



Please note that this archival material was published under Enspektos' former corporate identity.

For more insight and information on a range of health marketing communications-related topics, please visit our educational initiative, the Path of the Blue Eye Project at www.pathoftheblueeye.com.

They Don't Care What You Say

Why Patients Are Ignoring Us Online & How To Get Them To Listen

National Conference On Health Marketing & Media

August 29, 2007



Overview

Jimmy's Story

Why Jimmy's
Story Is
Relevant

Three Steps
To Success



Overview

Jimmy's Story

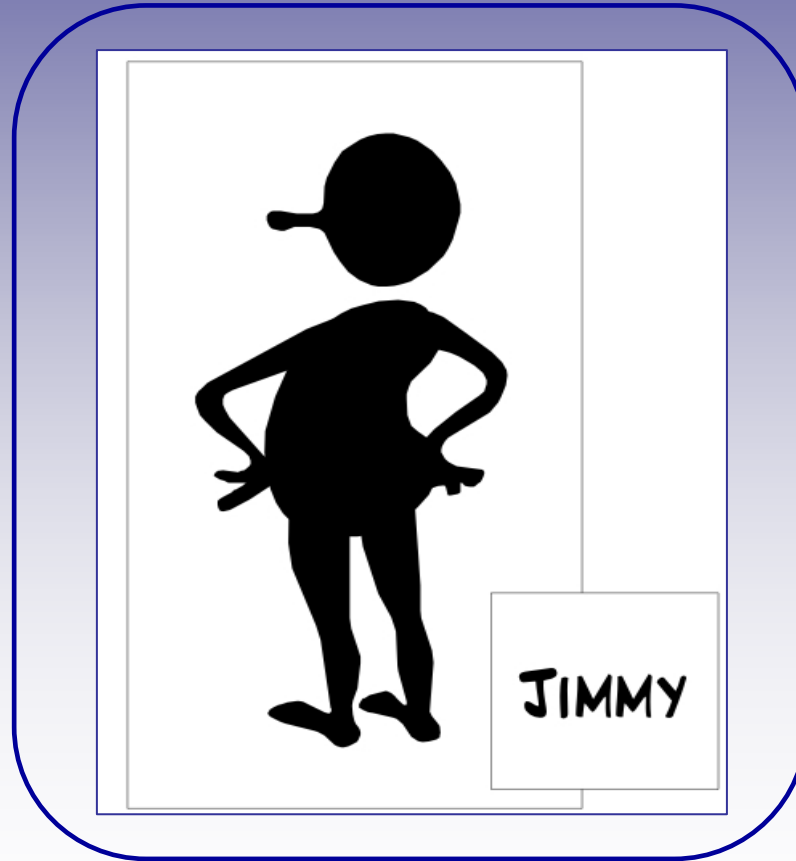
Why Jimmy's
Story Is
Relevant

Three Steps
To Success



Jimmy's Story

Jimmy: Just A Regular Guy Living Life



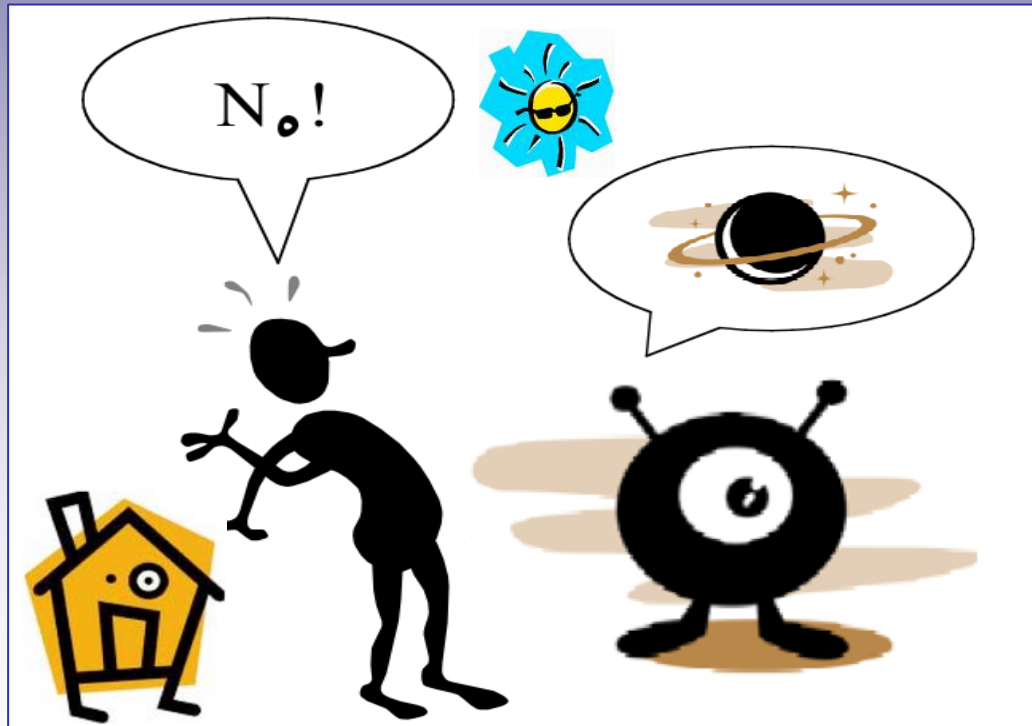
Jimmy's Story

One Day Jimmy's World Changes Forever



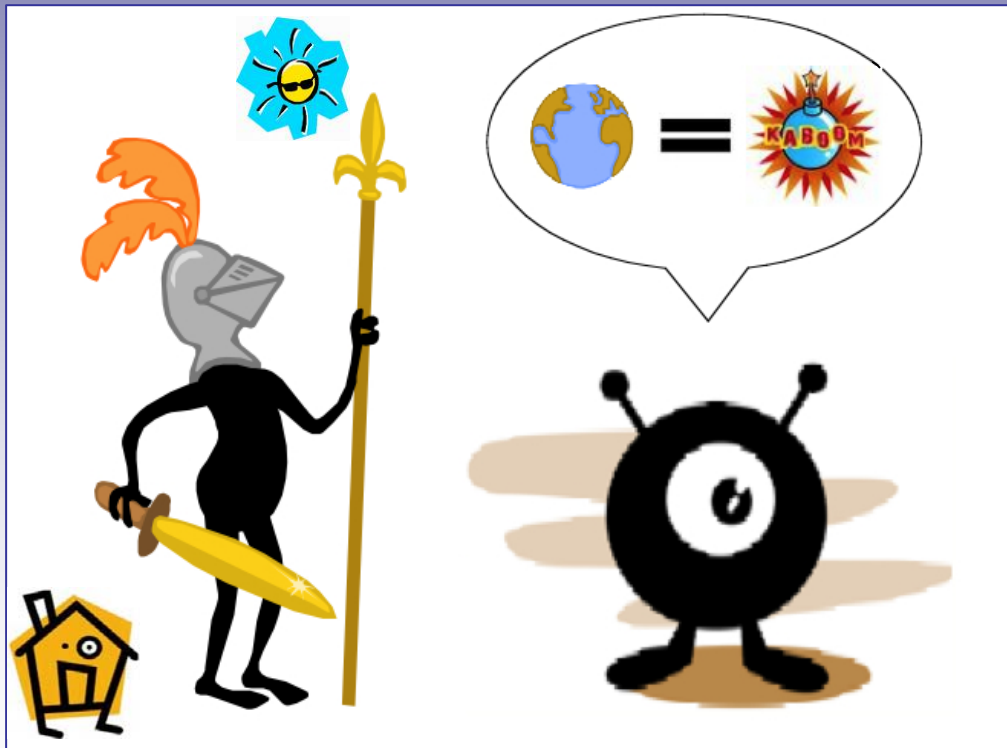
Jimmy's Story

Earth's Alien Visitor: "Jimmy Come With Me."



Jimmy's Story

Earth's Alien Visitor: "Jimmy, Your Planet Is At Risk."



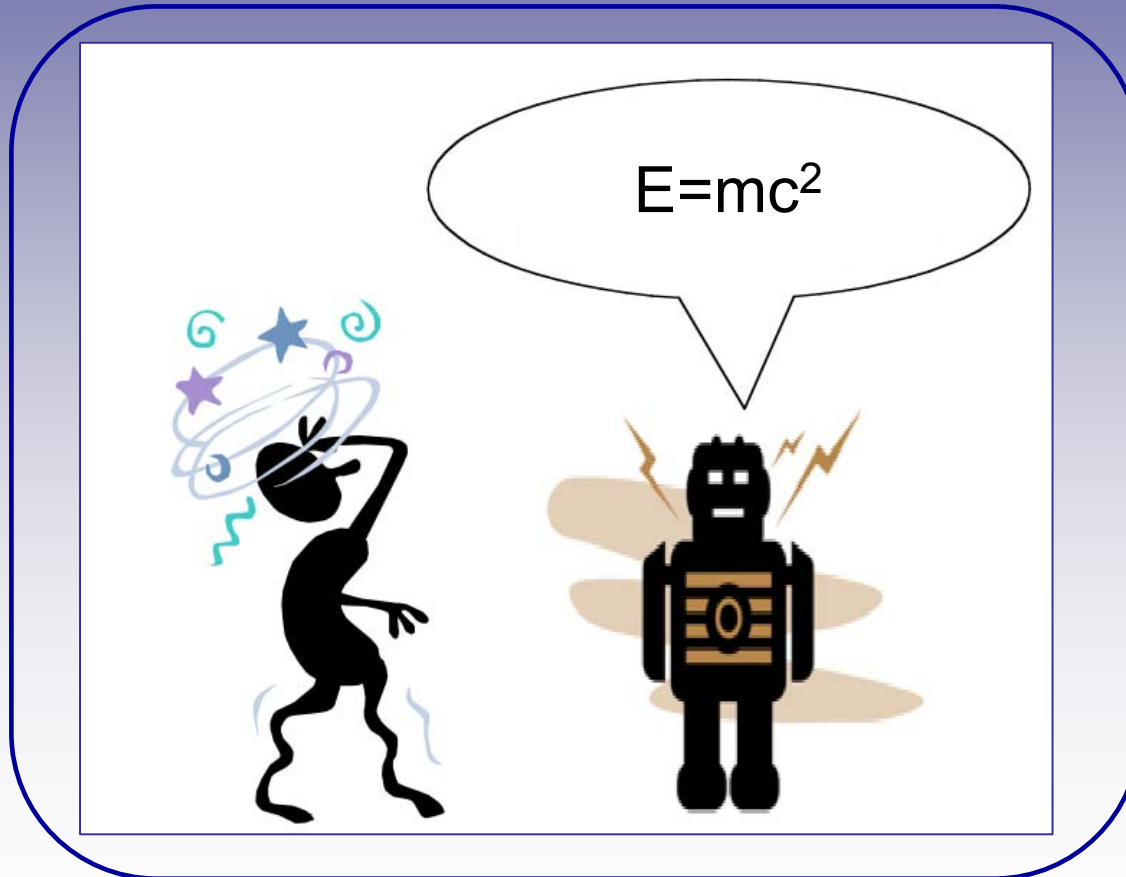
Jimmy's Story

Jimmy Bravely Travels Light Years From Earth



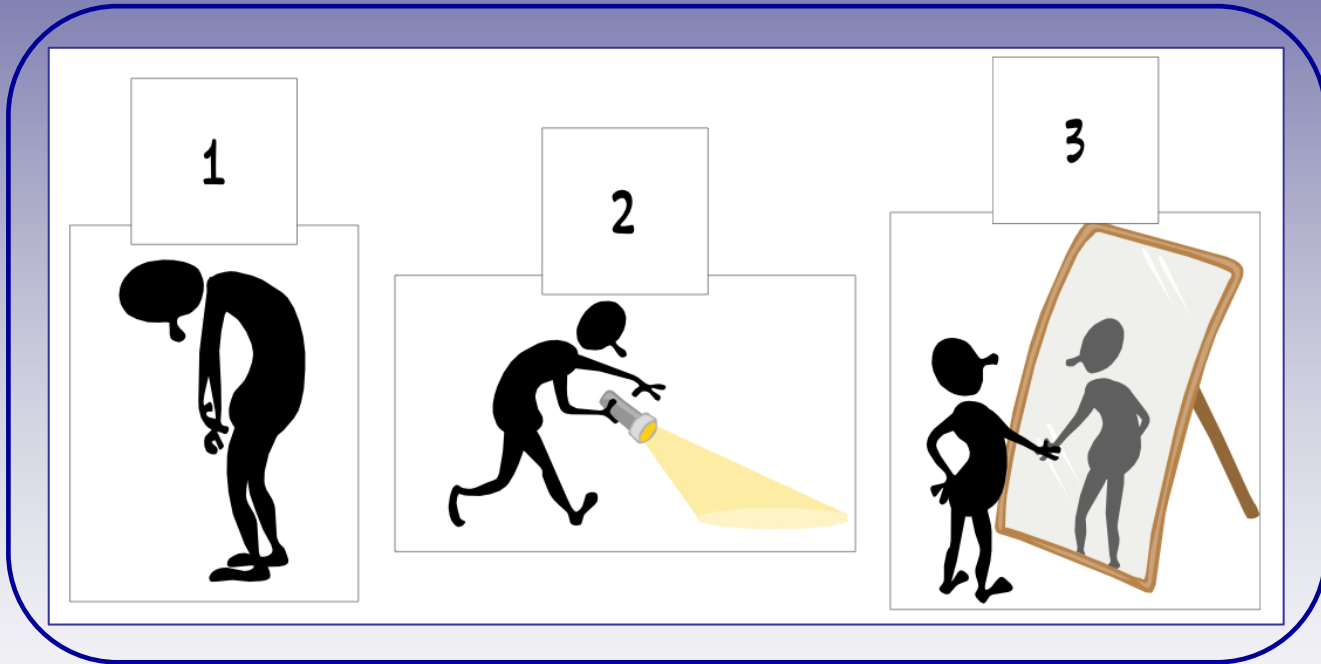
Jimmy's Story

But, Alien Biases & Assumptions Cause Big Problems



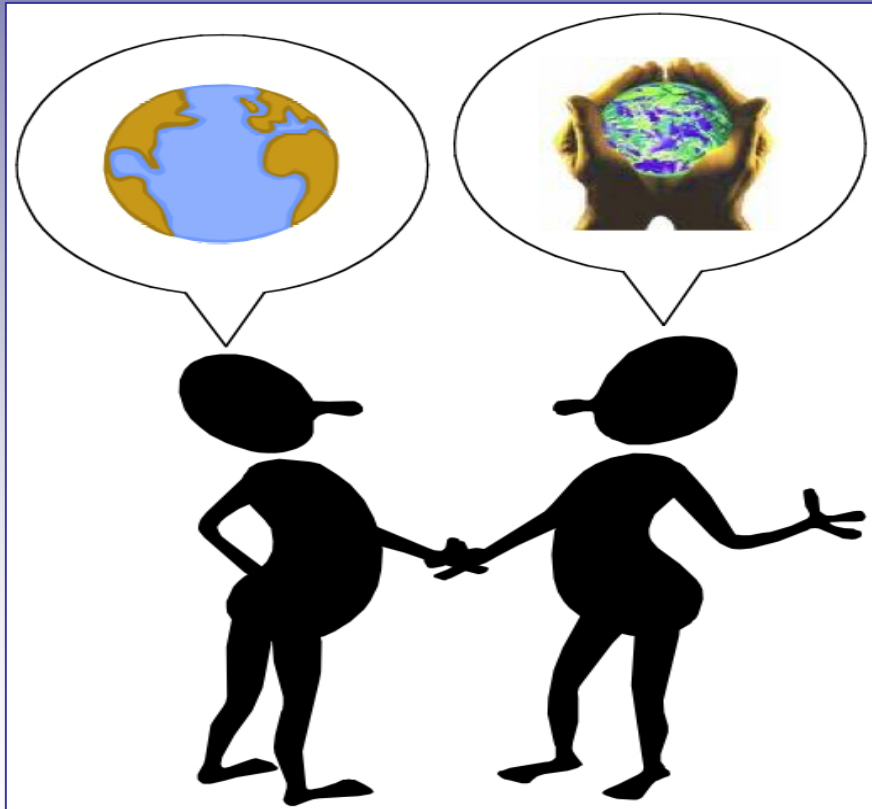
Jimmy's Story

Jimmy Is Distressed, But Soon Decides To Take Action



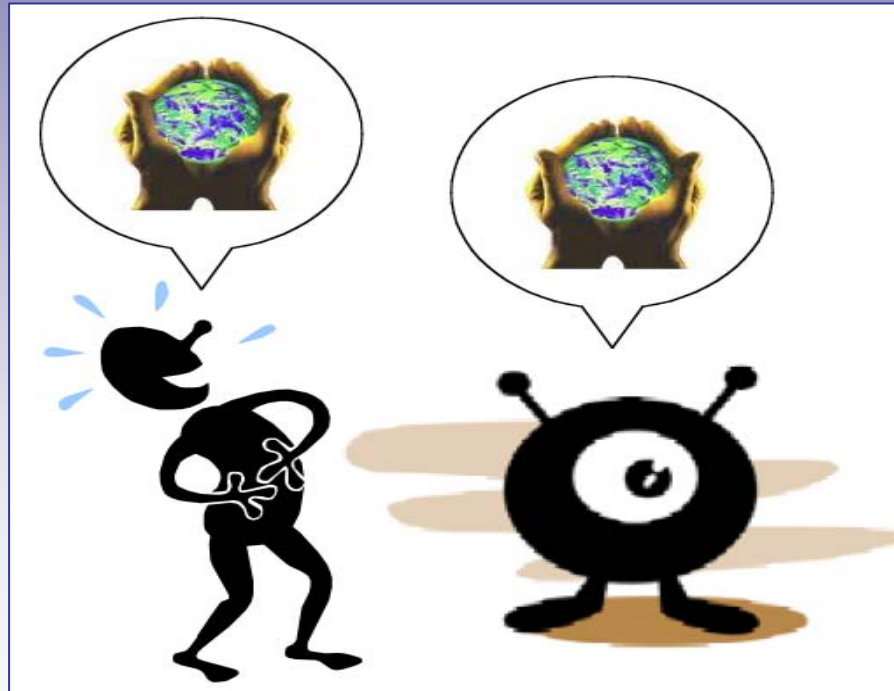
Jimmy's Story

Jimmy & Another Human Find A Solution



Jimmy's Story

Jimmy: "I've Done It! I've Saved Earth!"



Jimmy's Story

Jimmy Returns A Happy & Changed Man



Overview

Jimmy's Story

Why Jimmy's
Story Is
Relevant

Three Steps
To Success

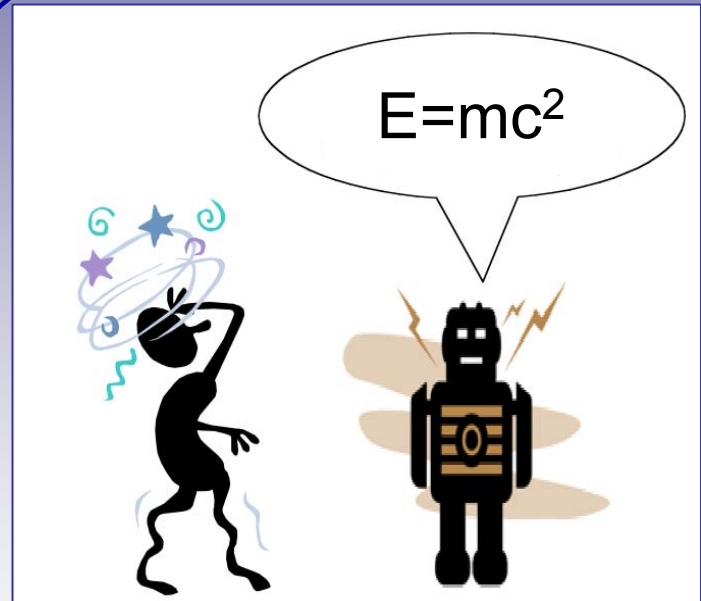


Why Jimmy's Story Is Relevant

Poor Health Literacy Limits Understanding

“Most health information is written at levels the average adult cannot understand.”*

*New York City Literacy Assistance Center



Why Jimmy's Story Is Relevant

Are Our Biases & Assumptions Negatively Impacting Health Content?

Developers of a migraine patient education tool assumed:

- **Patients want formal medical information**
- **Non-physician migraine sufferers lack knowledge**

DE Forsythe. *Medical Anthropology Quarterly*
December 1996, Vol. 10, No. 4, pp. 551-574



Why Jimmy's Story Is Relevant

Are Our Biases & Assumptions Negatively Impacting Health Content?

Interviews revealed migraine sufferers:

- Wanted informal and/or specific knowledge
- Sought to apply medical information to their lives
- Had a secret, unaddressed fear:
“Do I have a stroke or brain tumor?”

DE Forsythe. *Medical Anthropology Quarterly*
December 1996, Vol. 10, No. 4, pp. 551-574



Why Jimmy's Story Is Relevant

Some Patients Are Reacting By Skipping Official Online Content

According to research conducted by Pamela Briggs of the UK's Northumbria University:

- **Government Websites are being rejected because they contain generic or irrelevant content**
- **People favor online sources featuring personal stories they can relate to**

Bodies Online - Information and Advice Seeking in the Health and Fitness Domain,

Briggs P, 2007, United Kingdom Economic and Social Research Council



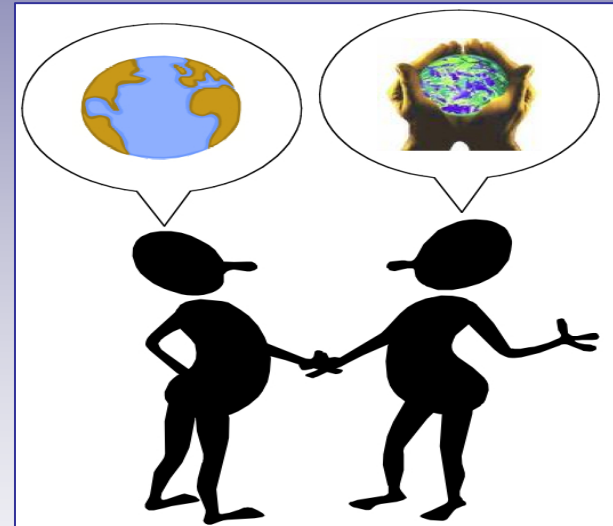
Why Jimmy's Story Is Relevant

Patients/Consumers Are Flocking To Unofficial Online Sources

Search Term: Lexapro (Prescription Or OTC Drugs)	
Website	% Of Overall Traffic Going To Website*
www.lexapro.com	50.58%
www.drugs.com	12.13%
www.healthsquare.com	5.77%
www.crazymeds.org	5.36%
www.rxlist.com	5.02%

Search Term: Bipolar Disorder (Mental Health)	
Website	% Of Overall Traffic Going To Website*
www.nlmh.nih.gov	14.86%
bipolar.about.com	12.42%
www.seroquel.com	8.26%
www.wikipedia.org	7.17%
www.bipolar.com	6.21%

Source: Hitwise (www.hitwise.com)
Timeframe: Four weeks ending January 13, 2007
*Among Internet users typing in search term



Overview

Jimmy's Story

Why Jimmy's
Story Is
Relevant

Three Steps
To Success



Three Steps To Success

Improving Our Relevance By Engaging Patients On Their Own Terms

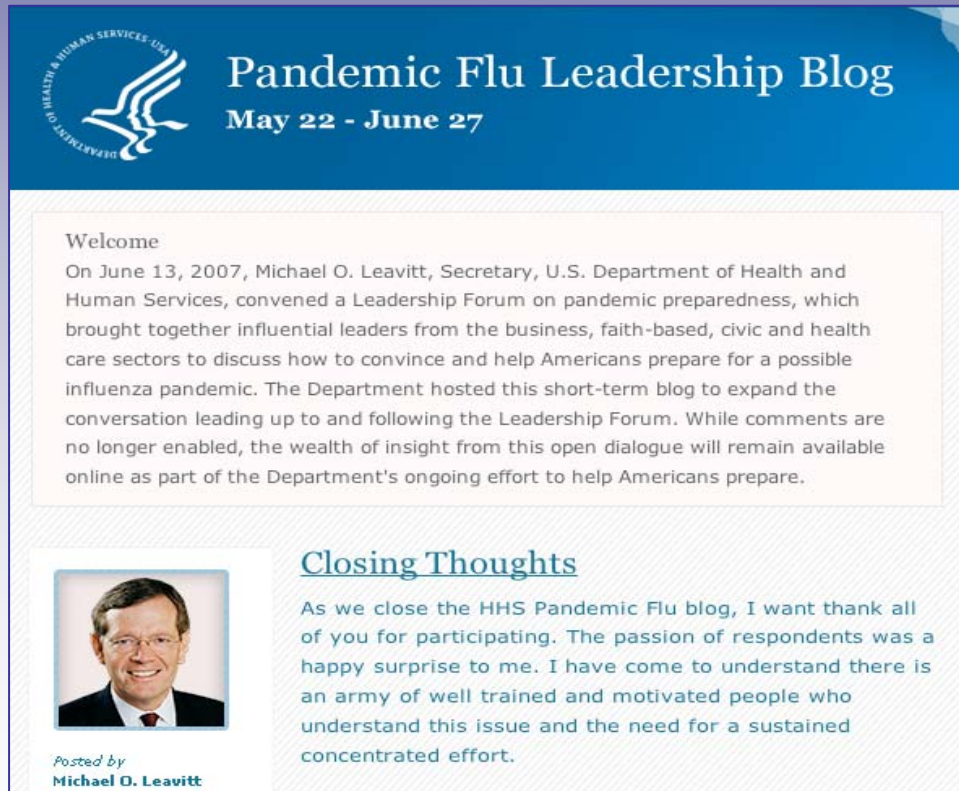
Step I: Engage

- Pre-test & engage in ongoing dialogue
- Build online platforms to facilitate meaningful patient engagement




Example Of Success

HHS Flu Pandemic Blog




The screenshot shows the header of the "Pandemic Flu Leadership Blog" from May 22 to June 27. The header features the U.S. Department of Health and Human Services logo and the title "Pandemic Flu Leadership Blog" in white text on a blue background. Below the header, the main content area has a light blue background with a white border. It starts with a "Welcome" section followed by a paragraph of text. Below this is a "Closing Thoughts" section, which includes a small portrait of Michael O. Leavitt and a short paragraph of text.

 **Pandemic Flu Leadership Blog**
May 22 - June 27

Welcome

On June 13, 2007, Michael O. Leavitt, Secretary, U.S. Department of Health and Human Services, convened a Leadership Forum on pandemic preparedness, which brought together influential leaders from the business, faith-based, civic and health care sectors to discuss how to convince and help Americans prepare for a possible influenza pandemic. The Department hosted this short-term blog to expand the conversation leading up to and following the Leadership Forum. While comments are no longer enabled, the wealth of insight from this open dialogue will remain available online as part of the Department's ongoing effort to help Americans prepare.



Closing Thoughts

As we close the HHS Pandemic Flu blog, I want thank all of you for participating. The passion of respondents was a happy surprise to me. I have come to understand there is an army of well trained and motivated people who understand this issue and the need for a sustained concentrated effort.

Posted by
Michael O. Leavitt

Three Steps To Success

Improving Our Relevance By Engaging Patients On Their Own Terms

Step II: Incorporate

- Build alliances with expert patients
- Highlight patient content on official sources



Example Of Success

Web MD

The screenshot displays the WebMD homepage layout. On the left, there are two vertical lists: 'TOP 12 health topics' and 'COMMON treatments', both with sub-sections for MEN, WOMEN, and CHILDREN. The main content area is divided into several sections: 'Latest Headlines' featuring an article about children's high blood pressure; 'News' and 'Trends' sections with various health-related items; 'People Are Talking' which includes 'Blogs', 'Message Boards', and 'Ask The Experts' sections. A callout box labeled 'Patient-Generated Content' points to the 'Message Boards' section, specifically to the article 'Are You Having Secretive Sex?'. Below this are 'Interactive Check-Ups' like an 'Arthritis Quiz' and a 'Metabolism Calculator'. On the right side, there are advertisements for 'VICKS Early Defense' and 'get started on WebMD'.

TOP 12 health topics

- 1 HPV Vaccine
- 2 Dehydration
- 3 Depression
- 4 Western Diet
- 5 Caffeine
- 6 Cervical Cancer
- 7 TMJ
- 8 West Nile Virus
- 9 Rosacea
- 10 Menopause
- 11 Pregnancy Calendar
- 12 OCD

COMMON treatments

- 1 Antidepressants
- 2 Birth Control
- 3 Echinacea
- 4 Osteoporosis Treatment
- 5 Gallbladder Surgery
- 6 Hormone Replacement
- 7 Hysterectomy
- 8 Infertility Medications
- 9 Meditation
- 10 Pain Relievers

Latest Headlines

Kids' High Blood Pressure Often Missed
High blood pressure in children and teens appears increasingly common, but it frequently goes undiagnosed, according to new research.
Read Full Article

News

- ◆ Acrylamide-Cancer Link Disputed
- ◆ Surviving a Breakup Not So Hard
- ◆ Cranberries Boost Cancer Drug
- ◆ Sex Differences Overrated?
- ◆ Second Thoughts Are Real

Trends

- ◆ Stock Your Kitchen for Disaster
- ◆ How to Avoid the Freshman 15
- ◆ School Bus Safety Tips for Kids
- ◆ Making the HRT Decision
- ◆ Learn How to S...

People Are Talking

Blogs

- ◆ "Health insurance should be the right of all individuals."
- ◆ **Are You Having Secretive Sex?**
- ◆ Getting Your Teen Off to College

Message Boards

- ◆ "Out of control ADHD child!"
- ◆ "Caring for a stroke patient...help!"
- ◆ "My body hates me!"

Ask The Experts

- ◆ "Are hypersomnia and narcolepsy the same thing?"
- ◆ "Are preschool eye exams necessary?"
- ◆ Do Books on Child Development Help or Hurt?

Interactive Check-Ups

- Arthritis Quiz**
How would your rate your rheumatoid arthritis pain?
- Metabolism Calculator**
Find out how many calories you burn.

Patient-Generated Content

Simple Tips for Better Health
Brought to you by

Treat Your Sweet Tooth
Sprinkle bananas, blueberries, and apples with walnuts and shredded, unsweetened coconut. Savor the sweetness and the body-benefiting fiber boost.

Three Steps To Success

Improving Our Relevance By Engaging Patients On Their Own Terms

Phase III: Support

- Help patients develop health info seeking skills
- Train providers to work with patients using peer-developed content



Example Of Success

NHS Expert Patient Program

Expert Patients Programme

Home | Site Feedback | Contact Us | Jobs | Search this site [] Go

Home

About Expert Patients

What is an Expert Patient?

Views from patients and professionals

Long-term health conditions

Get involved

Find Courses

Supporting Parents Programme

Looking After Me - course for carers

News and events

What is an Expert Patient?

Expert patients are people living with a long-term health condition, who are able to take more control over their health by understanding and managing their conditions, leading to an improved quality of life.

Benefits of becoming an Expert Patient

Expert patients...

- Feel confident and in control of their lives
- Aim to manage their condition and its treatment in partnership with health care professionals
- Communicate effectively with professionals and are willing to share responsibility on treatment
- Are realistic about the impact of their disease on themselves and their family
- Use their skills and knowledge to lead full lives.

Become an Expert Patient

Take control of your condition by becoming an Expert Patient. Find ways to control your

Latest news headlines

[Read the latest news...](#)

Links

- [Long-term Medical Conditions Alliance](#)
- [Stanford Patient Education Research Center](#)
- [NHS Direct](#)

Your comments

We will be expanding the site over the coming months. We welcome your [contributions, stories and comments](#).

How To Contact Me

Fard Johnmar

Founder, Envision Solutions, LLC

Ph: 212.501.6101

E-mail: info@envisionsolutionsnow.com

www.envisionsolutionsnow.com

