TRICK OR TRUTH!

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Women’s Health Source
Thomas Jefferson University Hospital

Image credit: suibokuga originally uploaded by Flickr user only alice
This workshop is for informational and educational purposes only and is not intended as medical advice nor is it intended to create any physician-patient relationship. Please remember that this information should not substitute for a visit or a consultation with a health care provider. The views or opinions expressed in the resources provided do not necessarily reflect those of Thomas Jefferson University, Thomas Jefferson University Hospital, or the Jefferson Health System or staff.
Learning Objectives

- Identify 2 locations to access the internet
- Identify 2 website resources that can be searched to locate reliable health information
- Describe 2 items that can be found on a website to analyze content
- Describe the purpose of a Personal Health Record
Invitation: Masquerade

Have you ever been tricked...

by listening to a tweet...

to come phishing at the blog?
## National Trends

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Go online</th>
<th>Look online for health data</th>
</tr>
</thead>
<tbody>
<tr>
<td>All U.S. adults</td>
<td>74%</td>
<td>59%</td>
</tr>
<tr>
<td>Male</td>
<td>73%</td>
<td>53%</td>
</tr>
<tr>
<td>Female</td>
<td>75%</td>
<td>65%</td>
</tr>
<tr>
<td>White</td>
<td>77%</td>
<td>63%</td>
</tr>
<tr>
<td>African-American</td>
<td>66%</td>
<td>47%</td>
</tr>
<tr>
<td>Latino</td>
<td>62%</td>
<td>45%</td>
</tr>
<tr>
<td>Age 18-29</td>
<td>92%</td>
<td>71%</td>
</tr>
<tr>
<td>Age 30-49</td>
<td>79%</td>
<td>66%</td>
</tr>
<tr>
<td>Age 50-64</td>
<td>71%</td>
<td>58%</td>
</tr>
<tr>
<td>Age 65 and older</td>
<td>40%</td>
<td>29%</td>
</tr>
<tr>
<td>Some high school</td>
<td>38%</td>
<td>24%</td>
</tr>
<tr>
<td>High school graduate</td>
<td>64%</td>
<td>45%</td>
</tr>
<tr>
<td>Some college</td>
<td>84%</td>
<td>70%</td>
</tr>
<tr>
<td>College graduate</td>
<td>91%</td>
<td>81%</td>
</tr>
<tr>
<td>Income less than $30,000</td>
<td>57%</td>
<td>41%</td>
</tr>
<tr>
<td>Income $30,000-$49,000</td>
<td>80%</td>
<td>66%</td>
</tr>
<tr>
<td>Income $50,000-$74,999</td>
<td>86%</td>
<td>71%</td>
</tr>
<tr>
<td>Income $75,000 and above</td>
<td>95%</td>
<td>83%</td>
</tr>
</tbody>
</table>

Source: Pew Internet & American Life Project (Dolan, 2011)
The Pew Internet & American Life Project survey asked what people look for when they go online for health information. Respondents could give more than one answer (Dolan, 2011).

Percentage of Internet users seeking information:

- 66% Specific disease or medical problem
- 56% Certain medical treatment or procedure
- 44% Doctors or other health professionals
- 36% Hospitals or other medical facilities
- 33% Health insurance, including Medicare and Medicaid
- 29% Food safety or recalls
- 24% Drug safety or recalls
- 22% Environmental health hazards
- 19% Pregnancy and childbirth
- 17% Memory loss, dementia or Alzheimer's disease
- 16% Medical test results
- 14% Chronic pain management
- 12% Long-term care for elderly or disabled
- 7% End-of-life decisions
Local libraries

Free Library of Philadelphia

Jefferson Scott Memorial Library

$7/day or free with doctor’s note for patients and their family members of Jefferson University Physicians or Jefferson Hospital. Circulation Desk: 215-503-6994
How to get online

- Logging in
- JeffGuest: free WiFi at TJUH
- Web browsers
Browser basics

- Web address, aka URLs
- Bookmarks
- Security:
  - WiFi, https, phishing
Diabetes

Jefferson Hospital’s “Diseases & Conditions”
http://www.jeffersonhospital.org
Ben Goldacre: Battling bad science

Goldacre, 2011
Seals of approval

- HON code – Health on the Net, a non-profit medical information portal
- TRUSTe – for-profit whose seal shows that the website stands behind its privacy policy
- URAC - Utilization Review Accreditation Commission, a non-profit focusing on health care
- Medical Blog Awards - Medgaget
# Checklists

## Content

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Accuracy (Validity)</strong></td>
<td>Is the information valid and supported by evidence? Are omissions noted?</td>
</tr>
<tr>
<td></td>
<td>Is the author’s point of view objective and unbiased?</td>
</tr>
<tr>
<td><strong>Authority</strong></td>
<td>Who is responsible for the information? What are the author's credentials?</td>
</tr>
<tr>
<td><strong>Currency</strong></td>
<td>When was the site created? Was it updated recently?</td>
</tr>
<tr>
<td><strong>Disclaimer</strong></td>
<td>Does it state that the content is not medical advice?</td>
</tr>
<tr>
<td><strong>Intended Audience</strong></td>
<td>Is this source too elementary, too technical, too advanced, or just right?</td>
</tr>
<tr>
<td><strong>Links</strong></td>
<td>Are there links that point to additional, valuable resources with minimum</td>
</tr>
<tr>
<td></td>
<td>effort to navigate?</td>
</tr>
<tr>
<td><strong>Purpose of the site</strong></td>
<td>Is the purpose of the site clearly stated? Does the site match its purpose?</td>
</tr>
<tr>
<td><strong>Uniqueness</strong></td>
<td>Does the site offer unique information?</td>
</tr>
</tbody>
</table>

## Design

<table>
<thead>
<tr>
<th>Criteria</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Ease of use</strong></td>
<td>Is the site designed to make it easy to navigate? Are menus arranged logically?</td>
</tr>
<tr>
<td><strong>Attractiveness</strong></td>
<td>Are colors and graphics used to make the site functional and attractive?</td>
</tr>
</tbody>
</table>

(Criteria, 2008)

## Video tutorial

- What's the total cost?
- How often do benefits occur?
- How often do harms occur?
- How strong is the evidence?
- Is this condition exaggerated?
- Are there alternative options?
- Is this really a new approach?
- Is it available to me?
- Who’s promoting this?
- Do they have a conflict of interest?
Trick or Truth?

http://www.rythospital.com
Think you may be pregnant?

If you're concerned that you may be pregnant, take our free online pregnancy test from the privacy of your own home. No messy "stick" tests, no waiting, and best of all, our online pregnancy test results are guaranteed!

How it works

Using our exclusive Remote Sensor Technology (RST) software in conjunction with a standard web browser Flash plugin, over 30 of your key physical health parameters are analysed. The RST software processes the parameters and, after evaluation, displays your pregnancy test results at up to 99.9 percent accuracy.

Get started now

Fill in your name and press the "Start Test" button. The entire test normally takes under a minute to produce the initial results.

Start Pregnancy Test >>
Trick or Truth?

Robot Surgeon!

Back pain and surgery

Back pain and surgery, back problems, back surgery and treatment information

Robotic surgery grows, but so do questions - Los An...

Prostate Cancer Treatment ProstRoision.com
Seed and External Beam in Atlanta. Cure rate data on over 14,000 men.

Relief From Back Pain NorthAmericanSpine.com/Back_Pain
Read about our 30-minute treatment for total freedom from back pain!

Just how bad is it? AMH.org/Bone

Robotic surgery grows, but so do questions - Los An...
Robotic surgery grows, but so do questions
October 17, 2011

Los Angeles Times

RATING: ★★★★★

In a balanced way - "not anti-robot" - this was solid journalism raising questions about proliferation of unproven technology - unproven, at least, about what difference it makes to patients.

Our Review Summary

It's a rare story that counters all of the claims made for robotic surgery. This story scores so well because, one hopes, it addresses our criteria in a way we expect stories about new.
Personal Health Record (PHR): A tool used to collect, track and share past and current information about your health or the health of someone in your care.

Choose a PHR

Bayer’s Contour USB glucose meter.
Invitation: Masquerade

Now you won't be tricked...

by listening to a tweet...

to come phishing at the blog!
Helpful Links

Access

- WiFi access- JeffGuest - http://www.jeffersonhospital.org/Visitors/wireless.aspx
Helpful Links

Starting points


Analysis

- HON code - http://www.hon.ch/
Helpful Links

Personal Health Records

- Contour USB Meter- Bayer Healthcare, Inc. - [http://bayercontourusb.us/home](http://bayercontourusb.us/home)
- Personal Health Record - [http://www.mlyphr.com/resources/choose.aspx](http://www.mlyphr.com/resources/choose.aspx)
References

