twitter over ad, take on Big Pharma--And win

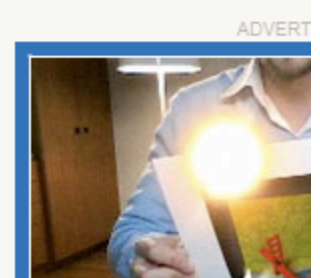
By [John Matson](#) in [60-Second Science Blog](#)

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Hell apparently hath no fury like a Motrin mom scorned. It began innocently enough—a [painkiller](#) ad targeted to aching moms. But seems the spot touched a nerve in the ever-growing blogging mom community, drawing heat for claims that ibuprofen (brand name Motrin) could help cure the pain in the neck, not to mention back and shoulders, caused by carrying a baby in a sling, wrap or "schwing."

Some of angry moms took to Twitter to slam the ad's



Hi,

We've learned a lot from our consumers lately and continue to listen. We are working on a path forward, more to come on this. Stay tuned...

Best,

Jenna + Stephanie

Jenna and Stephanie

Product Directors of Motrin and Children's Motrin

This is all fun, but why should I care?

- Multiple new communication channels, coming faster & faster (2007 to 2009!)
- Distance, time, technology, recognition – no longer barriers to being info-ential
- Organizing without (and within) organizations
- Transparency (and lack of it) cuts both ways