



Be Well 

I-Doc

**The Internet Connection between the
Doctor and Patient**

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The Physician/Patient Relationship – Online

Five Innovations

- The App Era
- Hand Held Healthcare
- The Analyst
- The Outside In Factor
- Social Networks

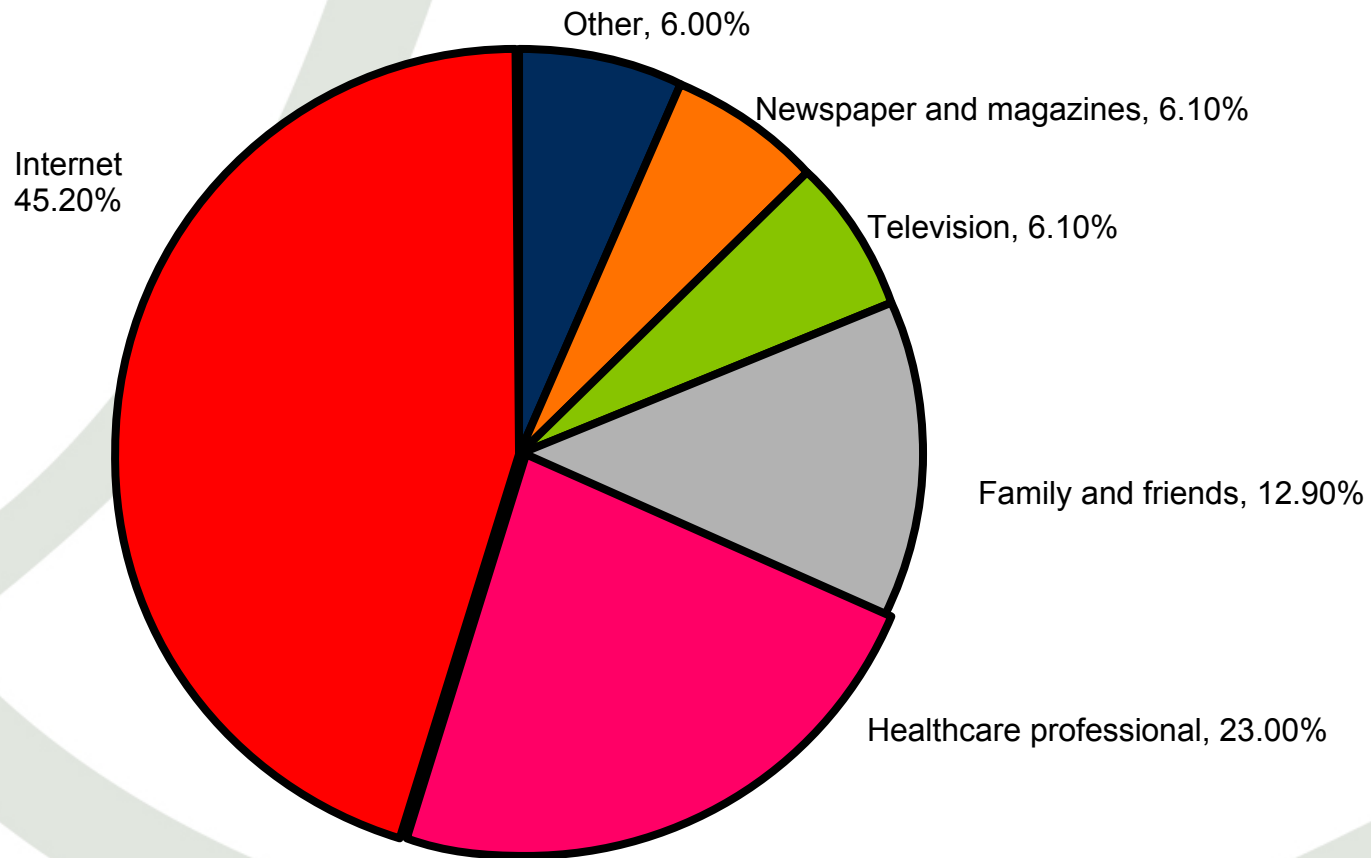
Our Experience

- Women as Influencers
- Shift to Video

The New Need

- 40 Million More in the Waiting Room

Where People Get Health Information



More Than One Million New Articles Each Day

Any type of message, communication or media that is created by individuals, distributed and archived online, and freely accessible to anyone for informational or entertainment purposes. Fastest growing segment of the Web and no one is monitoring the content for accuracy.



44% of U.S. online adults are content creators

More than 50 million read a blog each day.

(Pew Research)

Why it's Different



- Newspapers, TV, radio, books are static.
- Social media is supple, flexible and lively.
- Changeable, interactive,
- Shared - words belong to the collective
- Each person can be influential

1. The App Era

- **There are over 6,000 consumer health apps**
 - First Aid, Emergency
 - Blood Pressure
 - Fitness
- **80% from Apple alone**
 - Health apps ranked in top 5 category by volume in Apple's App Store
 - Exponential growth on other platforms
 - Computers, cell phones, ipad and whatever's next
- **Physician/Patient Relationship**
 - Provide consumers Guidance
 - Communications platform
 - The doctor is needed to vet and guide

2. Hand Held Healthcare

- **mHealth**

- Mobile phones, PDA's, Monitoring Devices
- Collect Data, Deliver to Healthcare Practitioners, Researchers
- Real Time Monitoring
- Electronic Records, Patient Health Records

- **Physician/Patient Relationship**

- Remote monitoring
- Real time Treatment Adjustments
- Shared Data
- Quality of Care

3. The Health Analyst

- **A Step Beyond Personal Health Records**
 - Google Health, Microsoft Health Vault
- **Keas**
 - Founded by Adam Bosworth(Google)
- **Similar to Financial Analysts**
 - Help Consumers Understand their Health Data
 - Physician/Wellness Experts design personal plans
- **Physician/Patient Relationship**
 - Disruptive
 - Consumers access health providers electronically, take ownership of their own health care

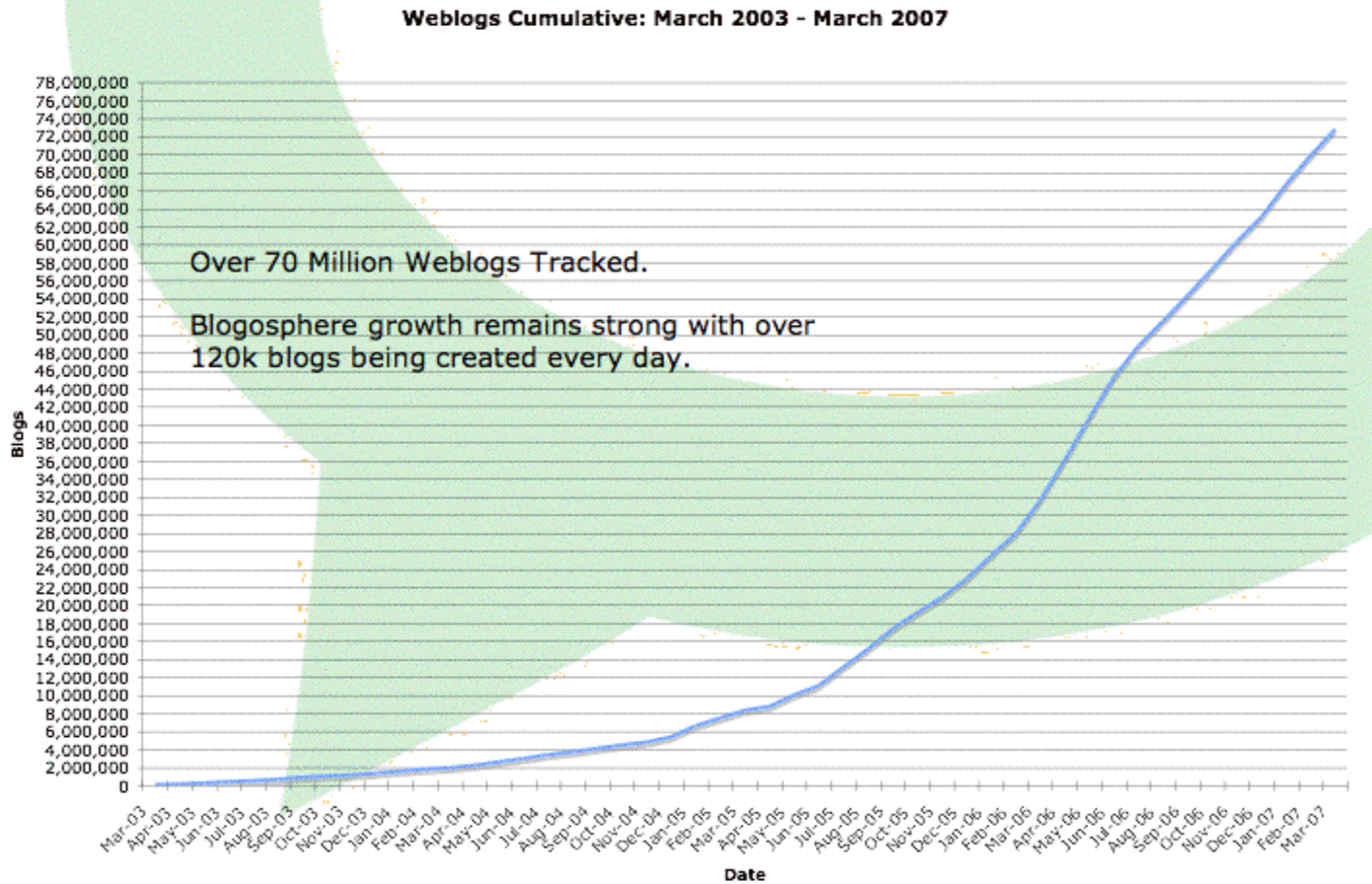
4. The Outside In Factor

- **Importing Innovation**
 - Historically: Companies first designed products for wealthy countries
 - Now: Recognizing needs of Specific Cultures
 - Developing countries need low costs, small size, high quality
 - Result: Innovations from other countries can impact U.S.
- **Example: GE**
 - Hand Held Electrocardiogram -\$1000
 - PC Based Ultrasound - \$15,000
- **Physician/Patient Relationship**
 - Reduce costs, increase access to care

5. Social to Global Networks

- **Global Revolutions Born in the USA**
 - Facebook Revolutions in the Middle East
 - Aggregation of People & Ideas Driving Change
- **The Ability to Connect, The Power to Change**
 - Individual Knowledge to a Social based Collective Body
 - PatientsLikeMe
 - Collect, share outcome based patient data
 - Sharing data with doctors, companies
- **Physician/Patient Relationship**
 - Better informed patients
 - Real time data

Social Networking & Blogging About Health



Source: Technorati

Our Experience- A Need for Expert Guidance

- More than 75% of Internet user do not regularly check the source and data of the information that they find.
- Health information is incomplete, inaccurate, and/or misleading.
- Perception - 86% of searchers rate health information as reliable.
- Many health sites offer information, but little guidance
- Content is generic, licensed from same sources
- Seismic shift from text to video, yet few sites have the creative programming and talent to successfully engage consumers

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

Women & Social Networks

- Women inherently form and belong to communities
- Online communities - Natural extension of personal relationships
 - Meet the need of women to connect, find others like them
 - Women tend to trust others like them vs. authority figures
- Social contact has a positive influence on health
- Collective wisdom of large scale participation
 - Managing chronic conditions
 - Sharing observations
 - Aggregating information
 - Increasing the likelihood of finding information

BeWell: First Expert Guided Video Health Network

The screenshot shows the BeWell website homepage. At the top left is the logo "Be Well BETA" with a star. Below it is the text "Healthy Conversations Online". To the right is a search bar and a "SHARE" button with social media icons. A green navigation bar contains links for Home, Communities, Experts, Members, Events, Resources, Book Club, About Us, and Health Tools. A blue banner below the navigation bar says "Join the conversation, click here and sign up today!". The main content area features a large section titled "Love Your Heart" with a quote from Dr. Marianne Legato, a photo of her, and a stethoscope graphic. Below this is a link to "See the five questions you should ask your doctor" and a logo for a collaboration between Be Well and Pfizer. On the right side, there is a vertical menu with categories: Welcome to BeWell, Medical Conditions, Parenting & Kids, and Healthy Living. Below the main content, there are three sections: "COMMUNITIES" with a list of topics like Medical Conditions and Healthy Living; "OVERHEARD ON THE BLOGS" featuring a blog post titled "The Hole Story: Body Piercing & Safety" by Hope A. Ricciotti, M.D.; and a "Transitions" logo with the tagline "Healthy light in every light" and a group of people icon.

Be Well BETA
Healthy Conversations Online

SHARE [Social Media Icons]

Home | Communities | Experts | Members | Events | Resources | Book Club | About Us | Health Tools

Join the conversation, [click here](#) and sign up today!

Love Your Heart

Dr. Marianne Legato, a pioneer in gender-specific medicine, has her finger on the pulse of women's heart health. Don't miss her potentially lifesaving tips.

See the five questions you should ask your doctor »

a collaboration between **Be Well** & **Pfizer**

MARIANNE LEGATO, M.D.

Welcome to BeWell

Medical Conditions

Parenting & Kids

Healthy Living

COMMUNITIES

- Medical Conditions
- Healthy Living
- Sex and Relationships
- Reproductive Health
- Breast Cancer
- Spring and Stress

OVERHEARD ON THE BLOGS

The Hole Story: Body Piercing & Safety

Hope A. Ricciotti, M.D. ([bio](#) »)

As a gynecologist, I see all kinds of piercings, which have become very common in places beyond the earlobes. These days, I find jewelry in the tongue, lips, upper ear,

We support healthy conversation

Transitions
Healthy light in every light

THE BEWELL NETWORK



Original Expert Content and Community

- Be Well TV
- Be Well Blogs
- Be Well Communities
 - Access to the leading health influencers across 18+ Health Categories
 - Custom Health Video from Experts including Dr Nancy Snyderman
 - Independent, credible source
 - Vast reach across top GHM health sites (40 million users per month)

BeWell TV

- First to offer a true team of Experts
 - Collaborated on consumer health communications for 10 years
 - Dubbed the “Medical Dream Team” by *O, the Oprah Magazine*
- Warm, engaging conversations
 - In the style of “The View” ; talking with your best friend
- Expert team chosen by Dr. Nancy Snyderman, co-founder, BeWell, Chief Medical Editor, NBC News
 - Evidence based, respected in their fields
 - Outstanding communicators.
 - Authors, columnists, media commentators
 - Current, creative, provocative
- Creative, inspiring, informative programming
 - Testimonials, interviews and conversations
 - New, not re-purposed, licensed content

40 Million More in the Waiting Room

- Urgent Need to Increase health literacy, educate consumers
 - Healthcare Bill will Expand the Pool of coverage by 40 Million people.
Healthcare providers are not expanding Concurrently.
- Population is diverse, mobile
- Federal/state Funding Limited

Pledging the Oath, Delivering its Promise

- **The Oath**


- “I will remember that there is art to medicine as well as science, and that warmth, sympathy, and understanding may outweigh the surgeon's knife or the chemist's drug”.

- **The Challenge**

- Delivering the warmth, sympathy and understanding that engages patients and builds a relationship – in 15 minutes - with internet armed patients

- **The Promise**

- Innovation and Technology Will Support Physicians in fulfilling their pledge that has endured through the ages



**Healthy Conversations
powered by
Good Health Media**

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