

Health 2.0

Just what the doctor ordered?



Cambridge Wireless : Wireless Healthcare SIG

Paul Williamson

19 February 2008

Agenda:

- 1 What is Health 2.0?**
- 2 Examples of Health2.0 companies**
- 3 Revolution Health**
- 4 PatientsLikeMe**
- 5 What does this mean for healthcare ?**
- 6 Summary**

What is Health 2.0?

- Health2.0 is the use of web technology to deliver consumer driven health services
- It uses the same Web 2.0 technology that drives the most successful internet services such as:

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

What makes a successful web 2.0 company?

- Delivers information that is customised and relevant to the consumer
- Service is strengthened by consumer contribution
- Allows the user to evaluate information and judge the value



Allows the Consumer to take action

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Examples of Health 2.0 Companies



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Revolution Health



- Consumer health management
 - Search for medical advice
 - Find and rate drugs and treatments
 - Track my health with widgets
 - Find and rate doctors and hospitals
 - Discuss health with a community

Achieve your goals!



We've made reaching your goals easier. Just join one of our groups or start your own to get community support, expert advice and an action plan to follow. [Let's get there together](#) ▶

See how your hospital stacks up

Compare hospitals on:

- Number of patients
- Mortality rate
- Complication rate
- Patient severity
- Average length of stay
- Average cost of care



Learn about a condition



Asthma treatment



Several types of medicines are available for treating asthma, including long-term control and quick-relief medications.

[The basics of asthma medications ▶](#)

Asthma attacks



An asthma attack is a sudden, sometimes frightening increase in asthma symptoms, including shortness of breath, a feeling of not being able to breathe deeply and rapid, shallow breathing.

[Understanding asthma attacks ▶](#)

Frequent asthma questions

- [Is wheezing always a sign of asthma?](#)
- [How can I prevent an asthma attack?](#)
- [If my child has asthma, can we keep our pet?](#)
- [Does the new albuterol inhaler really work as well as the old one?](#)
- [How can I reduce the cost of my asthma treatments?](#)

Ready to breathe freely

Don't be caught unprepared: Keep nebulizers, peak flow meters and other rescue and maintenance supplies handy at your home, school and office and in your car. Stock up on top-rated, best-selling and hard-to-find asthma products from the Revolution Health Store.

[Shop for asthma supplies ▶](#)

Could it be asthma?

Coughing, wheezing and shortness of breath can be a sign of any number of lung and respiratory conditions. Our Symptom Checker can help assess if it's asthma or something else.

[Check your symptoms ▶](#)

Asthma and Allergy Foundation of America

Need a breather? Check out the

[Asthma and Allergy Foundation of America](#)

Find and rate drugs and treatments



Xopenex

[Back to Medicine Chest™](#) | [New search](#)

Average price: \$\$\$\$ ⓘ

[Add to my health portfolio](#)

Average reported monthly cost: ⓘ

[Rate this treatment](#)

Revolution visitors with insurance: Not available

Revolution visitors without insurance: Not available

Generic: [Levalbuterol](#)

Pronunciation: leh val BYOO ter all

Type: Prescription

Uses | Side Effects | Interactions | Dosage | Important Information | [+ Expand](#)

What is Xopenex (Levalbuterol)?

Levalbuterol is a bronchodilator. It works by relaxing muscles in the airways to improve breathing.

Levalbuterol inhalation is used to treat reversible obstructive airway conditions such as asthma, bronchitis, and emphysema.

Levalbuterol inhalation may also be used for conditions other than those listed in this medication guide.

How should I take Xopenex (Levalbuterol)?

Use levalbuterol inhalation exactly as directed by your doctor. If you do not understand these directions, ask your pharmacist, nurse, or doctor to explain them to you.

To use the solution for nebulization:

* Open one vial by tearing on the serrated edge along the seam of the foil pouch. Remove one unit-

Read and rate uses for Xopenex

Real life experience with treatments can be a valuable resource to you however they are not a substitute for medical advise from a practitioner. Always consult your doctor before altering any treatment regimen.

Member ratings and reviews are neither verified nor endorsed by Revolution Health.

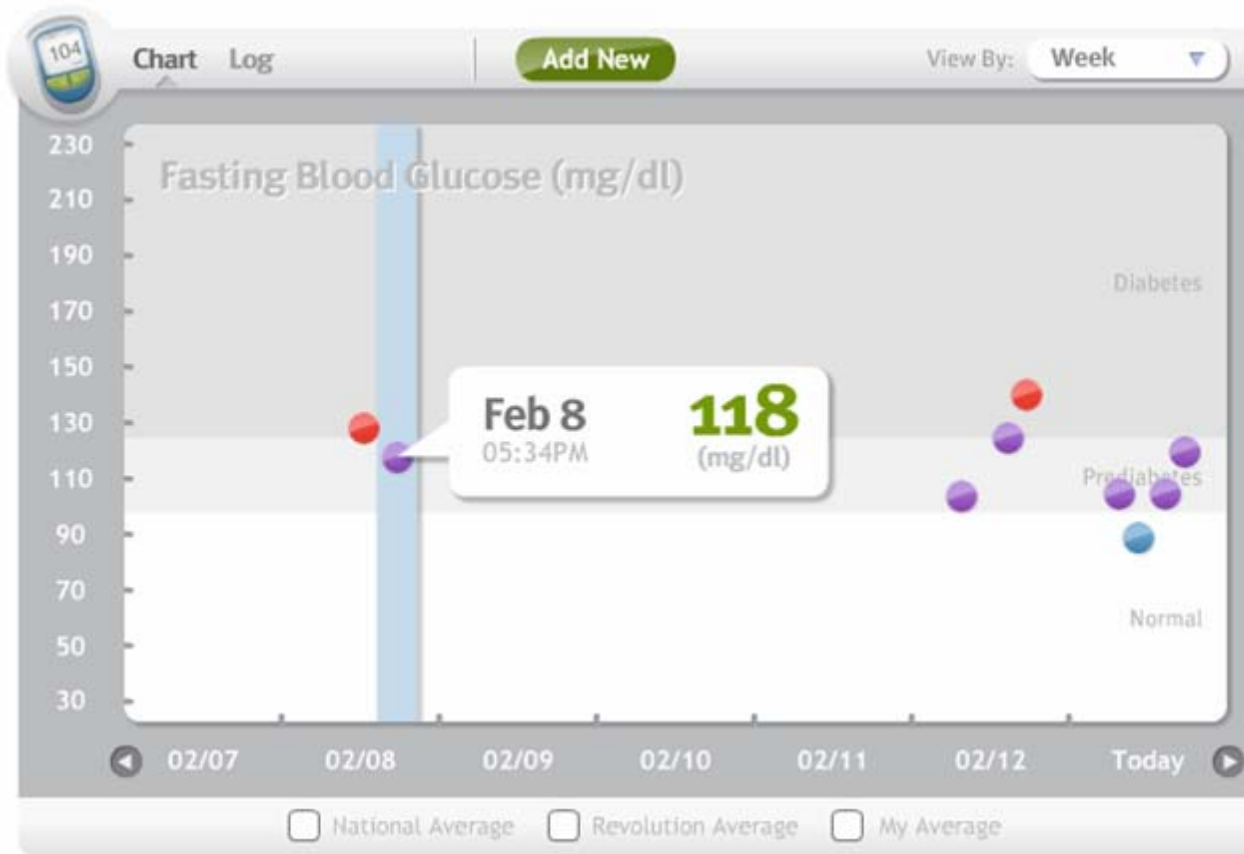
[Conditions](#)

[Community ratings](#) ⓘ

Asthma --
Maintenance



Track Health Indicators



Community discussion



Groups Question board Personal stories Blogs

Ask a question: Diabetes community

Select optional subcategory Post anonymously

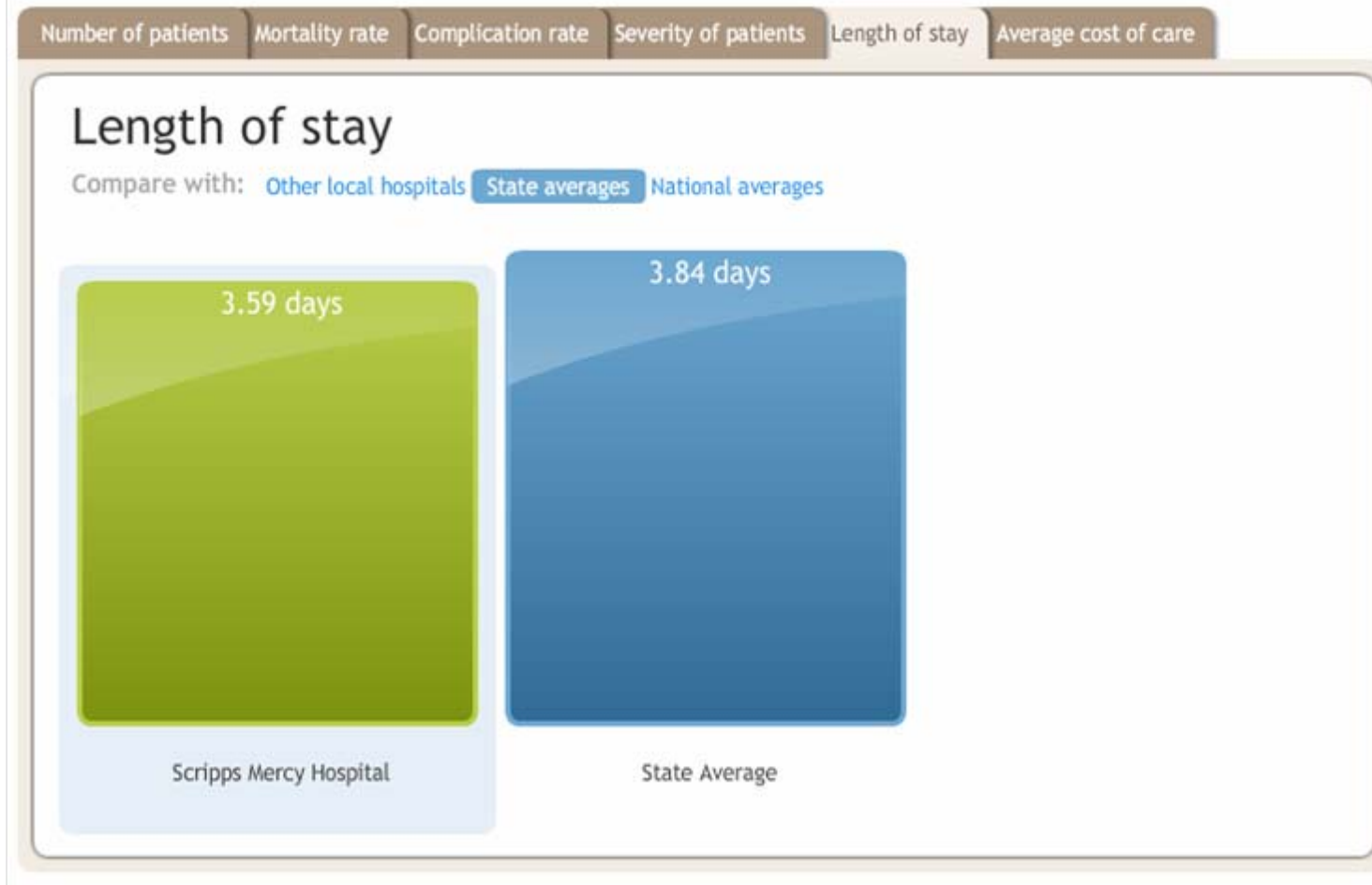
Note: Your posting can be viewed by anyone. | [Posting guidelines](#)

Answer questions: Diabetes community

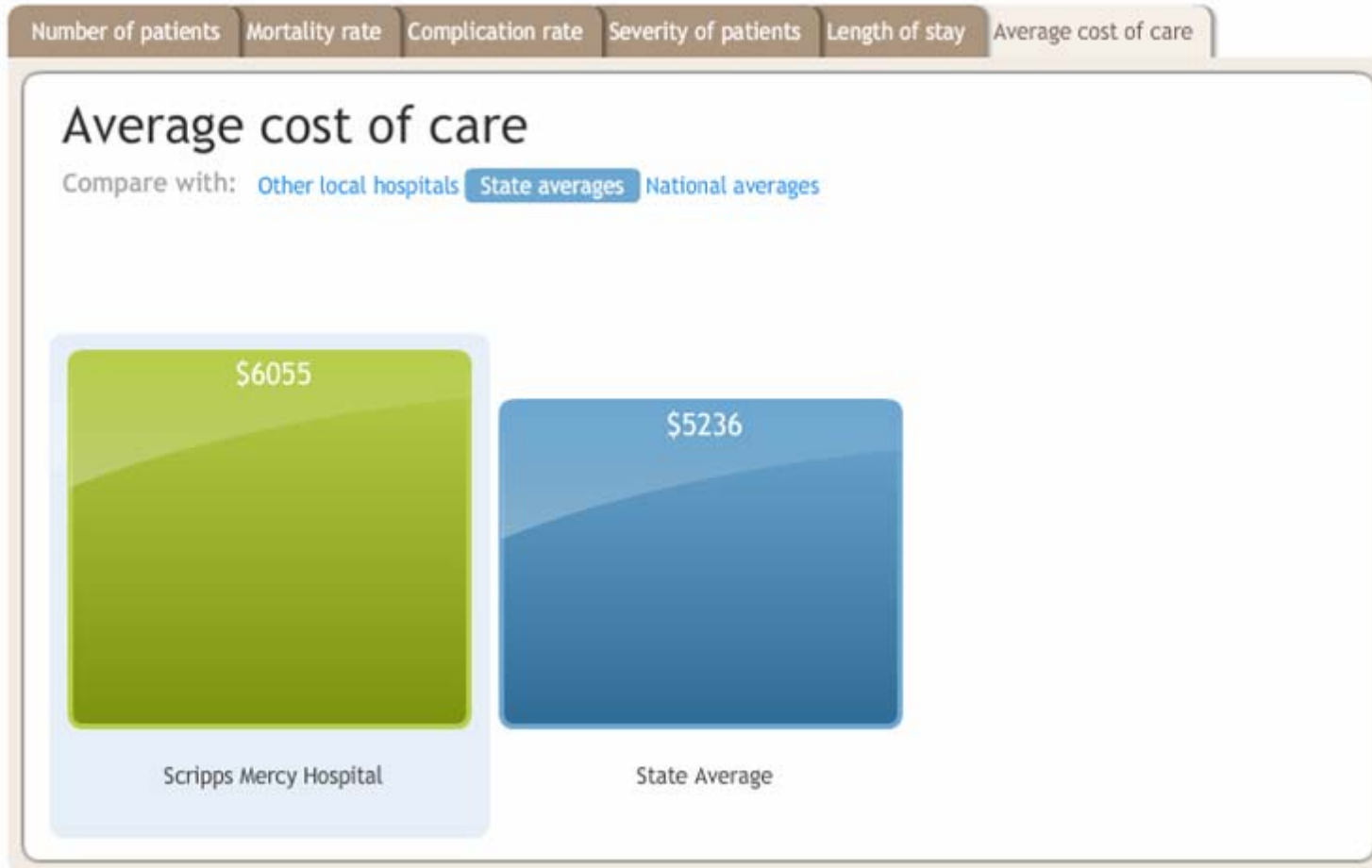
Show: [Recently active](#) [Popular](#) Show questions containing: Responses

	<p>What's the normal blood sugar level?</p> <p>Posted by Anonymous Last updated 26 days ago</p>	16
	<p>Are you taking Avandia, if so are you considering stopping?</p> <p>Posted by CommunityTeam2 Last updated 11:07PM (EDT) on 2007-07-26</p>	9

Evaluate Hospital Care



Evaluate Hospital Care



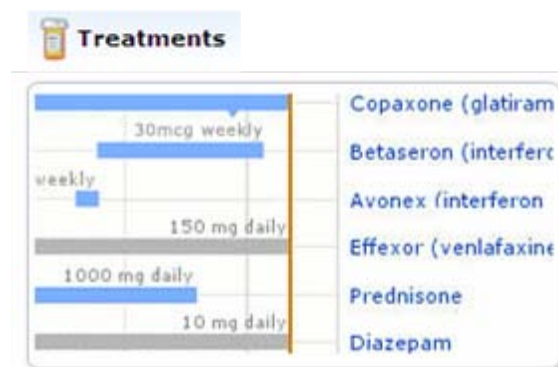
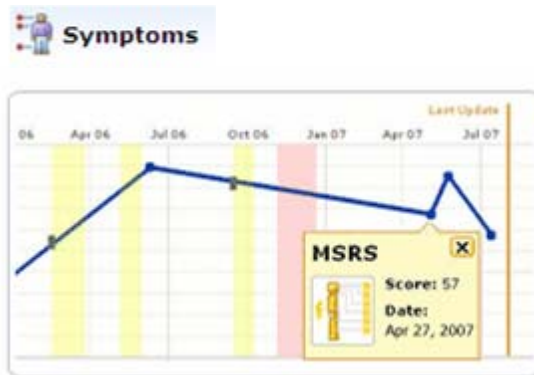
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Patientslikeme

patientslikeme™

- Disease specific community
 - Detailed disease specific outcome monitoring
 - Detailed monitoring of symptoms, and treatment
 - Anonymised aggregated data for the disease community
 - Share progress with doctors carers, and support



Symptom reports - MS

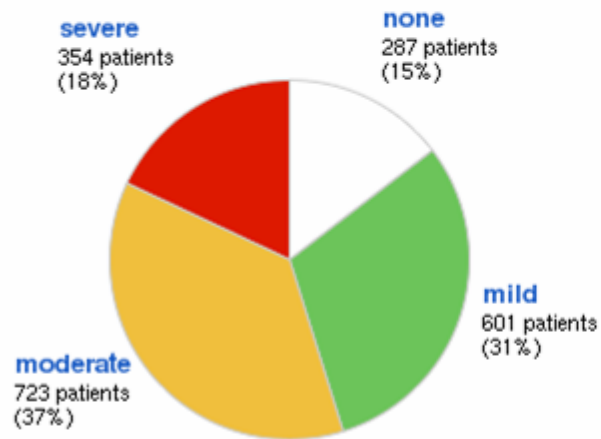


Stiffness/spasticity Symptom Report

Muscle spasticity is characterized by tight, stiff muscles and is a common symptom of several neurological disease, causing cramping, stiffness, and muscle discomfort. [Read more...](#)

What we've learned

Symptom Severities

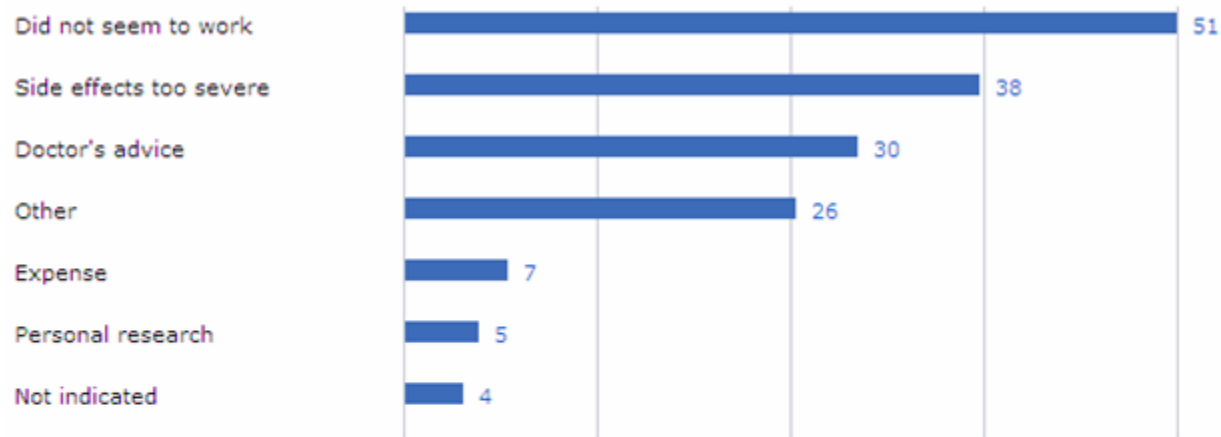


8fc537ec6d5f5c3af459e01345dcaa607f722e32.png

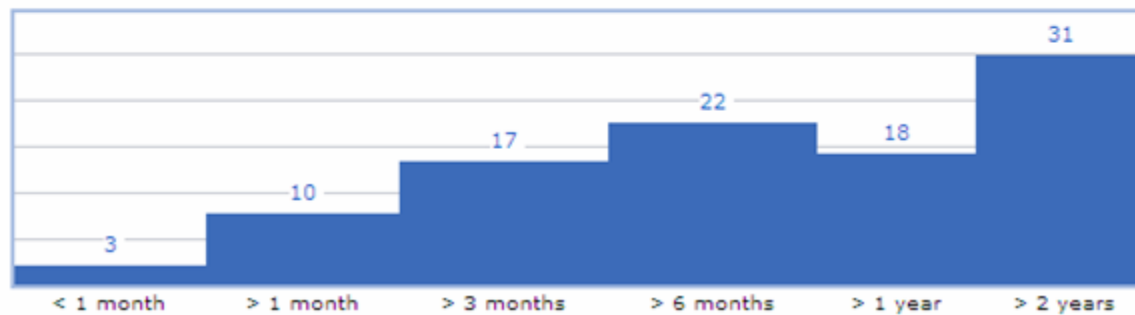
Treatment reports - MS



Why Patients Stopped Taking Copaxone (Glatiramer acetate) (multiple reasons could be selected)



How Long Patients Took Copaxone (Glatiramer acetate) Before Stopping



Outcome monitoring - MS



MS Condition

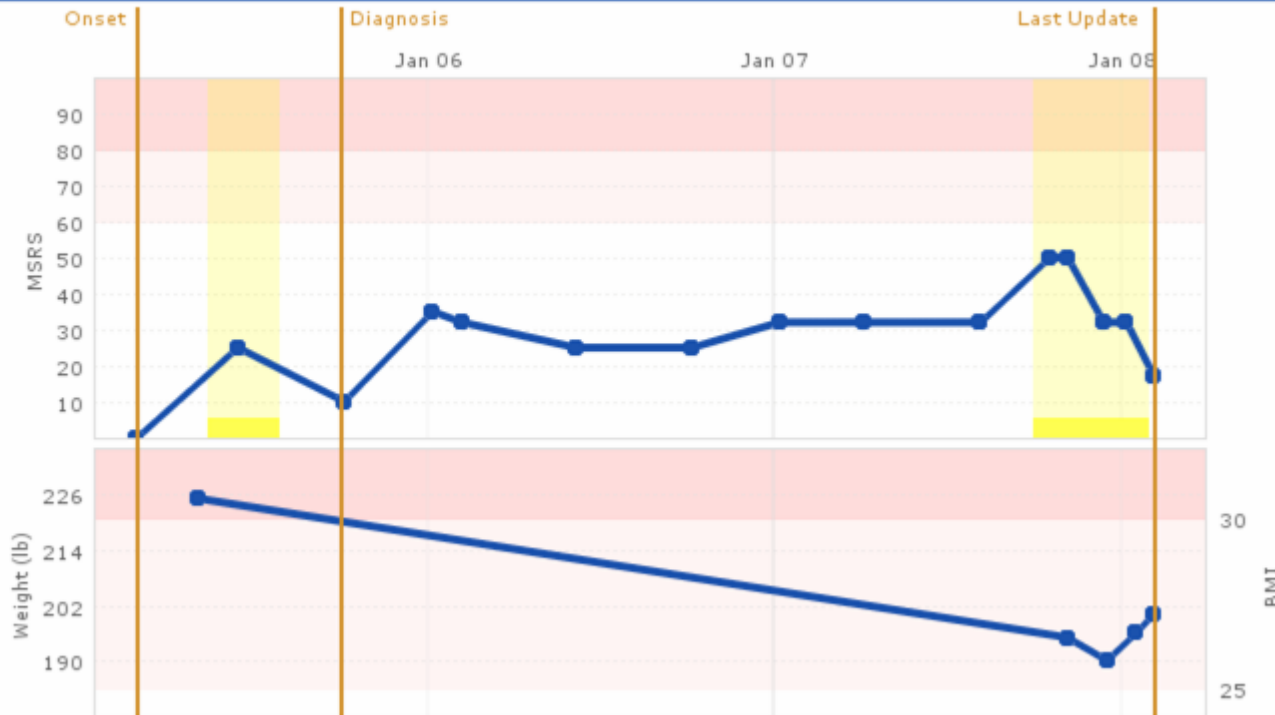
MSRS: 17
(latest: 02/04/08)

Disability
severe
moderate

Relapses
severe
moderate

Weight: 200 lb
(latest: 02/04/08)

BMI
obese
overweight
healthy
underweight



How real is this offering?



- Both sites take action to manage or improve health
- Rapidly growing communities
 - Patients like me adds 700 new patients per month
 - 20% of the audience is from the UK

 - Revolution Health has 12 million unique users and more than 200 million page views per month

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What does this mean for healthcare?

- Consumers are taking more control of their health
- Technology is enabling consumers to make informed choices
- Your device, drug, treatment or service will be rated, and discussed by consumers
- Consumers will have a range of tools to evaluate their health choices

- A consumer market will put pressure on healthcare spending
- Services will be judged by consumers directly on their value

Health services will have to demonstrate value for money

What about wireless ?

- Consumers increasingly have wireless infrastructure in the home
- Connected devices offer
 - New methods of treatment, and diagnosis
 - Convenience
 - A rich user experience
 - Potential to improve outcomes
- Needs to fit in with daily life



Design a consumer product

What should we avoid?

- This technology wont engage the majority of the aging population
- No one wants to spend time filling out forms
 - Managing Healthcare is as attractive as completing tax returns
- We wont attract a large market with complex systems
 - No one wants to be an IT administrator in their own home



Healthcare is not fun - it is a necessity

Where is the market?

- The consumer generation
 - Familiar with technology
 - Use the same systems for other important services such as finance
 - Trust and rely on mobile communication and the internet
- They will use the service or product only when they must
- They want convenience, choice, and value for money

Consumers will choose services that meet their needs



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Health 2.0 Just what the Doctor Ordered?

- Consumer focused online services will change the health system
- Internet access and wireless connectivity will enable this change
- The consumers will be the connected generation

- Health services, and medical product providers will need to respond
- Engage in online community to understand and communicate with your customer
- Create consumer offerings that demonstrate value direct to the customer

Engage with health consumers

before they start looking for something better on Ebay

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