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# The Future of Health Communication and Informatics: Setting National Priorities

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CENTERS FOR DISEASE CONTROL AND PREVENTION  
COORDINATING CENTER FOR HEALTH INFORMATION AND SERVICE



## Future of Health Communication and Consumer Health Informatics

- Health information revolution
- Impact of new health media
- Increasing information impact at CDC

The findings and conclusions in this presentation are those of the author and do not necessarily represent the views of the US Centers for Disease Control and Prevention and the Agency for Toxic Substances and Disease Registry.



# Health Information Revolution



Source: "Fluid Lives", Isobar/Yahoo! (Feb 2006)



## Health Information Sources

### Traditional sources:

- Providers
- News media
- Print media
- TV/radio
- DTC messages
- Health websites
- ***Information gap***

### Emerging sources:

- New media
- Social networks
- User generated
- Streaming media
- Mobile media
- EMR/PHR
- ***Digital divide***



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## Access to New Health Media

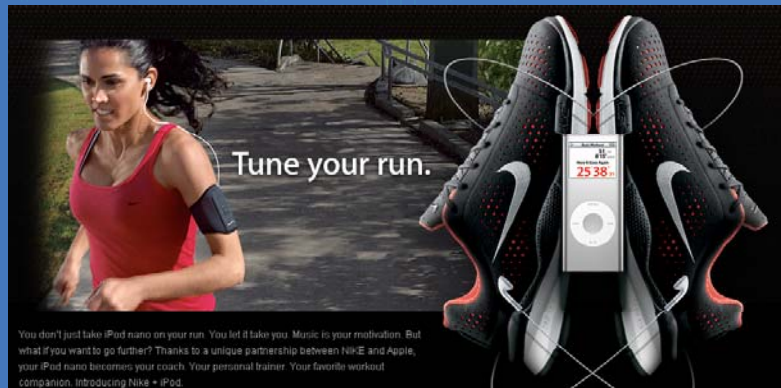
- Internet access
  - US broadband access growing/slowing
  - ~20% of Americans on broadband
    - Pew Internet and American Life Project
  - US ranked 15 of 30 nations
    - Org for Economic Cooperation and Development
- Mobile access
  - More than 230m Americans use mobiles
  - Monthly SMS grew from 10b in Dec 2005 to 19b in Dec 2006
    - Intl Association for Wireless Telecommunications



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Revolutionize

# Can New Health Media Affect Health?



Tune your run.

You don't just take iPod nano on your run. You let it take you. Music is your motivation. But what if you want to go further? Thanks to a unique partnership between NIKE and Apple, your iPod nano becomes your coach. Your personal trainer. Your favorite workout companion. Introducing Nike + iPod.



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## What is Health?

“The condition of being sound in body, mind, or spirit; ...freedom from physical disease or pain; the general condition of the body...

- Webster's Dictionary, 2007

“ ...a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity and the ability to lead a socially and economically productive life.”

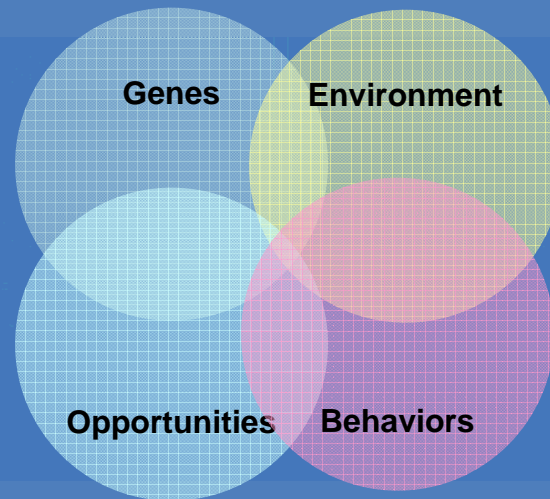
- WHO, 2006





# Etiology of Health

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## Decisions and Health Behaviors

- Tyranny of Small Decisions
  - Big economic changes occur as an accretion of steps that are often unpredicted and unintended
    - AE Kahn, 1966
- *Health is partially the outcome of small decisions, good and bad, accumulated over a lifetime.*



## Influencing Life Decisions

- Tyranny of Small (Health) Decisions
  - People have the power to pursue their own self-interests, while we (the professionals) only have the power to accommodate their interests.
    - M Rothschild, 2002
- *Our Goal: To increase the impact of information to inform healthy decisions*



## Influencing Life Decisions

- Customer-centered health information
  - Vertical/Horizontal nexus: “sweet spot”
  - “People like me” are the most trusted
    - Edelman Trust Barometer 2007
- 3 Ps and 3 Es of increasing impact
  - Personalized
  - Participatory
  - Presentations
  - Engaging
  - Entertaining
  - Emotional



## What is CDC doing to increase the impact of health information?



## Health Marketing

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An organizational function and a set of scientific processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that protect and promote the health of diverse populations.

*A multi-disciplinary area of practice.*



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## Health Marketing Vision

A world where all people actively use accessible, accurate, relevant, and timely health information and interventions to protect and promote their health and the health of their families and communities.



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## Public Health Informatics

- Definition:
  - The systematic application of information and computer science and technology to public health practice, research and learning.
- NCPHI Mission:
  - To protect and improve the public's health through science and service in health information technology and informatics
- NCPHI Guiding Principles:
  - Public health/healthcare integration, Application of best practices, Applied science





## E-Health Marketing

- Podcasts and RSS
- E-Cards & Bugs
- Webinars & Blogs
- E-Games & Social networks
- Widgets
- Web 2.0 apps
- Mobile phone apps



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# Improved CDC.gov

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Centers for Disease Control and Prevention - Microsoft Internet Explorer

Address: http://www.cdc.gov/

Search:  SEARCH

A-Z Index: A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Top 20 at CDC.gov: Pandemic Flu, Vaccines and Immunizations, Sexually Transmitted Diseases (STDs)

NEWS & EVENTS: Global Staffing, Cancer Screening

16 of 24 - Clipboard

### Malaria Awareness

Every minute, malaria kills 2 children...

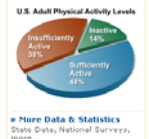
GO >>

- Teen Drivers
- Malaria Awareness >>
- HPV Awareness
- Pregnancy
- CDC.gov Tour

#### Health & Safety Topics

- Diseases & Conditions**  
ADHD, Birth Defects, Cancer, Diabetes, Fetal Alcohol Syndrome, Flu, Hepatitis, HIV/AIDS, STDs ...
- Emergency Preparedness & Response**  
Bioterrorism, Chemical & Radiation Emergencies, Outbreaks, Severe Weather ...
- Environmental Health**  
Air Pollution, Carbon Monoxide, Lead, Mold, Water Quality ...
- Life Stages & Populations**  
Infant & Child, Men, Minorities, Pregnancy, Seniors, Women ...
- Healthy Living**  
Bone Health, Physical Activity, Immunizations, Genetics, Sexual Health, Smoking Prevention ...
- Injury, Violence & Safety**  
Brain Injury, Child Abuse, Falls, Fires, Food Safety, Poisoning, Suicide, Youth Violence ...
- Travelers' Health**  
Destinations, Outbreaks, Travel Vaccinations, Yellow Book ...
- Workplace Safety & Health**  
Asbestos, Chemical Safety, Construction, Mining, Office Environments, Respirators ...

#### DATA & STATISTICS



#### PUBLICATIONS

Emerging Infectious Diseases (EID)



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# Health Marketing Musings Blog

The screenshot shows a Microsoft Internet Explorer browser window displaying the CDC Health Marketing Basics Director's Blog. The address bar shows the URL <http://www.cdc.gov/healthmarketing/blog.htm>. The page header includes the CDC logo and the text "Department of Health and Human Services Centers for Disease Control and Prevention". The main content area is titled "Health Marketing" and features a "Director's Blog" section. A post titled "Health Marketing Musings from Jay M. Bernhardt, PhD, MPH" is displayed, accompanied by a small portrait of Jay M. Bernhardt. Below the post title, there is a section titled "On this page:" with a list of links to related content. On the right side of the post, there are links for "Email this page", "Printer-friendly version", "Get Email Updates", and "XML RSS Feed NEW". A left-hand navigation menu lists various topics under "Health Marketing", including "What's New", "What is Health Marketing", "Health Marketing Basics", "Health Marketing in Action", "Global Health Marketing", "Research", "Resources & Tools", "Professional Development", and "About National Center for Health Marketing Director's Bio".



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## Where Do We Go From Here?



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## Jay's National Priorities

- Increase the overall impact of health information on big and small decisions
- Customer-centered health information
  - Focus on vulnerable populations
- Access and utilization of information
  - HP2010+: Health literacy, Digital divide
- Workforce and professional development



## Predictions (and Research Gaps)

- Health-related social media will grow
- Health information will be ubiquitous
- Information credibility harder to judge
  - Vertical and Horizontal axes
- Population-level effects unknown
- Health information divide to grow
- Mobile media may help bridge the gap



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**Thank you for your  
scientific contributions  
that inform our work!**

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