

# Monday Special: A Gift Box of Resource Websites for Healthcare Managers



Now for something a little bit different for my Monday morning resource post. I came across two recently published studies that I found interesting – both about people tapping into the Internet for health information.

It doesn't seem that long ago (it wasn't!) that I first heard of people bringing information from the Internet in to discuss with their physician. If I remember correctly, the general feeling among the docs was "Why are patients looking for information when I can give them everything they need to know?" Wow, good question. Today, it seems natural to me that patients seek information on the Internet. I think it is fairly well-accepted that a patient who looks for information on the Internet is more likely to become engaged in their own health and an engaged patient is generally a better, and healthier patient.

The question I have is "What does an Internet-savvy patient population mean for my practice?" A wonderful, difficult, scary question. Think about this while you peruse the startling statistics below, and maybe link to the full stories to read more.

**The Pew Internet and American Life Project** released information last week on what percentage of online Americans are seeking medical information online.

- 68% of online men look online for health info
- 81% of online women
- 76% of white internet users

- 65% of African-American internet users
- 71% of English-speaking Hispanic internet users
- 68% of 18-29 year-old internet users
- 78% of 30-49s
- 76% of 50-64s
- 71% of internet users age 65+

And in a related article, **The Center for Studying Health System Change** released information last month on sources (other than doctors) that people get their health information. The bottom line is:

- Internet = 32% of the total population
- Magazines and Newspaper = 32% of the total population
- Friends and Family = 31% of the total population

Interestingly, TV and radio ranked quite low, which anyone watching the weekday morning shows can tell you – TV seems to report the health news, and all news, pretty much last.