

Collaborative web based system for health prescription

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Salupedia

<http://www.salupedia.org>



INTRODUCTION



Almost half of physicians (1) think that online research helps patients very little or not at all, and just 8 percent think that it is very helpful for them.
34% of spanish individuals use internet for seeking health related information on internet (2) (the percentage raises up to 80%(3) when internet users were asked about).

There is a huge amount of people searching health information but they can't recognize usefull and valid information on their own.



APPROACH

ePatients

People search on internet for health information.
We need to put reliable information that can be easy to found, validated by healthcare professionals (doctors, nurses, pharmacist).
Written and oriented to ordinary people.
The system must recommend similar or related information.
Patients should have the possibility of share, rate and comment the information.



Healthcare Professionals

One of most important tasks of healthcare professionals is to provide information and educate on healthcare.
Best results are obtained from citizens who understand and get involved in their healing process.
Healthcare professionals need trustworthy sites to recommend to their patients.



RESULTS

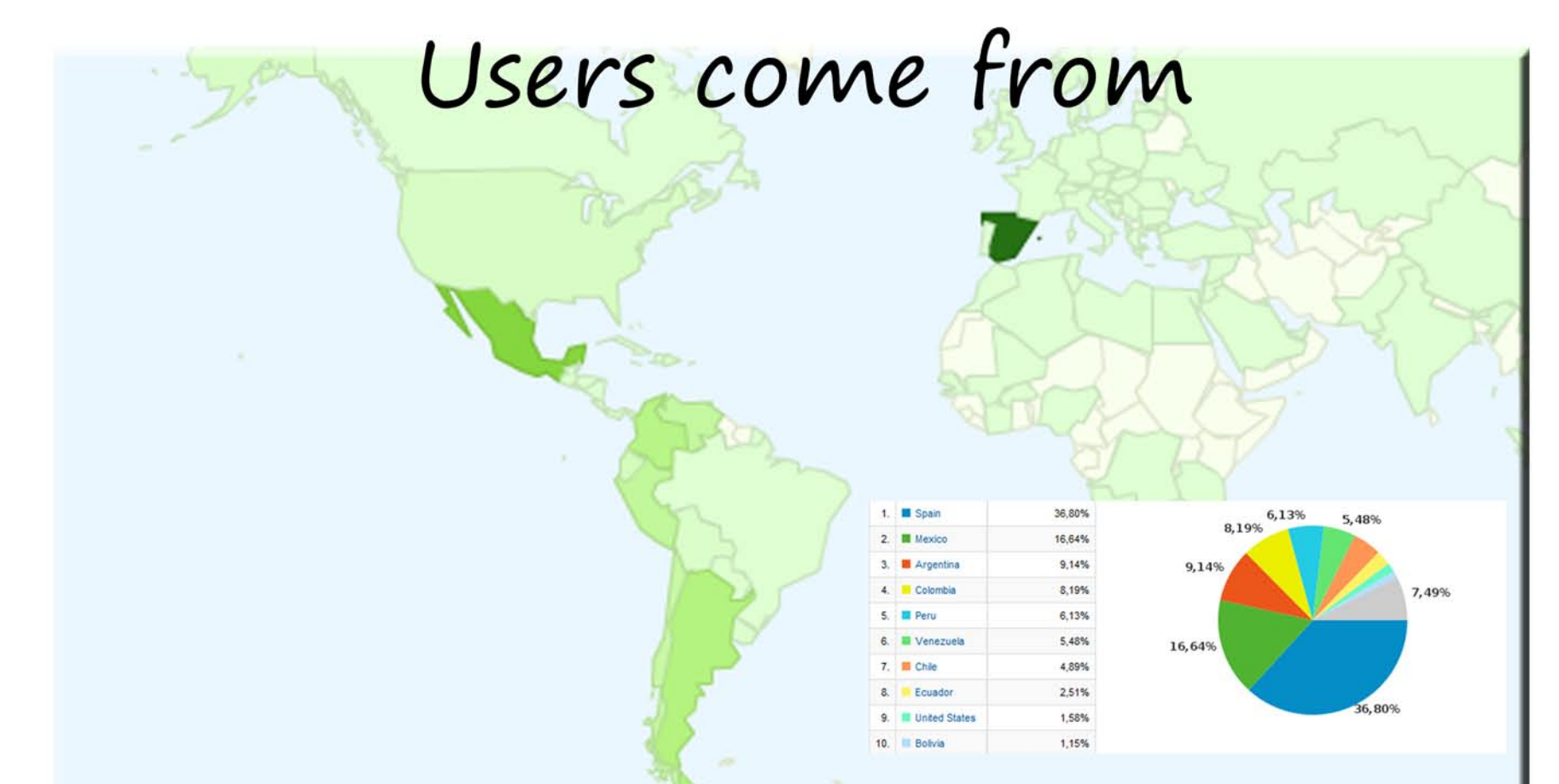
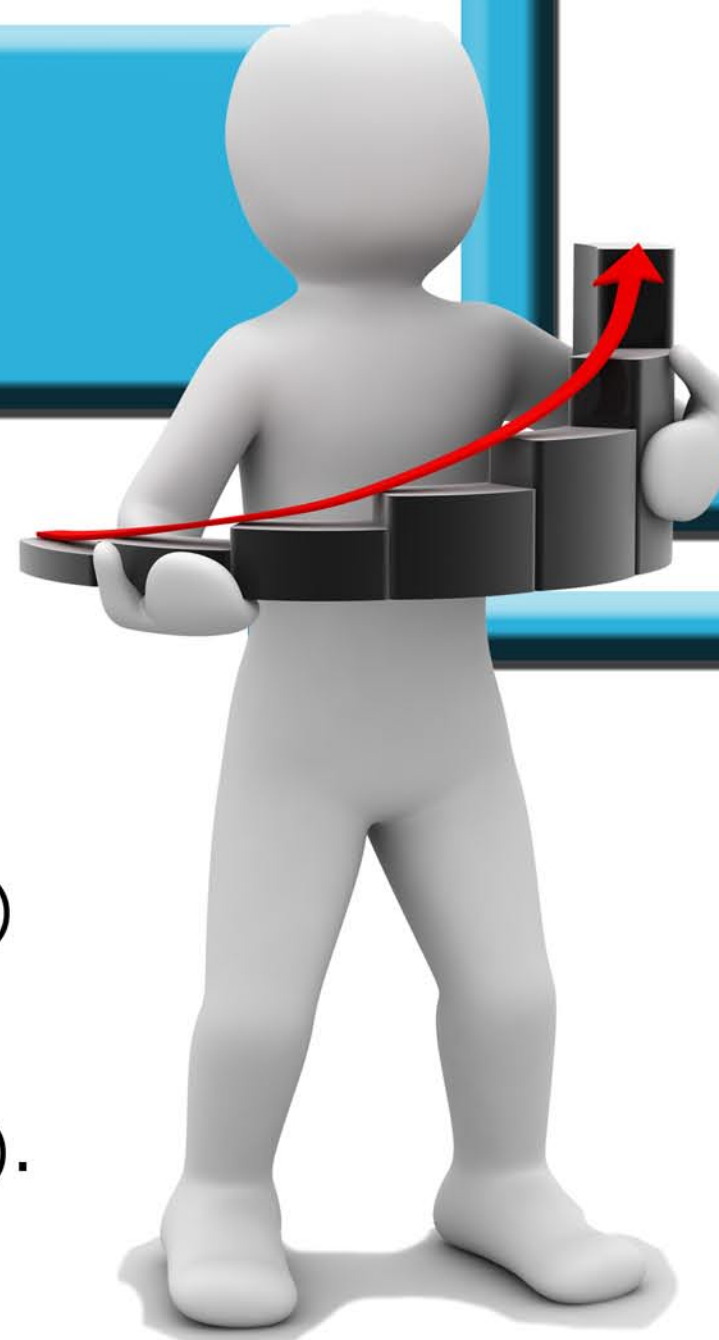
After 2 years

- * We reach more than 2 millions page views, 217 thousand unique users (4).
- * There are 459 articles available.
- * Over a thousand registered users (two hundred are healthcare professionals)
- * 540 twitter followers.
- * Over 10% Conversion Rate (user that continue to the full information article).

10%
visitors go to source websites

Returning Visitors goes up to **7,21%**

1%
get registered



5% registered professionals generate **90%** content

Even physicians know how important is the prescription of information, most of them (91%) just register on the site but don't recommend any information.

Patients have the motivation, they want especific information about their pain (or someone near).
They trust at first in their doctors, Internet is in 5th position (5).
Internet information research is complementary of medical advices.

After 2 years we are still working to improve the quality of the tool.

References:

- 1 - <http://www.consumerreports.org/health/doctors-hospitals/doctors/physician-survey/index.htm>
- 2 - <http://epp.eurostat.ec.europa.eu/tgm/table.do?tab=table&plugin=0&language=en&pcode=tin00101>
- 3 - http://www.pfizer.es/ocho_cada_diez_internautas_espanoles_acuden_red_buscar_informacion_salud.html
- 4 - <http://www.google.com/analytics/>
- 5 - [http://dSPACE.uah.es/jspui/bitstream/10017/6273/1/_DEF_2_0_UA%20\(la%20buena\)%20IMPRESI%C3%93N.pdf](http://dSPACE.uah.es/jspui/bitstream/10017/6273/1/_DEF_2_0_UA%20(la%20buena)%20IMPRESI%C3%93N.pdf)