

Google Health

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Mediaplaza, Utrecht

Van Patiënt tot Zorgconsument

Wie staat er voor u?

- Jan Martens, 32 jaar
 - E-mail: jan@medicalfacts.nl
- Achtergrond
 - Technische Natuurkunde
 - Geneeskunde
- Werkzaam
 - Nu:
 - partner Medicalfacts.nl, weblog over medisch nieuws
 - Directeur MaCoAd, adviesbureau gezondheidszorg, marketing en ICT
 - Voorheen: dokterdokter.nl



Overzicht

- Waarom Google Health?
- Wat is Google Health?
- Wat vindt men van Google Health?
- Hoe werkt Google Health?

Waarom Google Health?

- 9 miljoen Nederlanders gaan via internet op zoek naar gezondheidsinformatie (bron: Medicalfacts.nl, Rvz.net)
- 2.67% van US-verkeer van Google gaat naar medische gerelateerde sites (bron: Hitwise.com)
- 12% van de mensen in Australië zou eerst naar Google gaan en daarna naar een arts (bron: Au.sys-con.com)
- Google : betere informatievoorziening
- Google : geld verdienen met adwords?

Wat is Google Health?

- Verticale zoekmachine
zoeken in gedifferentieerde (medische) informatie
- Experts bepalen de labels van een site (zie Google.com en Enochchoi.com)
- Mix van experts en publiek bepaalt de rangorde van de getoonde informatie
- Vooralsnog niet in Nederland

Uitspraken #1

“Since Google gets paid on a click-through basis, the more targeted the ads the more valuable they are.

Google Health is not evil but it's not saintly either”

David Williams

Health Business blog

Mppllc.com

Uitspraken #2

“Duidelijk mag in ieder geval zijn dat de zoekmachine giganten de markt voor verticaal zoeken over gezondheidszorg interessant vinden.”

Martijn Hulst

Creative Facts

Creativefacts.nl

Uitspraken #3

“What’s interesting about this service is that Google is **not**

taking responsibility for vetting healthcare content.

Instead it is relying on the “**wisdom of crowds**” to aggregate and rank **high-quality healthcare information**.

...“

Fard Johnmar

Healthcarevox

Healthcarevox.com



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cold

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[COLD](#) :: THE OFFICIAL SITE

The official site with information on the band such as news, tour dates, biographies, discographies,...

www.coldonline.com/ - 11k - [Cached](#) - [Similar pages](#)

[Common Cold](#)

A comprehensive source of information on the common **cold** that facilitates informed decisions about **cold** prevention and treatment.

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General information, course offerings, faculty, and links.

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cold more:condition_treatment

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[Common **Cold** - Symptoms, **Treatment** and Prevention](#)

Symptoms, **Treatment** and Prevention of Common **Cold**.

www.healthscout.com/ency/68/189/main.html - 70k - [Cached](#) - [Similar pages](#)

Labeled Treatment [Tests/diagnosi...](#) [For patients](#) by [HON](#)

[Cold, common - **Treatment**: NHS Direct Online](#)

Vitamin C has also been recommended for **cold treatment** and prevention. Some products contain vitamin C. Small doses may have some beneficial effects, ...

www.nhsdirect.nhs.uk/articles/article.aspx?articleId=494§ionId=6264 - 22k -

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[Cold and Flu Guidelines - American Lung Association site](#)



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Definition of Common Cold

The [common cold](#) (also called viral rhinitis) is a viral infection, characterized by nasal congestion, a clear, runny nose, sneezing, scratchy throat and general malaise.

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Health On The Net Foundation (HON)

Geneva, Switzerland
www.healthonnet.org

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Health Information You Can TRUST.

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At a Glance

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