



**Beth's Blog**  
A place to capture and share ideas, experiment with and publish blogs about speech, educational technology, information design, visual thinking, creativity, ICT in the developing world, and much more.

- This is a "best of" for finding CC BY photos in Flickr. I also tagged with that name for those events...

How the CDC is Cultivating Bloggers for its Public Awareness Campaign About Flu



# The Effects and Impact of Communication Technologies in Health Marketing

August 30, 2007

National Conference on Health Marketing, Communication, and Media  
Atlanta, Georgia



**SexInfo** a new text messaging service for youth.

Home  
Advisory Board  
Campaigns  
Messages  
In the News

**A new sexual health cell phone text messaging service for young people in San Francisco.**

Text SEXINFO to 917-957-4200 (Metro PCS users) and 61827 (all others).

Launch Date: April 24, 2006

- Interactive responses to the increasing demand for sexual health information among youth.
- Based on a successful program in San Francisco.
- Goal is to help the program to be...



Centers for Disease Control and Prevention  
Coordinating Center for Health Information and Service  
National Center for Health Marketing



# Today's Presenters

**Steve Cole**

Vice President, Research, Hope Lab

**Erin Edgerton**

Content Lead, Interactive Media, CDC/NCHM

**Nedra Weinreich**

President/Founder, Weinreich Communications

**Pamela Whitten**

Professor/Associate Dean, Michigan State University

# What do you mean by eHealth?

- **eHealth** (also written **e-health**) is a relatively recent term for healthcare practice which is supported by electronic processes and communication. The term is inconsistently used: some would argue it is interchangeable with health care informatics, while others use it in the narrower sense of healthcare practice using the Internet. The term can encompass a range of services that are at the edge of medicine/healthcare and information technology:
  - **Electronic Medical Records:** enable easy communication of patient data between different healthcare professionals (GPs, specialists, care team, pharmacy)
  - **Telemedicine:** includes all types of physical and psychological measurements that do not require a patient to travel to a specialist. When this service works, patients need to travel less to a specialist or conversely the specialist has a larger catchment area.
  - **Evidence Based Medicine:** entails a system that provides information on appropriate treatment under certain patient conditions. A healthcare professional can look up whether his/her diagnosis is in line with scientific research. The advantage is that the data can be kept up-to-date.*[citation needed]*
  - **Consumer Health Informatics** (or citizen-oriented information provision): both healthy individuals and patients want to be informed on medical topics.
  - **Health knowledge management** (or specialist-oriented information provision): *e.g.* in an overview of latest medical journals, best practice guidelines or epidemiological tracking.
  - **Virtual healthcare teams:** consist of healthcare professionals who collaborate and share information on patients through digital equipment (for transmural care).

- All definitions based on Wikipedia info: [www.wikipedia.com](http://www.wikipedia.com)

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# What do you mean by Web 2.0?

- **New media:** media that can only be created or used with the aid of computer processing power. It is a form of media that includes some aspect of interactivity for its audience and is usually in digital form.
- **Social media:** online technologies and practices that people use to share opinions, insights, experiences, and perspectives.
- **Web 2.0:** a perceived second generation of Web-based services—such as social networking sites, wikis, communication tools, and folksonomies—that emphasize online collaboration and sharing among users.

- All definitions based on Wikipedia info: [www.wikipedia.com](http://www.wikipedia.com)