



TRICK OR TRUTH!

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Women's Health Source

Thomas Jefferson University Hospital

Disclaimer

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

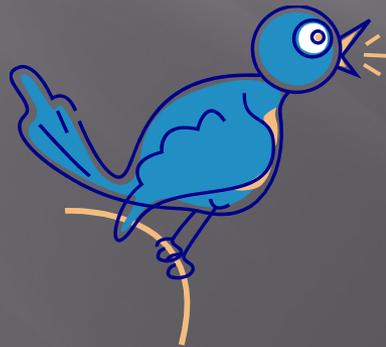
Invitation: Masquerade



Have you ever been tricked...



by listening to a tweet...



*to come phishing at
the blog?*

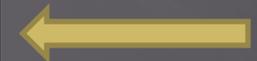


National Trends

Sex



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



Age

Education



Source: Pew Internet & American Life Project

(Dolan, 2011)

What are people looking for?

- ▣ 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

Where to go to get online

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



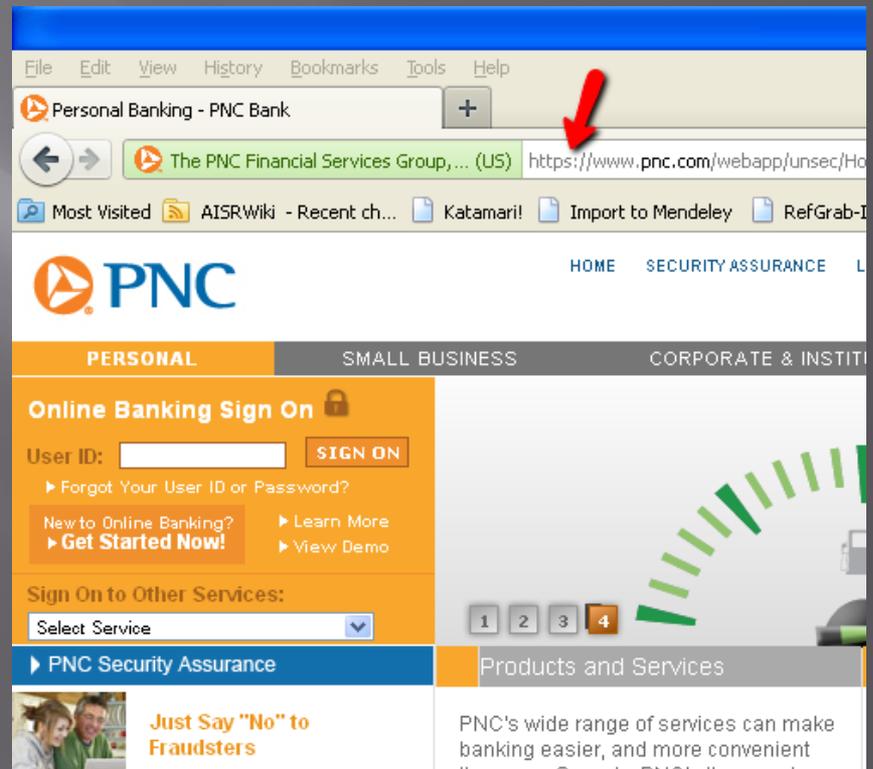
How to get online

- ▣ Logging in
- ▣ JeffGuest: free WiFi at TJUH
- ▣ Web browsers



Browser basics

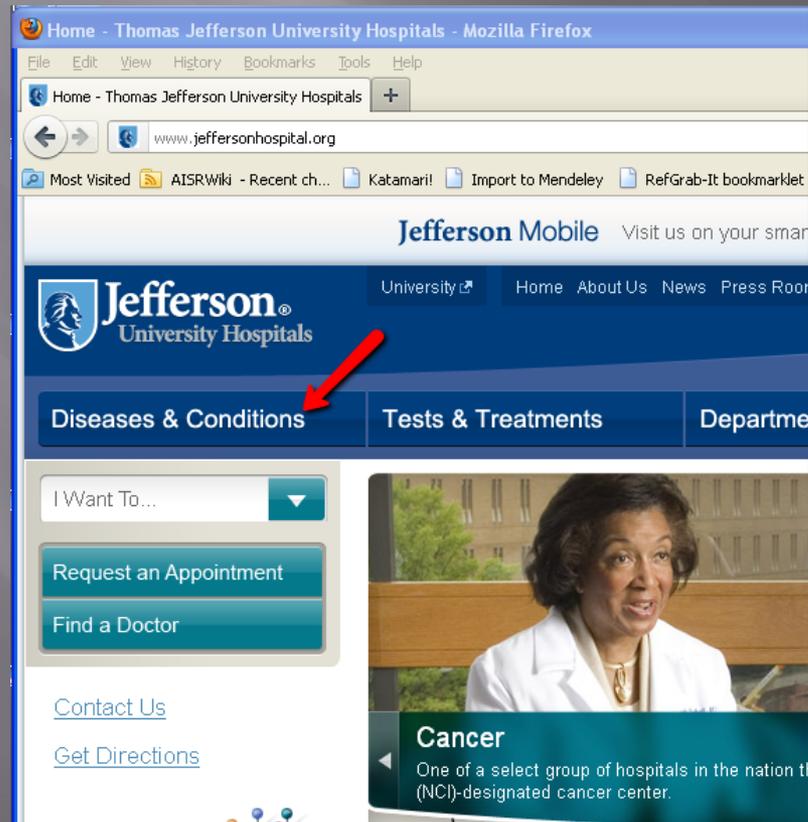
- Web address, aka URLs
- Bookmarks
- Security:
 - WiFi, https, phishing



Diabetes

Jefferson Hospital's "Diseases & Conditions"

<http://www.jeffersonhospital.org>



MedlinePlus.gov

The screenshot shows the MedlinePlus.gov website in a Mozilla Firefox browser window. The browser's address bar displays the URL www.nlm.nih.gov/medlineplus/. The website header features the MedlinePlus logo, the tagline "Trusted Health Information for You", and navigation links for "About MedlinePlus", "Site Map", "FAQs", "Contact Us", and "ESPAÑOL". A search bar is located in the top right corner, with a red arrow pointing to it. Below the header is a large banner for "Bone up on your understanding of osteoporosis." with a numbered list (1-4) on the left. Below the banner are three green buttons: "→ Health Topics", "→ Drugs & Supplements", and "→ Videos". The main content area is divided into several sections. On the left, there is a "MEDICAL DICTIONARY" section with a search box and a "GO" button, and a "POPULAR SEARCHES" section listing terms like "anemia", "aspirin", "asthma", "calcium", "diabetes", and "gout". A red arrow points to the word "diabetes" in this list. In the center, there is an "About Your Health" section with tabs for "General", "Seniors", "Men", "Women", and "Children". Under the "General" tab, a list of health topics is shown, including "Back Pain", "COPD (Chronic Obstructive Pulmonary Disease)", "Depression", "Diabetes", "Exercise and Physical Fitness", "Heart Diseases", "High Blood Pressure", "Pregnancy", and "Skin Conditions". A red arrow points to the word "Diabetes" in this list. On the right side, there is a calendar showing "18 OCT" and a list of related health topics such as "Excessive", "Low-Birth", "Autism R", "Weight L", "Family", and "more hea".

Ben Goldacre

TED Ideas worth spreading

| | |
|--------------|-----------------|
| Talks | TED Conferences |
| Speakers | TEDx Events |
| Themes | TED Prize |
| Translations | TED Fellows |

TALKS

Ben Goldacre: Battling bad science

TEDGlobal 2011, Filmed Jul 2011; Posted Sep 2011



Subtitles Available in: 7 languages [Off]

00:18 | 14:20 Share Rate

(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

▣ Checklists

| | Content |
|----------------------------|---|
| Accuracy (Validity) | Is the information valid and supported by evidence? Are omissions noted? Is the author's point of view objective and unbiased? |
| Authority | Who is responsible for the information? What are the author's credentials? Is a mechanism in place for you to contact the author? |
| Currency | When was the site created? Was it updated recently? |
| Disclaimer | Does it state that the content is not medical advice? |
| Intended Audience | Is this source too elementary, too technical, too advanced, or just right? |
| Links | Are there links that point to additional, valuable resources with minimum effort? |
| Purpose of the site | Is the purpose of the site clearly stated? Does the site match its purpose? |
| Uniqueness | Does the site offer unique information? |
| | Design |
| Ease of use | Is the site designed to make it easy to navigate? Are menus arranged logically? |
| Attractiveness | Are colors and graphics used to make the site functional and attractive? |

(Criteria, 2008)

▣ Video tutorial

Our Criteria For What Consumers Need In Stories



On treatments, tests, products, procedures.

Visit each link to hear from patients and doctors about why these matter, and to see Thumbs Up & Down story examples

- ▶ 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>

ABOUT US PATIENT CARE RESEARCH MEDICAL EDUCATION CONTACT

 **RYT** Hospital
DWAYNE MEDICAL CENTER

From the first human male pregnancy to the first successful application of medical nanotechnology...

CUSTOMIZED PORTAL
NEED HELP?

PATIENTS FRIENDS & FAMILY PROVIDERS

User Name *****

LATEST HOSPITAL NEWS VIDEO PODCASTS

Trick or Truth?

▣ <http://www.thepregnancytester.com/>



Free Online Pregnancy Test

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 plug-in, 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

Ads by Google [Robot Surgeon](#) [Spine Surgery](#) [Knee Surgery](#) [Back Surgery](#)

Robotic surgery grows, but so do questions - Los An

Prostate Cancer Treatment [ProstReision.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](#)

Health News Review

▣ <http://www.healthnewsreview.org/>



HEALTH NEWS REVIEW.ORG
Independent Expert Reviews of News Stories

HOME ABOUT US GARY'S BLOG EMAIL DIGEST CONTACT US

Robotic surgery grows, but so do questions
October 17, 2011

Los Angeles Times [READ THE STORY](#)

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 by one, it addresses our criteria in a way we expect stories about new

Health Records

- ▣ 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.



Q & A

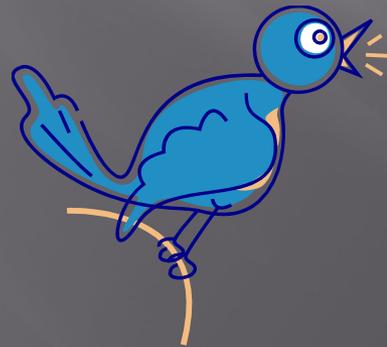
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Helpful Links

Access

- ▣ Free Library of Philadelphia -
<http://freelibrary.org>
- ▣ Jefferson Scott Memorial Library -
<http://jeffline.jefferson.edu/>
- ▣ WiFi access- JeffGuest -
<http://www.jeffersonhospital.org/Visitors/wireless.aspx>

Helpful Links

Starting points

- ▣ Disease & Conditions - <http://www.jeffersonhospital.org/diseases-conditions.aspx>
- ▣ MedlinePlus - <http://medlineplus.gov>

Analysis

- ▣ HON code - <http://www.hon.ch/>
- ▣ Health News Review- <http://www.healthnewsreview.org/>

Helpful Links

Personal Health Records

- ▣ Contour USB Meter- Bayer Healthcare, Inc. - <http://bayercontourusb.us/home>
- ▣ Personal Health Record - <http://www.myphr.com/resources/choose.aspx>

References

Criteria for Evaluating the Quality of Health Information on the Internet (2008, July 9). Retrieved October 31, 2011 from <http://www.uic.edu/depts/lib/lhsu/resources/guides/web-evaluation.shtml>

Dolan, P. H. (Feb. 21, 2011). New vital sign: Degree of patient's online access. *American Medical News*. Retrieved from <http://www.ama-assn.org/amednews/2011/02/21/bil20221.htm>

Goldacre, B. (2011). Ben Goldacre: Battling bad science [video file]. Retrieved from http://www.ted.com/talks/lang/eng/ben_goldacre_battling_bad_science.html