

Quality of Health Information on the Internet – 10 Years On

**Bethesda, Maryland
November 12, 2007**

Welcome

- **Agenda**
- **Big picture**
- **Health information**
- **Workshop**

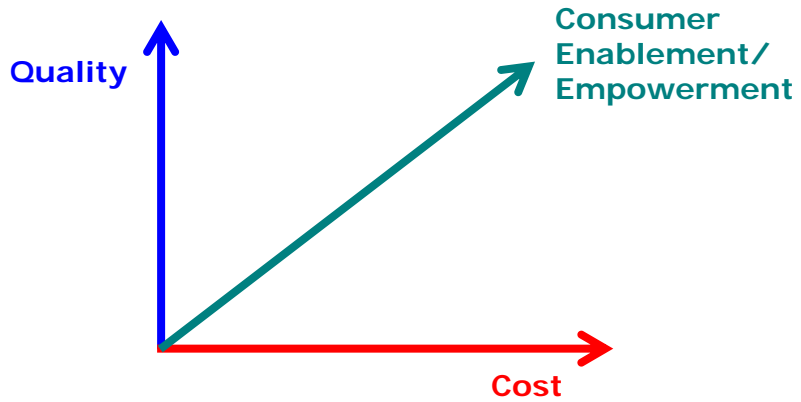
Agenda

- **Context-setting presentations**
- **Workgroups**
 1. What consumers want & will use
 2. Future of trustmarks, etc.
 3. Information for consumers
 4. Gathering evidence
- **Reports of workgroup results**
- **Closing observations**

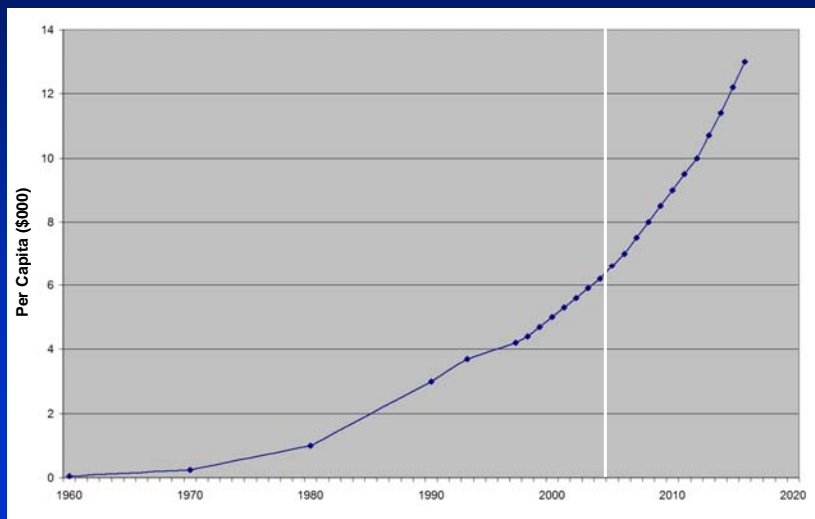
Big Picture

- **Cost, quality & consumers**
- **Growth in health expenditures**
- **Stagnation in health improvement**
- **Quality issues**
- **Safety problems**
- **Will Internet save health care?**

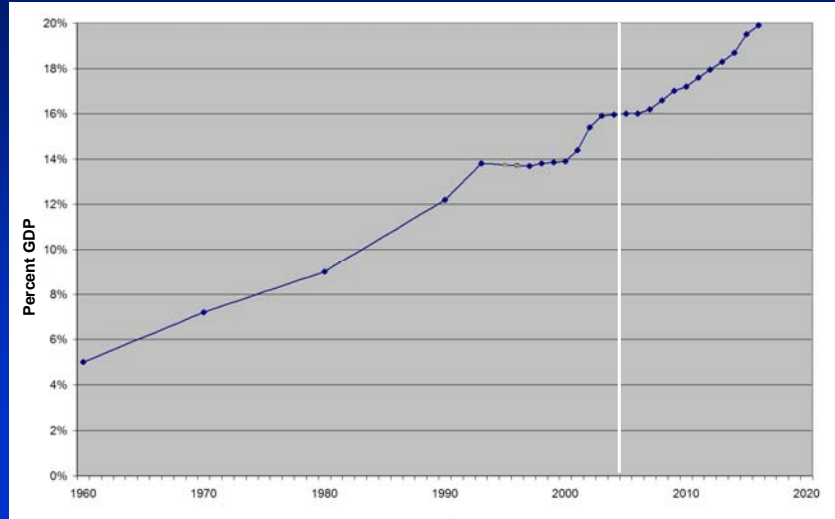
Cost, Quality & Consumers



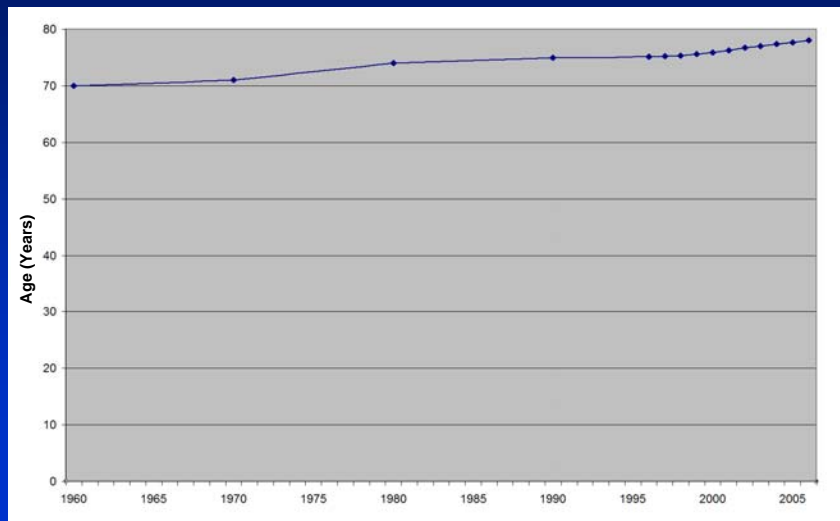
Health Expenditures - Per Capita



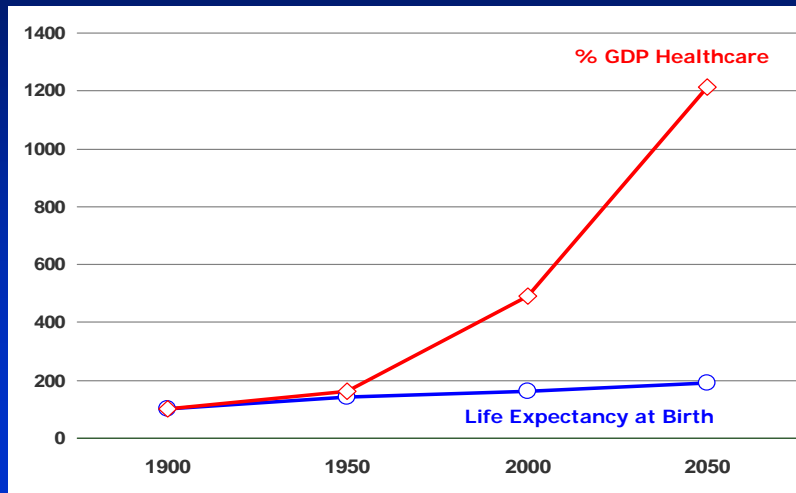
Health Expenditures, % Of GDP



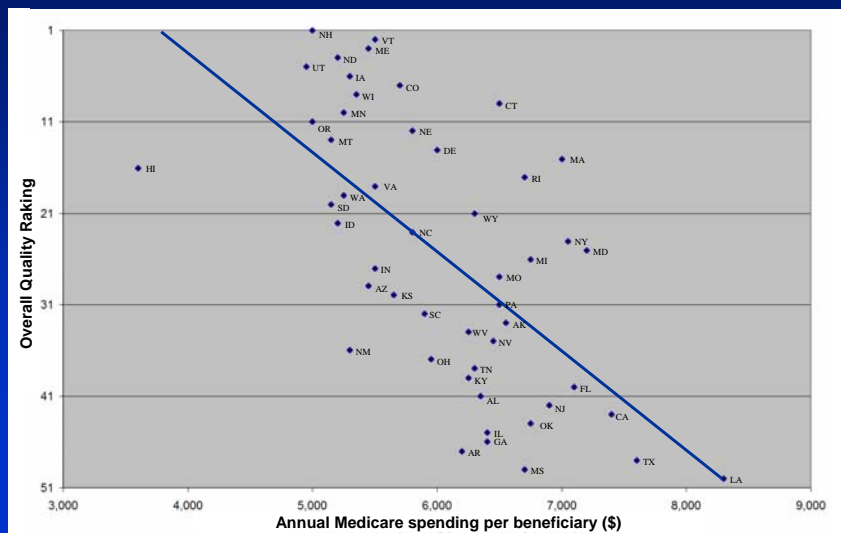
US Life - Expectancy at Birth



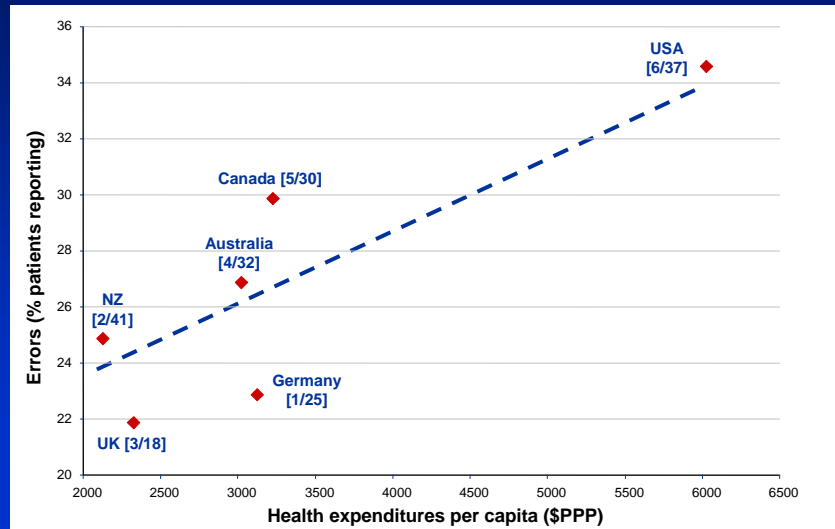
Percent Change: 1900 - 2050



Quality Rank & Medicare Expenditures (2001)



Errors vs. Health Expenditures Per Capita (\$PPP), 2004



Internet Development

- 1962 Rand proposes concept
- 1968 First link established
- 1972 Email; 400 users
- 1980 Net extended within US universities
- 1984 1,000 users
- 1988 Opening to commercial interests
- 1992 50 web servers
- 1993 WWW predominates; 250 web servers
- 1994 2,500 web servers
- 1995 AOL, etc connectivity; 73,500 web servers
- 1998 4 million computers linked
- 1999 100 million people use regularly
- 2001 "Dot-com" bubble bursts
- 2007 1.2 billion users

Internet Consumers

Year	% of Population Online	%/# Seeking Health Information
1997	15%	50%
1998	38%	18-26 million
1999	46%	25-70 million
2001	50-63%	40%
2003	67%	80%
2005	74%	64-72%
2007	79%	80% visit health website; 113-160 million seek online health info

Online Health Information

- 1996 Health on Net Foundation website, HONcode
- 1997 10,000 health websites; HII holds workshop on quality; NLM grants public free access to Medline; AMA publishes web guidelines
- 1999 15,000 health websites
- 2000 20-70,000 health websites; Internet Healthcare Coalition, eHealth & Hi-Ethics codes of conduct
- 2001 URAC accredits websites; government publishes Healthy People 2010 goals
- 2005 HII/CRW publish independent ratings
- 2007 HII holds follow on workshop on quality

2007 Workshop Topics

1. What consumers want & will use
2. Future of trustmarks, etc.
3. Information for consumers
4. Gathering evidence

Presentations

- Mysterious Maze of World Wide Web: New Strategies for Measuring Internet Health information Quality
 - *Joshua Seidman, President, Center for Information Therapy*
- Info Quality on the Web: Seals
 - *Beau Brendler, Director, Consumer Reports WebWatch*
- Personalization of Online Health Information — Current and Future Considerations
 - *Tom Eng, President, Healia, Inc.*
- Working as Intended—What We Have Learned About Consumer Driven Health Care
 - *Greg Scandlen, Director, Center for Consumer Driven Healthcare*
- Health Internet & Consumers: An International Perspective
 - *Joan Dzenowagis, Program Manager — eHealth, WHO, Geneva*