

drkoop
.com



**THE CONSUMER
HEALTHCARE
NETWORK**

**Donald Hackett
President & CEO**



Outline

- **The Convergence of Four Major Forces**
- **Privacy vs Security**
- **What e-Healthcare companies must do**

Four Forces Converging

Reach

Interactivity

Media

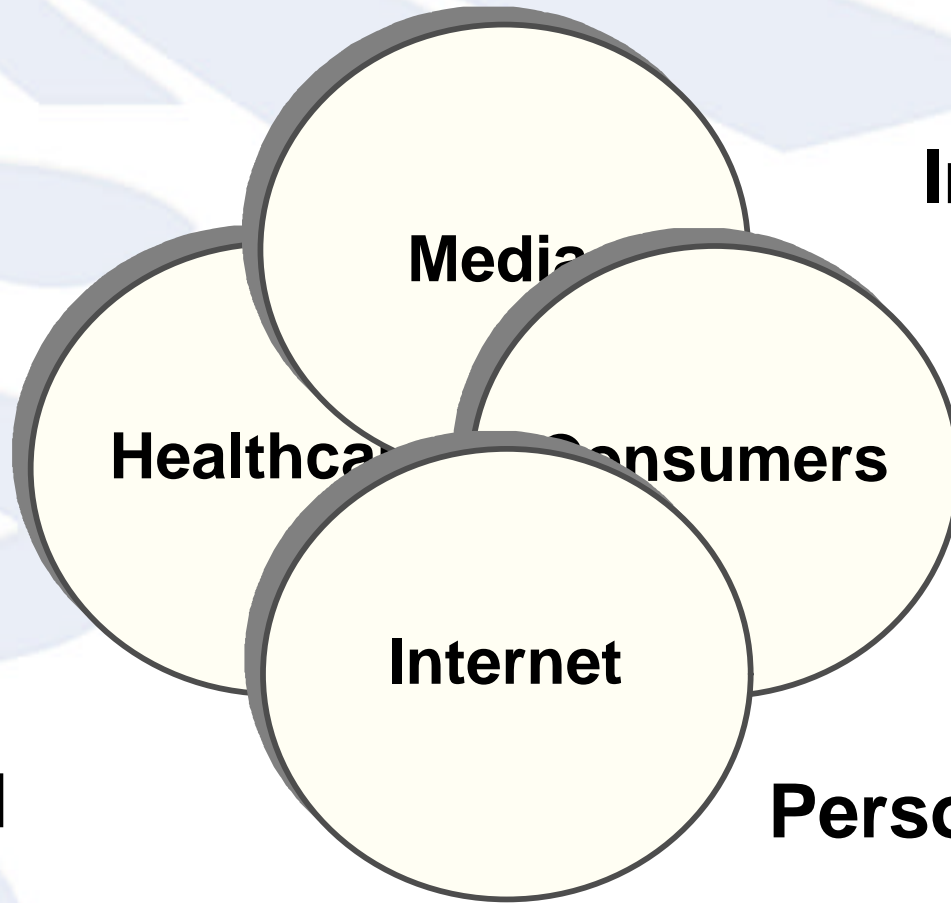
Healthcare

Consumers

Internet

Speed

Personalization



Market Size



**280,000,000
Consumers**



**450,000
Doctors**



**7,000
Hospitals**

This Convergence allows Consumers:



To be **Informed** with timely and accurate information

To have **Choices**

To be empowered to take **Action**

The image displays three screenshots of the drkoop.com website interface, illustrating the convergence of healthcare information and consumer empowerment.

Top Screenshot: Health News
 Features a navigation bar with links for HOME, NEWS, FAMILY, RESOURCES, WELLNESS, COMMUNITY, and CONDITIONS. A prominent banner asks, "You've got questions? We've got expert answers!" with a hand icon. The drkoop.com logo is visible in the top left.

Middle Screenshot: Health Resources
 Includes a search bar with the text "SEARCH NOW" and "FIND HEALTH ANSWERS". Below the search bar, there's a section for "OUTDOOR HEALTH TIPS" and a testimonial quote: "The best prescription is Knowledge" by Dr. C. Everett Koop, M.D. The drkoop.com logo is also present.

Bottom Screenshot: My Health
 Shows a personalized user interface with a navigation bar (HOME, NEWS, FAMILY, RESOURCES, WELLNESS, COMMUNITY, CONDITIONS). A sidebar on the left lists various health resources like Personal Diagnosis, Drug Checker, and Clinical Trials. The main content area includes a "LOCAL SPONSOR" section, a "YOUR PROFILE" section with options to "Customize this page" and "Update your profile", and a "WHAT'S NEW" section. A "BACK" button and an "E-MAIL THIS ARTICLE TO A FRIEND" link are also visible.

Healthcare on the Internet.....



Content must have context!

Contextual merchandising of products and services must be ethical

Integration of data management tools must ensure privacy

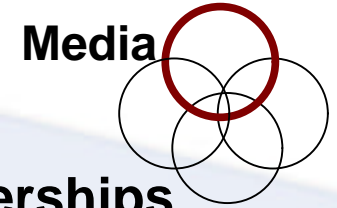


Hi-Ethics Alliance

**Leading e-Healthcare Companies
Form Alliance
to Benefit Internet Consumers;
New `Hi-Ethics´ Alliance Will Focus on
Content, Advertising, and Privacy**

NEW YORK -- (BUSINESS WIRE) -- Nov. 4, 1999

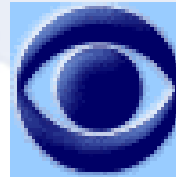
Traditional Media Enters Healthcare



Parent

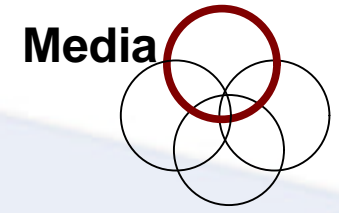
Network

eHealth Partnerships



CBS





Even the venerable print media

The New York Times
THURSDAY, FEBRUARY 5, 2009 | 6th Edition 12:18 PM

5% Cash Back from select online merchants

Health

End in agreement
By THE ASSOCIATED PRESS 1:44 A.M.
Interim... ended a 10-day disagreement today over the role in peace talks and the scope of a partial Israeli troop pullback in the West Bank. [More Details](#)

U.S. Moves to Halt \$30 Billion Merger of BP Amoco, ARCO
By STEPHEN LAMOND
FROM THE BUREAU IN WASHINGTON
Moving to stem the trend of consolidation in the oil industry, the government will try to block BP Amoco's \$30 billion acquisition of the Atlantic Richfield Company. [More Details](#)

MARKETS	29 Feb, 3:45p
Dow	9979.39 -27.39▼
Nasdaq	4256.82 82.87▲
Russ1000	1412.89 3.56▲
Nikkei	516.45 4.76▲
NYSE	629.39 0.65▲

2002 guitar great Pat Metheny live on-line chat

February 7 7:30pm EST

The Washington Post
washingtonpost.com

Health

Our platform is politics...

Prison for Federal Workers?
President Clinton's proposed budget seeks a 17 percent hike and requires new taxes to employees' benefit.

Whispering Libers: Clinton's Call
A liberalized company in the bid to lead in leadership after Medicare raised to tighten the program's policy.

Chicago Tribune
chicagotribune.com

We'd like to introduce you to your new employer.

Health

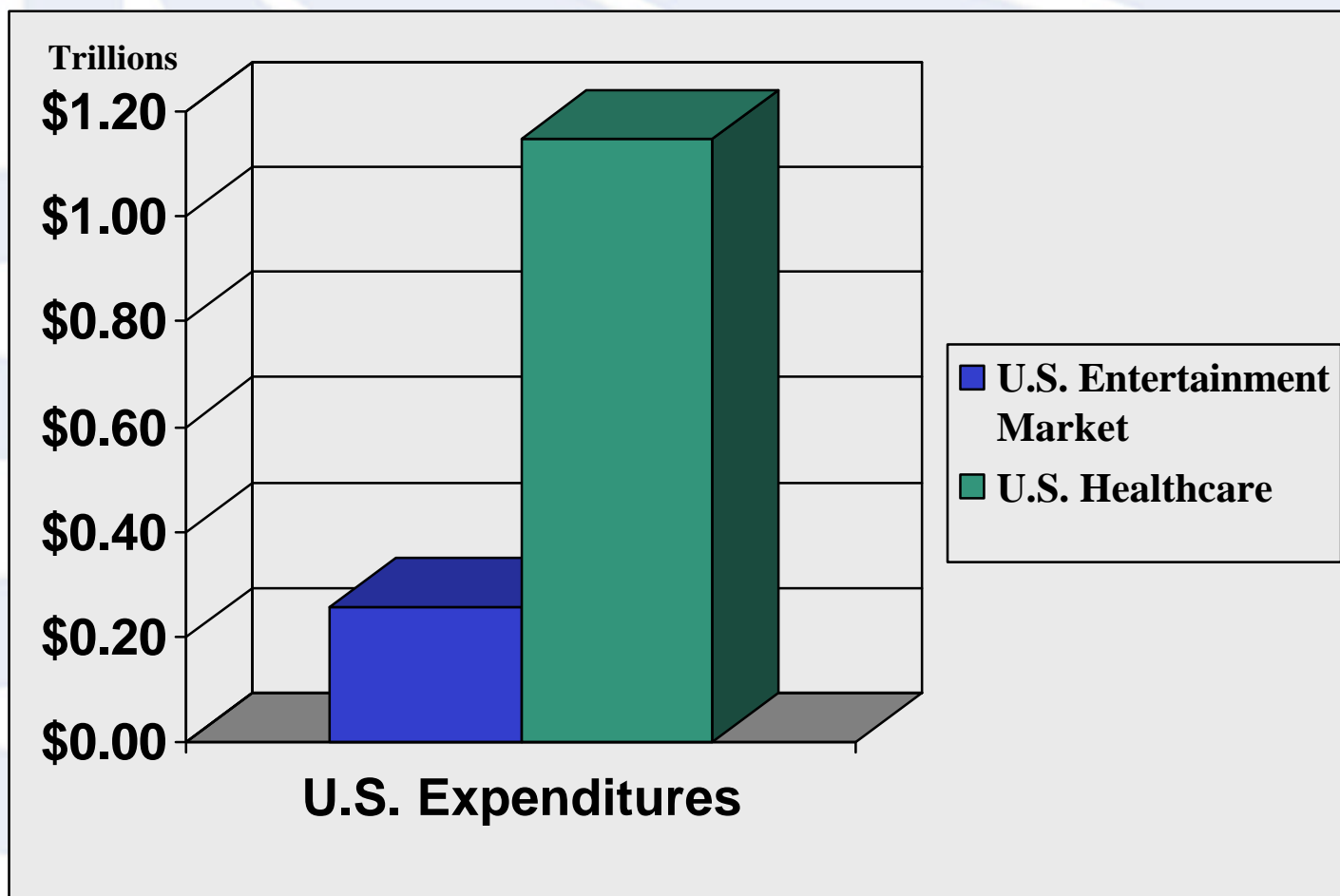
Obama wins fourth term as Fed Chairman
The Obama is expected to vote today to confirm Federal Reserve Chairman Alan Greenspan for another four-year term.

Brain attack in business
Gov. George Pataki's health care plan: Wednesday he proposes a \$45.5 billion budget and announced that the budgeting driver's Senate proposal linked to his health care plan would not destroy his ability to lead.

Obama's voice recorder in good shape
A 1000+ voice recorder captured from the wreckage of Alaska Airlines Flight 261 appears in good condition, and may tell investigators what malfunctioned with the plane's jet controls and how the pilots and passengers fared during the harrowing "controlled descent" plunge into the Pacific.

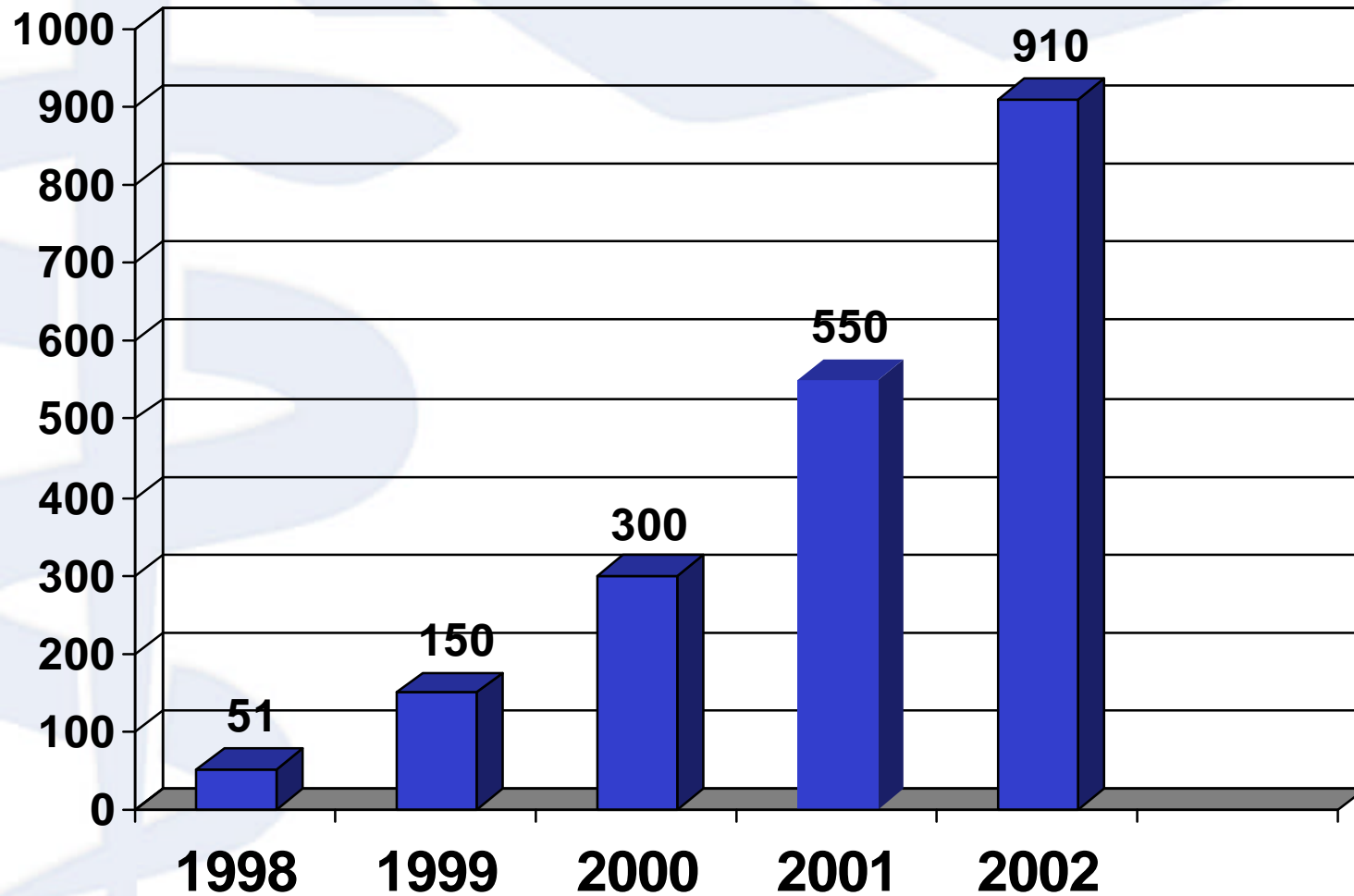
Momentous with McCain on S.C. primary near
Sen. John McCain knew in his garage had paid off, as he a suddenly arrived in the bedroom for a beer-and-pizza feast as an support for his Democratic, D.C., opponent will his with local, 200 colleges.

U.S. Expenditures



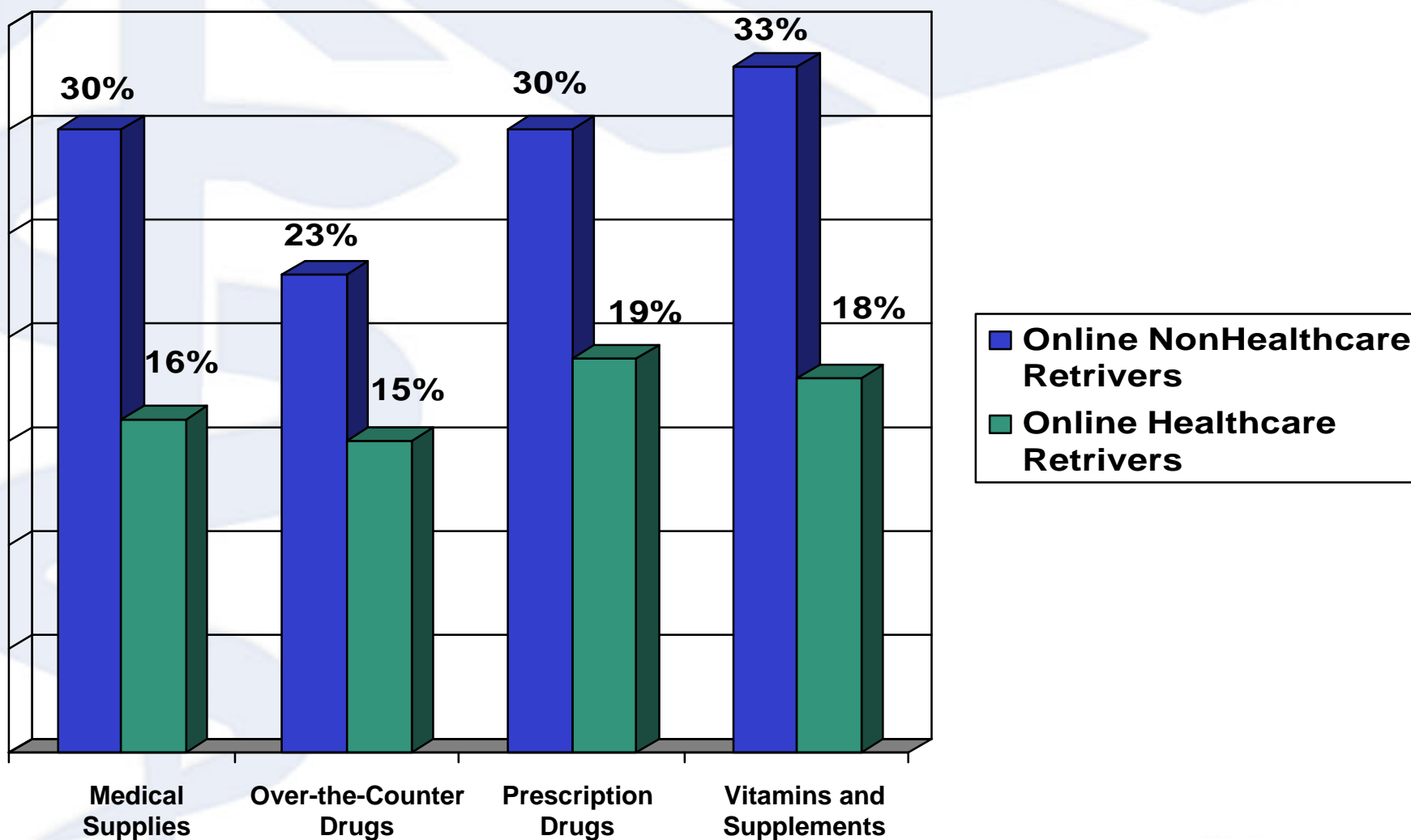
Sources: HCFA, U.S. Census Bureau, Booz Allen & Hamilton

U.S. E-Commerce Spending (In \$Billions)



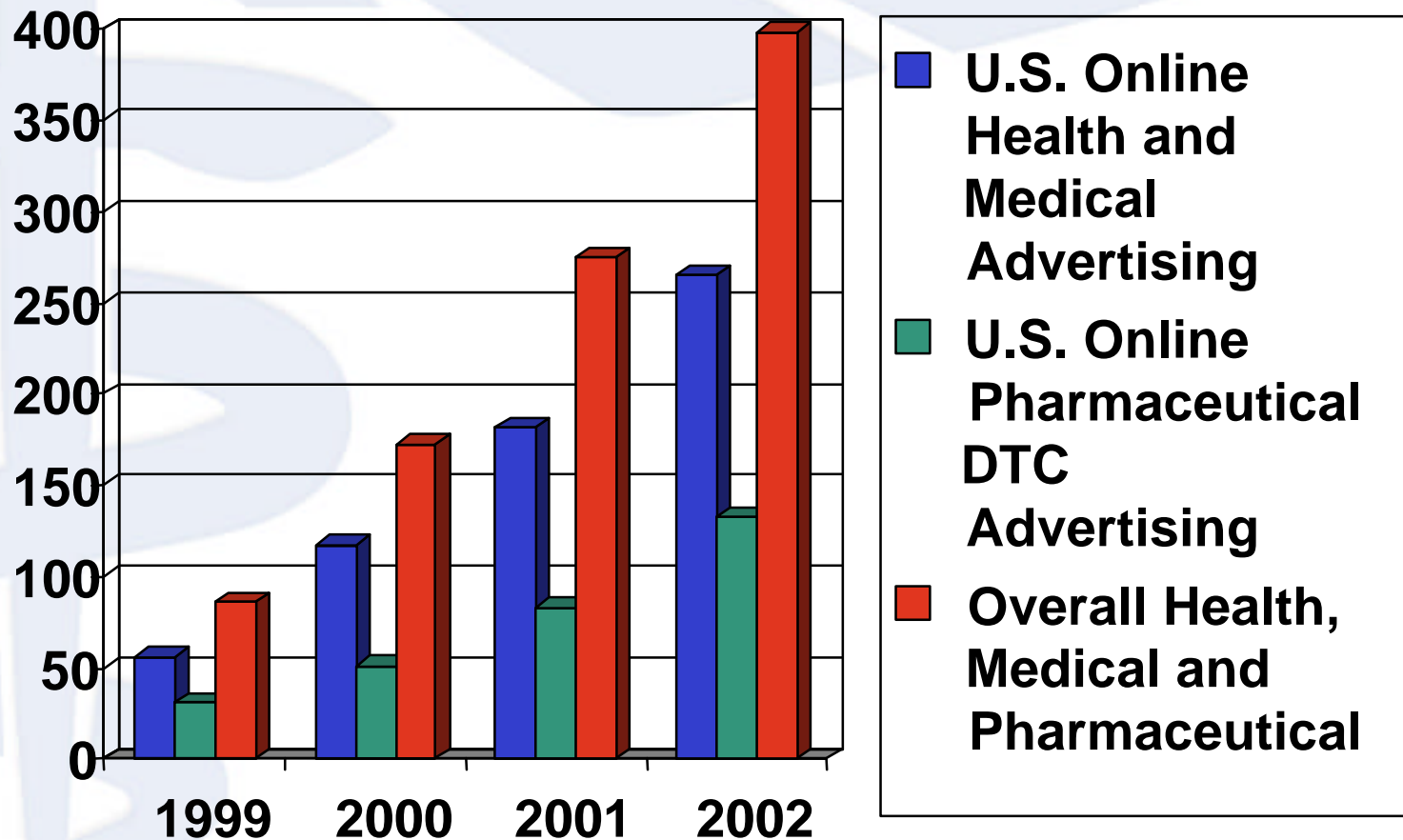
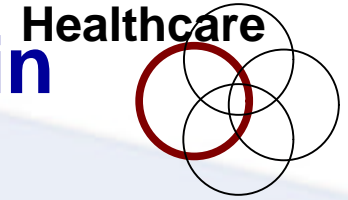
Source: Forrester Research

Health Consumers Want to Buy Online



Source: Cyber Dialogue / findsvp

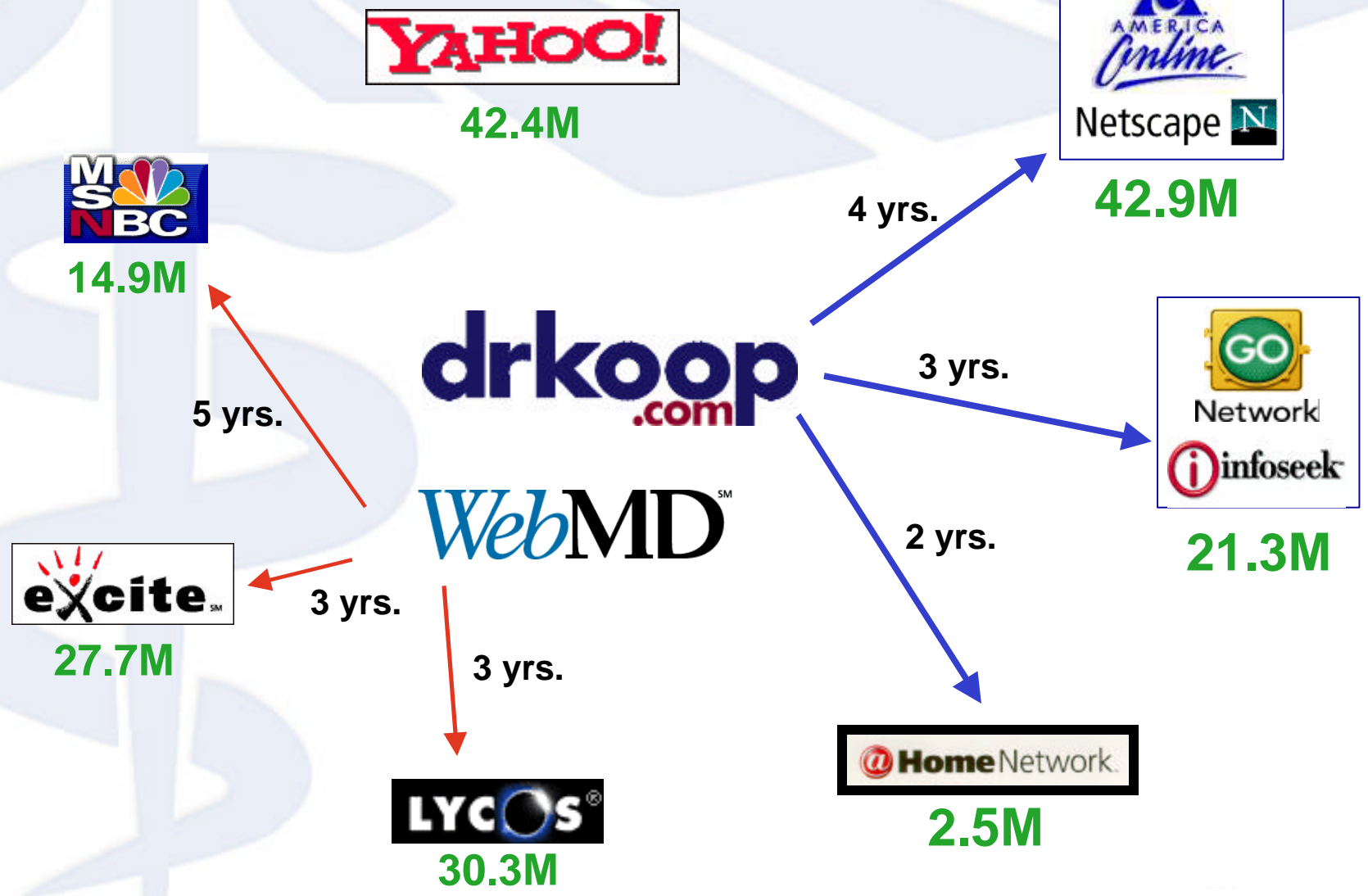
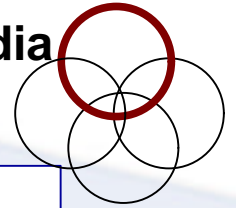
Online Health-Related Ad Spending in the U.S. (in billions)



Source: Jupiter Communications

Portals and Vertical Portals

Media



New Media Health Networks



GO Network
169 M
infoseek
AMERICA Online
Netscape N
@HomeNetwork

- Traffic
- Brand
- Extend market
- Content

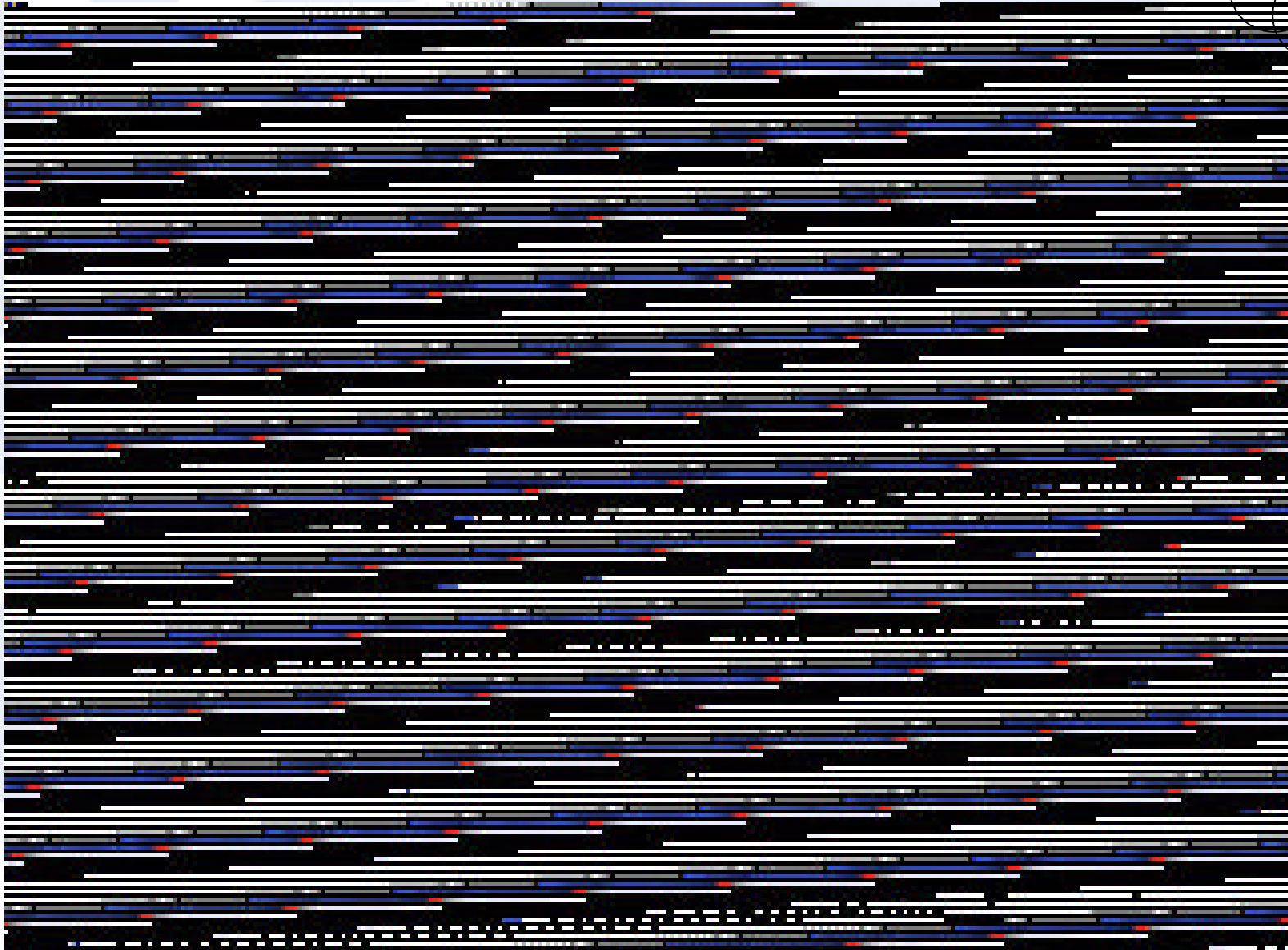
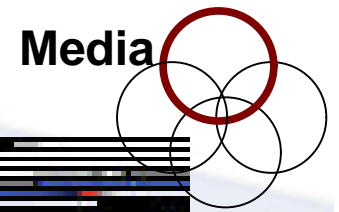


LYCOS 150 M
MSNBC
excite

Healthcare Portal



On-Air Media



CEO'S GUIDE TO PRIVACY

Cliff Notes



Which of the following is a
strength of the Internet?



• **Speed** •

• **Reach** •

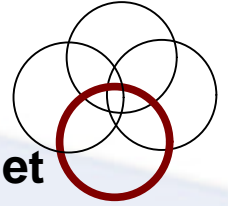
• **Interactivity** •

• **Personalization** •

• **All of the Above** •

The Power of the Internet

Internet



- Speed

All strengths
when the collected
information is
NOT sensitive



- Reach



- Interactivity



- Personalization



Which of the following is a
weakness of the Internet?



• Speed •

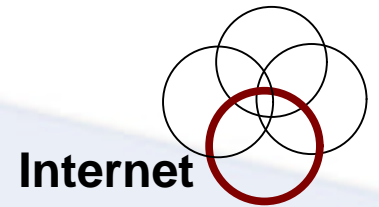
• Interactivity •

• Reach •

• Personalization •

• All of the Above •

The Weaknesses of the Internet



- **Speed**

All weaknesses when the collected information **is managed insensitively**



- **Reach**

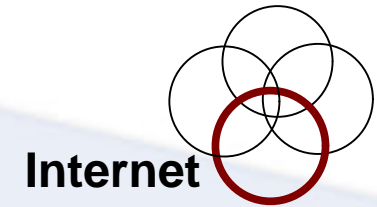


- **Interactivity**



- **Personalization**

The Power of Personalization



DIET TRACKER

GOALS | DIET | FEEDBACK | HISTORY

YOUR WEIGHT: **ADD** **DELETE** **WEIGHT**

DAILY SUMMARY: 11:01:00 AM \$100 170

QTY	ITEM	CAL	PROT
1	APPLE	51	1
1	MUFFIN	31	1
2	DIET COKE	18	1
1	CHEESE SANDWICH	31	1
3	COOKIES	31	1

drkoop.com HELP END SESSION DISPLAY OPT

drkoop.com My Health

HOME | NEWS | FAMILY | RESOURCES | WELLNESS | COMMUNITY | CONDITIONS

SEARCH drkoop.com

MY ARTICLES **EDIT**

MY PROFILE **EDIT**

MY HEALTH **EDIT**

Health News
Family Health
Resources
Health & Wellness
Community
Conditions & Concerns

Privacy Policy

find a drkoop.com partner near you

High-risk pregnancies, big babies linked to diabetes
Women with diabetes are more likely to have difficulty recognizing and sustaining a pregnancy than women who do not have the condition. In 2009...

Type 2 Diabetes Increasing Among Young People
People who have higher than normal blood sugar levels still have a higher risk of death than those with normal glucose tolerance even if they do...

High blood sugar can be fatal
People who have higher than normal blood sugar levels still have a higher risk of death than those with normal glucose tolerance even if they do...

Depression Found to Raise Blood Glucose in Diabetics
glucose levels and reducing the risk of complications, according to research presented at the annual conference of the American Diabetes Association...

MY COMMUNITY **EDIT**

- Sunday: 11 a.m. to noon EDT
[Weight Loss Support: The Healthy Way](#)
7-8 p.m. EDT
[Working With Your](#)
- Wednesdays: 9-10 p.m. EDT
[You Are What You Eat](#)
- Thursday: 9:30-10:30 p.m. EDT
[Fitness That Works](#)

drkoop.com Body Mass Index Calculator

Does your weight match up against your height?

Your Results
4'10", 100 lbs
your BMI score is 35

Use the body mass index (BMI) calculator to estimate total body fat

People who are overweight or obese have a greater chance of developing high blood pressure, high blood cholesterol, type 2 diabetes, heart disease, stroke and certain cancers.

A BMI score of over 30.0 indicates moderate to severe obesity. Although weight loss can be difficult, even a modest weight loss of 10 to 20 pounds can bring significant health improvements, such as lowering ones' blood pressure and cholesterol levels. Learn more on sensible Weight Loss and the diseases that you can prevent.

Ideal Weight Calculator
 Calories Burned Calculator
 BMI Calculator
 Target Heart Rate Calculator
 Carbohydrate Calculator
 More Calculators

ADVERTISMENT

DrugEmporium.com
Save \$10* + Free Delivery (click here for details)

CALORIES BURNED CALCULATOR drkoop.com
 CARBOHYDRATE CALCULATOR drkoop.com
 COST OF SMOKING CALCULATOR drkoop.com
 DEPRESSION CALCULATOR drkoop.com

drkoop.com DRUG CHECKER

DRUG INFORMATION | DRUG INTERACTIONS

Drug Checker > Drug Interactions

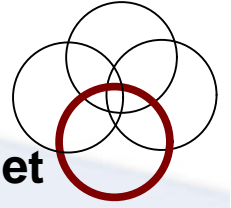
[Hide Instructions](#) [Back](#) [Next](#)

No Selected Drugs

Drug Interactions: Step 1 of 2

[Add](#) one or more drugs to your selected drugs list before you can check drug interactions.

[Help](#)



Internet

Privacy vs Security

What is the difference?

Privacy vs Security

1996

Security



HIPAA '96

2000

Privacy

Ownership

Control

Access



Policies & Mechanisms

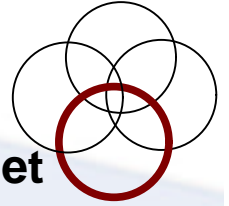


Must be designed to:

- **Streamline primary / legitimate uses of information**
- **Eliminate secondary / inappropriate uses of information**



Identifiers on the Internet



❑ IP addresses XX.XXX.XXX

✓ E-mail address - mailbox



✓ Website – URL www.-----.com

✓ Digital Certificates



❑ Cookies



❑ Registration



Ad banner	
Website.com	
Register Now !	
Name	<input type="text" value="John"/>
Address	<input type="text" value="xxDoe"/>
SS #	<input type="text" value="xxx-xx-"/>
Birthdate	<input type="text" value="xx/XXX/xx"/>





What is an IP address?



• International Post Office •

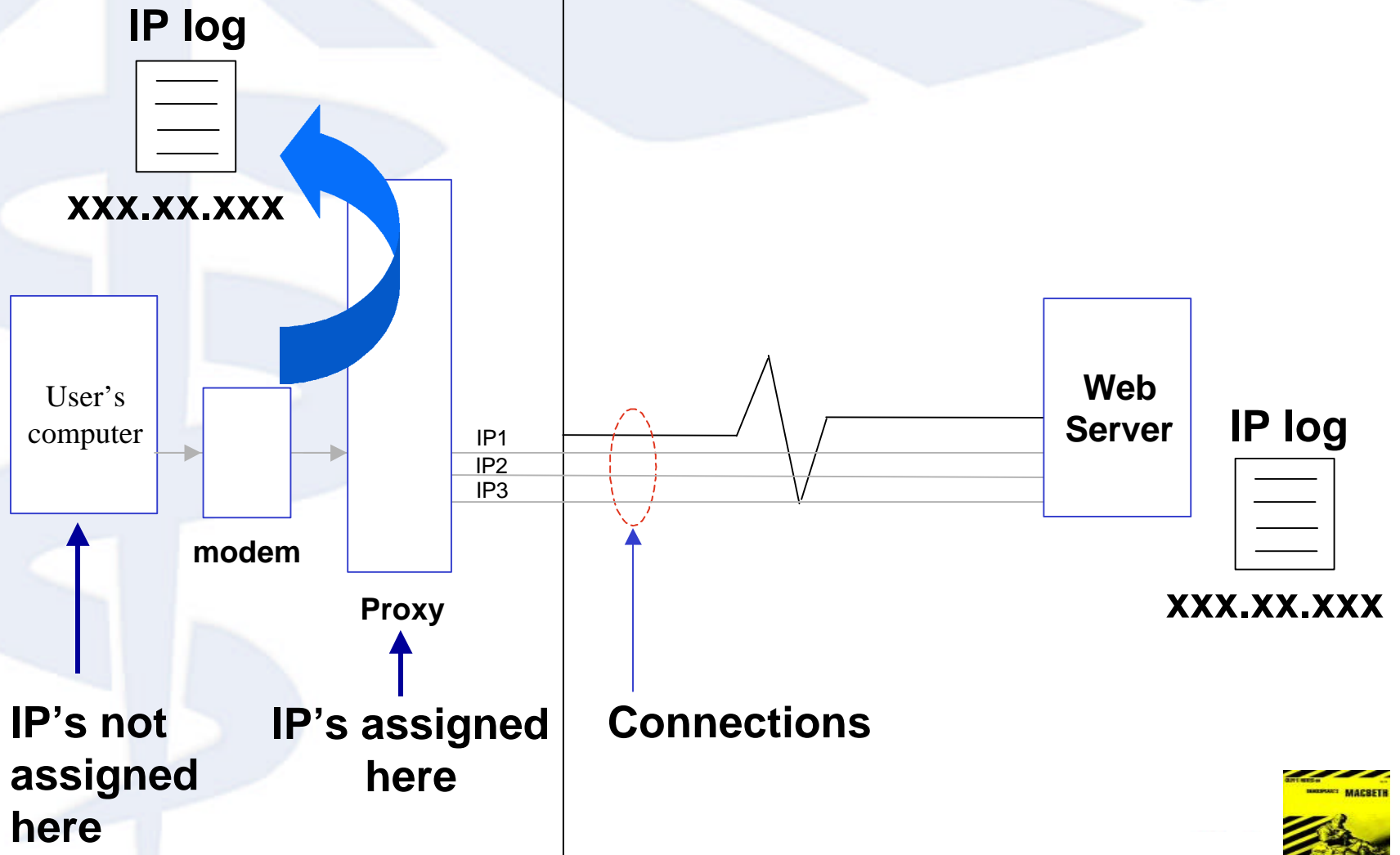
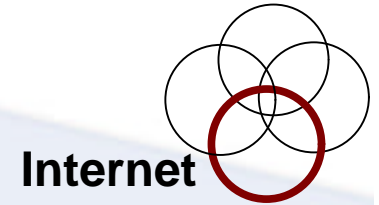
• Acts as name of computer •

• An Interactive Protocol •

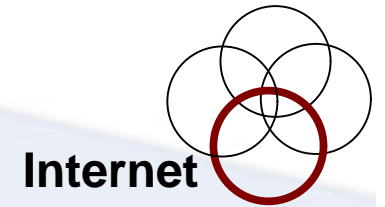
• An Internet Profile •

• None of the Above •

IP addresses are shared and generally not traceable



IP Addresses



**Two computers exchanging names.....
just like when using a telephone**





What is a cookie?



• Online profile •

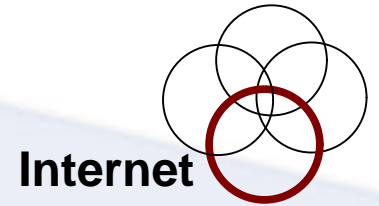
• A Customer Id •

• A type of dessert •

• Tracks User •

• All of the Above •

Cookies



Files stored on the hard disk of a person's computer



Act as a "Customer Id"



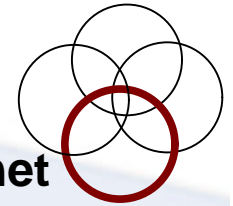
Used by Websites & ad networks



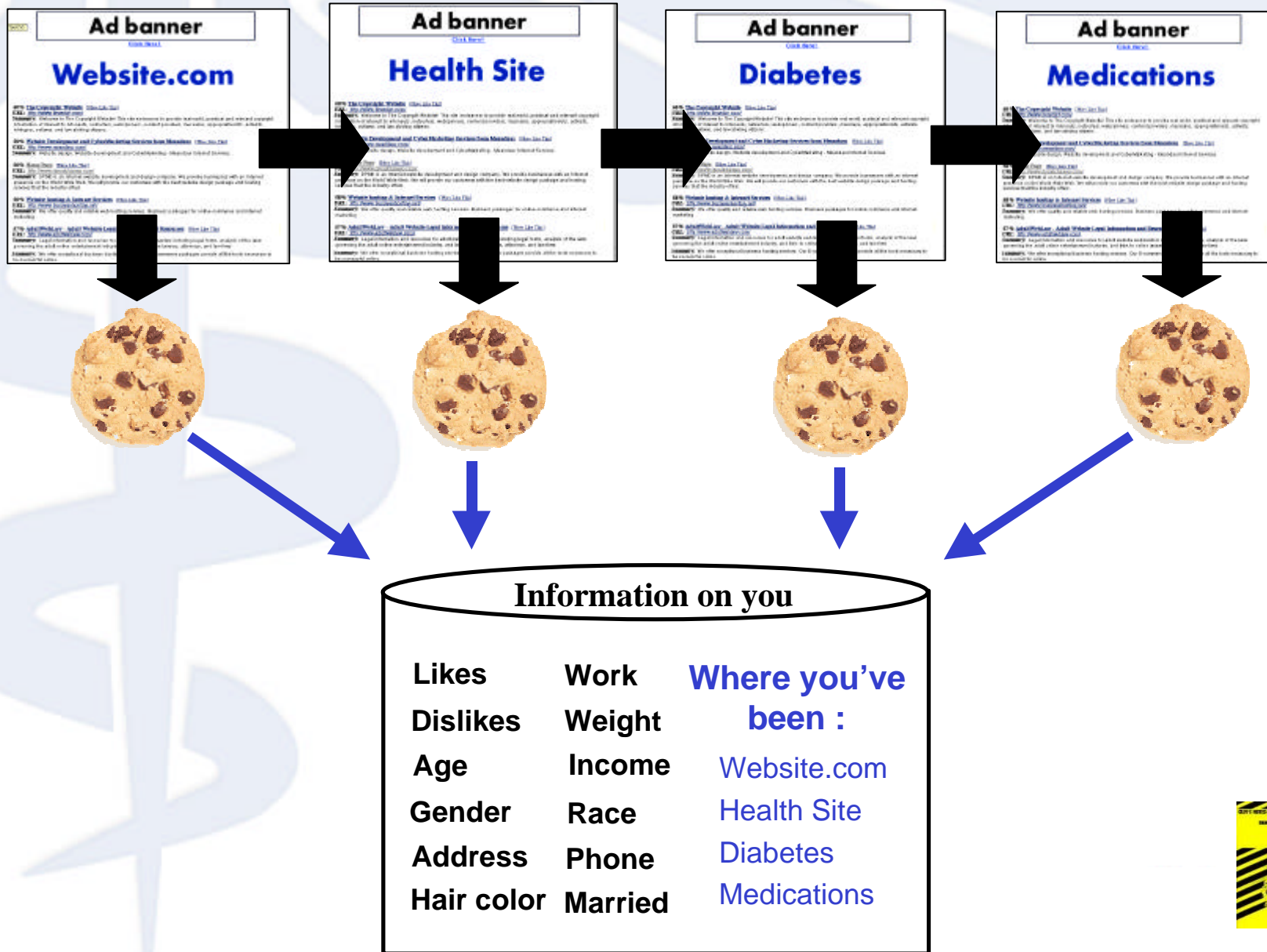
Identify which products, services & content users want



Cookies Provide Online Profiling



Internet





What is registration?



• Entering information •

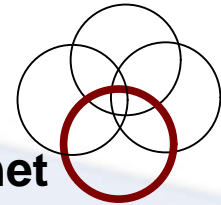
• Signing in on a chat room •

• Taking a survey •

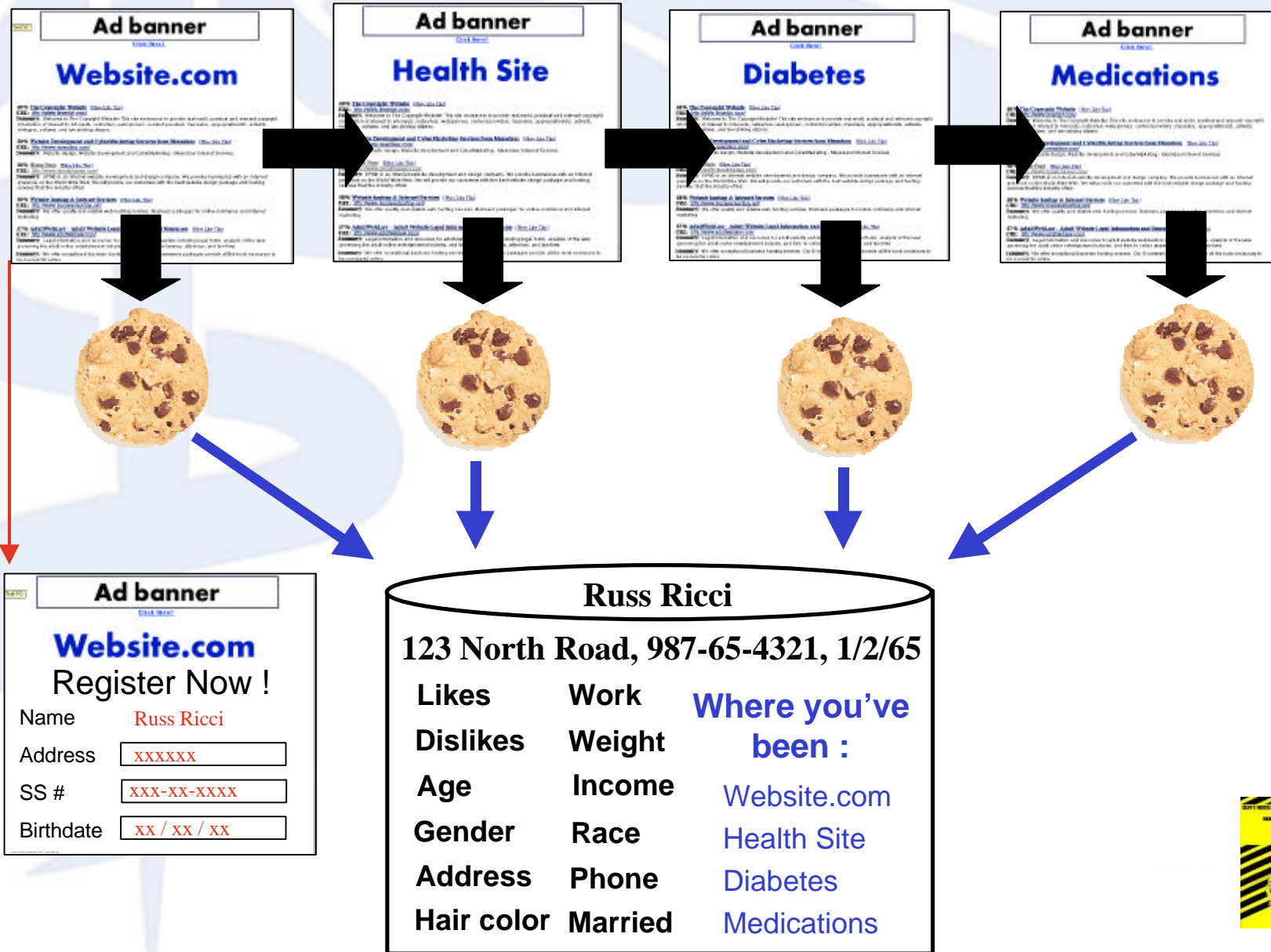
• Using a search engine •

• All of the Above •

Registering & Profiling



Internet





What can users do to protect themselves?



• Turn off cookies •

• Use a screen saver •

• Don't share password •

• Wear a raincoat •

• All of the Above •

What should consumers do?



- **Turn off cookies / get “cookie killer” software**
- **Don’t give information unless comfortable**
- **Investigate the Website, if the information is sensitive**
- **Say no to requests for secondary uses of your information**



What can e-Healthcare companies do to protect consumers?



• Distribute profiles •

• Require passwords •

• Sell cookies •

• Employ privacy standards •

• All of the Above •

What should eHealthcare companies do?

- **Establish firm privacy policies**
- **Work with the Internet community to disable mechanism that permits secondary uses**
- **Employ appropriate security technologies**
- **Engage in collective activity to create industry-wide privacy standards**

drkoop.com's Commitment to You

- **Advertisers can not place cookies on product or banner ads.**
- **Without cookies, third party sites can not link personal information**

Shared Medical Systems

200,000 Doctors



SMS

Data Products Group, Inc.

**Worldwide leader
in health information
technology solutions**

5,000 Hospitals



2,000 Clinics



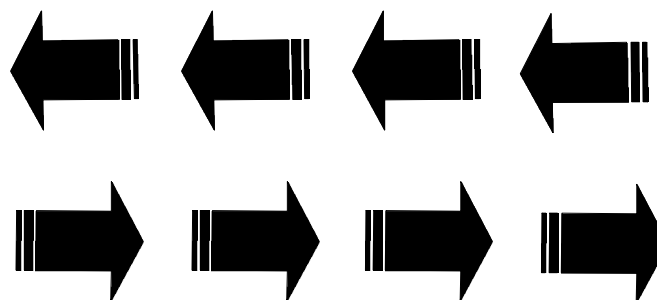
drkoop.com and SMS Join Forces

drkoop
.com

&

SMS

Data Products Group, Inc.



Summary

- **Privacy is key – build an online “trustmark”**
- **The consumerism of healthcare is at full speed!**
- **Hospitals are “Healthcare Portals**
- **Media convergence presents opportunities.**



Attention: CEO

- **Own your privacy policy**
- **Hire a Chief Privacy Officer (CPO)**