

# HEALTH 2.0



# HEALTH 2.0



# Healthcare in the U.S.

1920's Healthcare



1965 Medicare Act



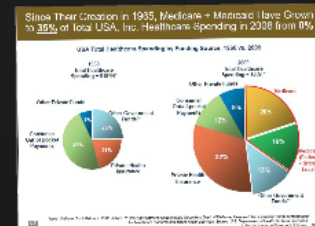
1940's-1960's  
Healthcare Growth



Paylor Hospital  
& Blue Cross



Medicare Spending



# 1920's Healthcare

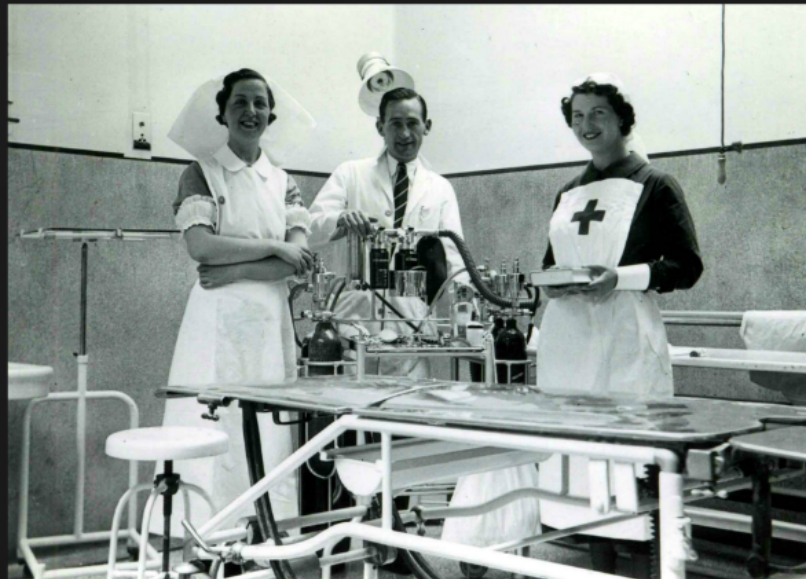




# Baylor Hospital & Blue Cross



# 1940's-1960's Healthcare Growth



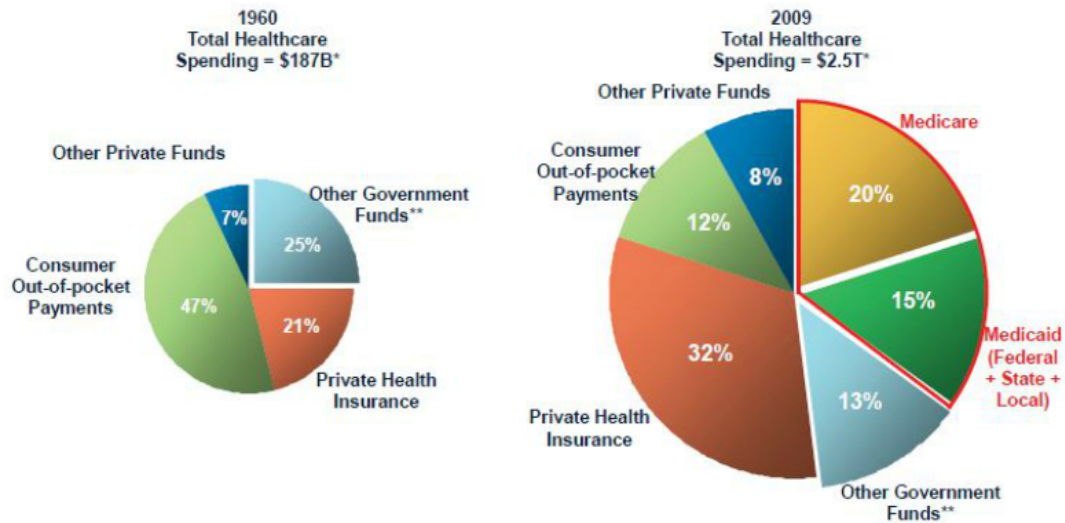
# 1965 Medicare Act



# Medicare Spending

Since Their Creation in 1965, Medicare + Medicaid Have Grown to **35%** of Total USA, Inc. Healthcare Spending in 2008 from **0%**

USA Total Healthcare Spending by Funding Source, 1960 vs. 2009

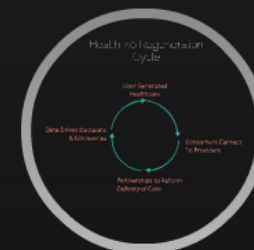
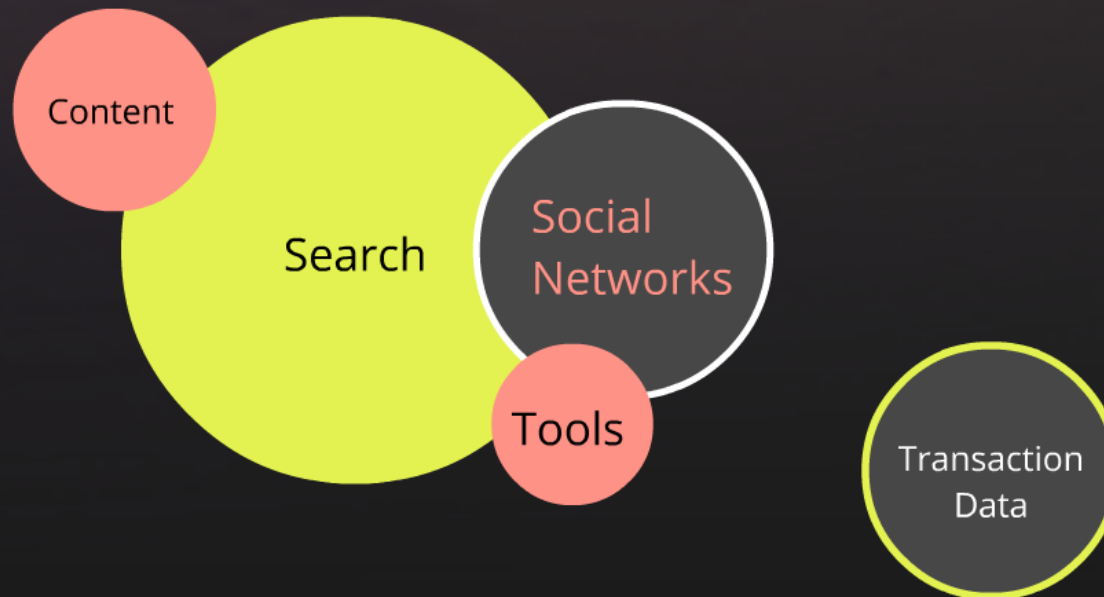


www.kpcb.com

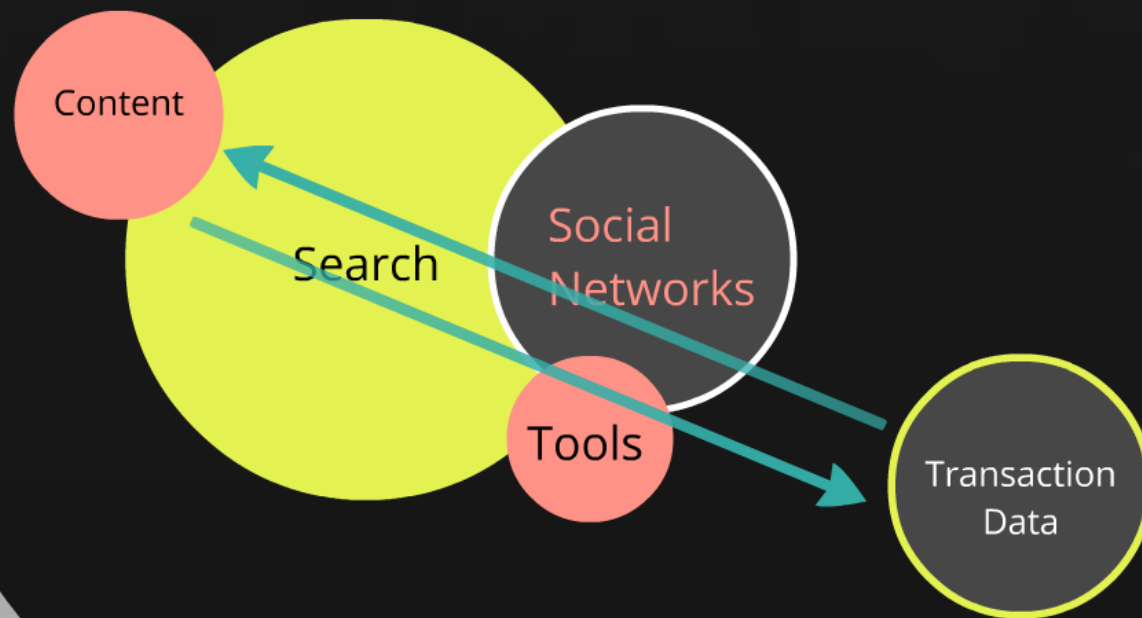
Note: \*Adjusted for inflation, in 2005 dollars. \*\* Other government funds include those from Dept. of Defense, Veterans' Administration and federal funding for healthcare research and public health activities. Source: U.S. Department of Health & Human Services.

USA Inc. | Income Statement Drilldown 106

# Structure of Health 2.0

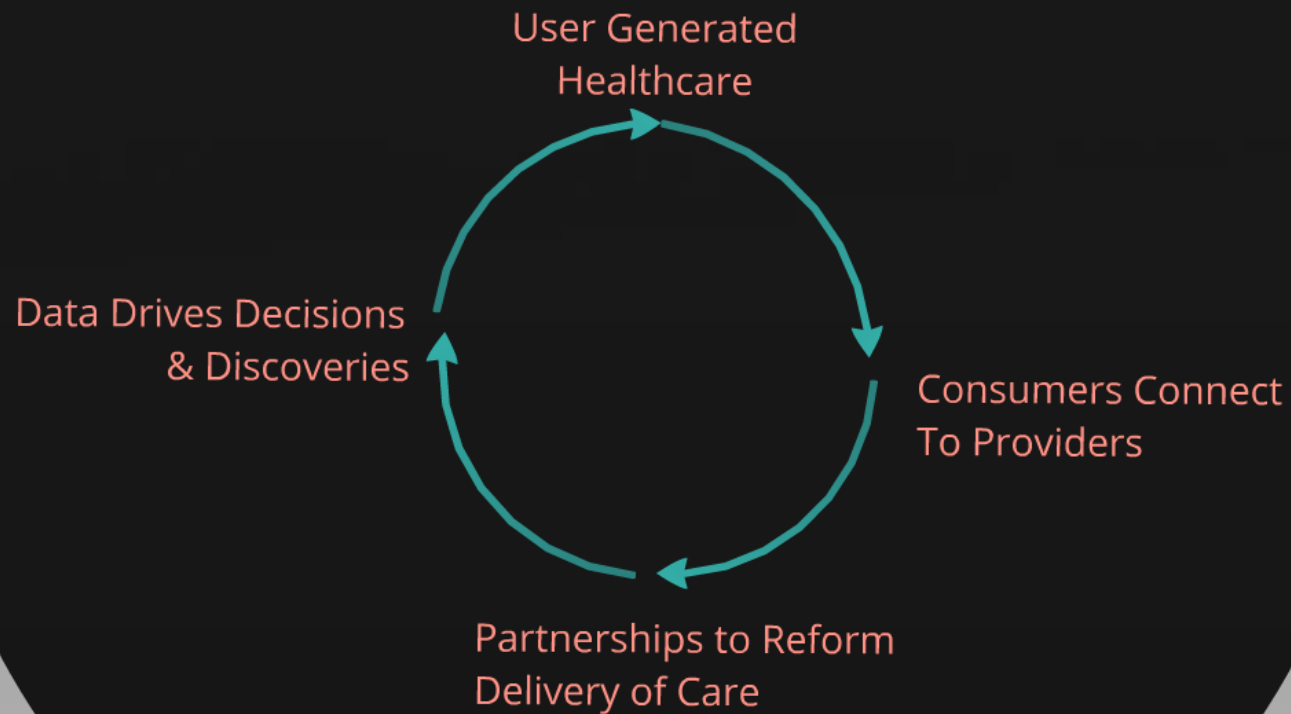


# Revised Structure of Health 2.0





# Health 2.0 Regeneration Cycle



# History of Healthcare from Ancient China to Web 2.0



What is out there?

how is health 2.0 used on the web?



media share



reviews



Medpedia info



WebMD Blogs



The Pump Handle blog



media share

# Rate MDs.com

The screenshot shows the RateMDs.com website. At the top is a navigation bar with links: Main, Browse Rated Docs, Find Doctors, FAQ, Forums, and My Profile. The main content area is divided into several sections. On the left, there's a 'Give your Doctor a Checkup' section with a search form for finding a local family doctor by zip/postal code (48106) and a form for finding a doctor by name in MI. Below this is a 'Browse rated doctors in MI' section with a link to 'Find doctors by specialty'. On the right, there's a 'As seen in...' section listing various media outlets like MSNBC, CBS News, L.A. Times, CNN, U.S. News, L.A. Times, Forbes Magazine, National Review of Medicine, NY Times, Wall Street Journal, Canada.com, Boston Globe, and CTV. At the bottom, there's a 'Site stats (updated nightly)' section showing total ratings (958,013), total rated doctors (234,206), and ratings added yesterday (347). Next to it is a section 'On RateMDs.com, you can:' listing features like finding doctors, reading ratings, and getting maps. The footer contains copyright information (© 2009 RateMDs.com) and a link to the Privacy Policy.

RateMDs.com

Main | Browse Rated Docs | Find Doctors | FAQ | Forums | My Profile

### Give your Doctor a Checkup

Find a local family doctor quick:  
Enter a zip/postal code: 48106

Find a doctor by name in MI:   [Advanced Search](#)  
Enter last name or last name, first name (include comma)

### Browse rated doctors in MI

[Find doctors by specialty](#) (Other states)

Site stats (updated nightly):

- Total Ratings: 958,013
- Total Rated Doctors: 234,206
- Ratings Added Yesterday: 347

On RateMDs.com, you can:

- Find doctors or dentists and read the ratings
- Rate a doctor or dentist
- See state medical board records
- Get maps and contact info

As seen in...

- MSNBC
- CBS News
- L.A. Times
- CNN
- U.S. News
- L.A. Times
- Forbes Magazine
- National Review of Medicine
- NY Times
- Wall Street Journal
- Canada.com
- Boston Globe
- CTV

Rate Drugs at DrugRatings.com

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\*\*\*\*\*  
RATING AND REVIEW  
PROFESSIONAL ASSOCIATION  
MEMBER

<http://www.ratemds.com/>



reviews

# Medpedia



<http://www.medpedia.com/>

## Medpedia info



# WebMD Blogs

Health Experts   Blogs   WebMD-moderated Exchanges

Press Esc to exit full screen mode.

**Allergies**  
Marek Kraft, MD  
WebMD Allergies Exchange

**Allergies**  
Gregory Blatz, MD  
WebMD Allergies Exchange

**Anxiety & Panic Disorders**  
Patrick A. Farrell, PhD  
WebMD Anxiety & Panic Disorders Exchange

**Asthma**  
Marek Kraft, MD  
WebMD Asthma Exchange

**Asthma**  
Gregory Blatz, MD  
WebMD Asthma Exchange

**Back Pain**  
Joe Mackinnon, MD  
WebMD Back Pain Exchange

**Cholesterol Management**  
Richard Cohen, MD  
WebMD Cholesterol Management Exchange

**Chronic Disease and Disability**  
Richard Cohen, MD  
WebMD Chronic Disease and Disability Exchange

**Cold & Flu**  
Farrukh Chaudhry, MD  
WebMD Cold & Flu Exchange

**Diabetes**  
Compensating Diabetes  
Michael Ganssinger, MD  
WebMD Diabetes Exchange

**Diet**  
Evelyn Fennell, MD, MPH, FACP  
WebMD Diet Exchange

**Erectile Dysfunction**  
The Male Room  
Sheldon Marks, MD  
WebMD Erectile Dysfunction Exchange

**Food and Cooking**  
Healthy Recipe Doctor  
Sharon Vignos, MPH, RD  
WebMD Food and Cooking Exchange

**Green Living**  
Health Matters  
Christopher Gaudin  
WebMD Green Living Exchange

**Gynecology**  
Women's Health: Follow the Bell  
Jane Harrison-Hahner, RN, RNP  
WebMD Gynecology Exchange

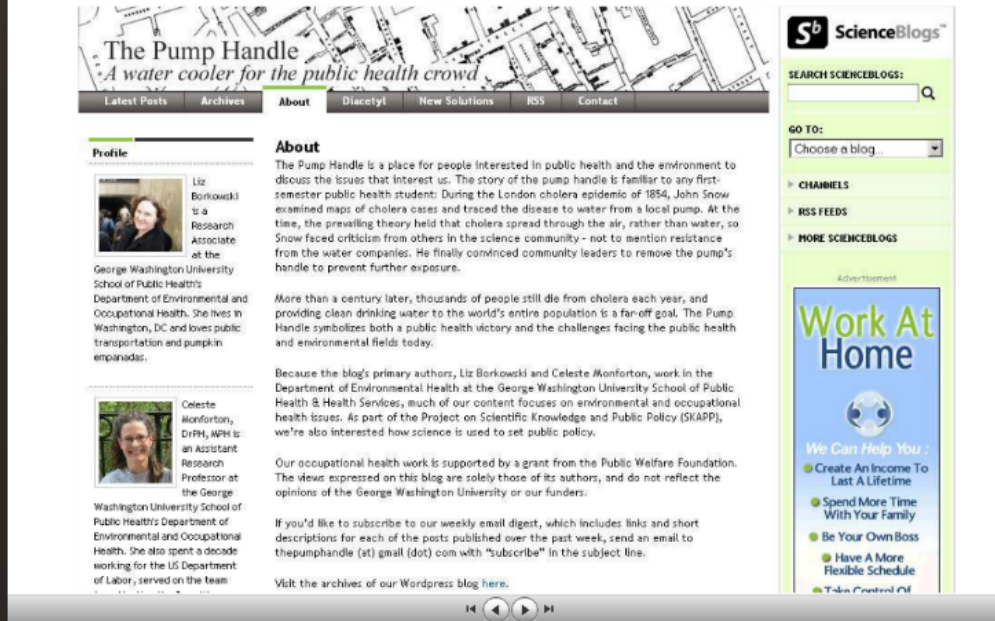
**Alphabetical Index:**  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

**Topics:**  
Allergies  
Anxiety & Panic Disorders  
Asthma  
Baby's First Year  
Back Pain  
Bipolar Disorder  
Breast Cancer  
Cholesterol Management  
Chronic Disease & Disability  
Cold & Flu  
Colonial Cancer  
Depression  
Diabetes  
Diet  
Digestive Disorders  
Epilepsy  
Erectile Dysfunction  
Hemorrhoids  
Fitness & Exercise  
Food & Cooking

<http://exchanges.webmd.com/webmd-exchanges/blogs>

# WebMd Blogs


# The Pump Handle



The Pump Handle  
*A water cooler for the public health crowd*

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**Profile**

 Liz Borkowski is a Research Associate at the George Washington University School of Public Health's Department of Environmental and Occupational Health. She lives in Washington, DC and loves public transportation and pumpkin empanadas.

 Celeste Monforton, DrPH, MPH is an Assistant Research Professor at the George Washington University School of Public Health's Department of Environmental and Occupational Health. She also spent a decade working for the US Department of Labor, served on the team

**About**

The Pump Handle is a place for people interested in public health and the environment to discuss the issues that interest us. The story of the pump handle is familiar to any first-semester public health student: During the London cholera epidemic of 1854, John Snow examined maps of cholera cases and traced the disease to water from a local pump. At the time, the prevailing theory held that cholera spread through the air, rather than water, so Snow faced criticism from others in the science community - not to mention resistance from the water companies. He finally convinced community leaders to remove the pump's handle to prevent further exposures.

More than a century later, thousands of people still die from cholera each year, and providing clean drinking water to the world's entire population is a far-off goal. The Pump Handle symbolizes both a public health victory and the challenges facing the public health and environmental fields today.

Because the blog's primary authors, Liz Borkowski and Celeste Monforton, work in the Department of Environmental Health at the George Washington University School of Public Health & Health Services, much of our content focuses on environmental and occupational health issues. As part of the Project on Scientific Knowledge and Public Policy (SKAPP), we're also interested how science is used to set public policy.

Our occupational health work is supported by a grant from the Public Welfare Foundation. The views expressed on this blog are solely those of its authors, and do not reflect the opinions of the George Washington University or our funders.

If you'd like to subscribe to our weekly email digest, which includes links and short descriptions for each of the posts published over the past week, send an email to [thepumphandle\(at\)gmail\(dot\)com](mailto:thepumphandle(at)gmail(dot)com) with "subscribe" in the subject line.

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- Spend More Time With Your Family
- Be Your Own Boss
- Have A More Flexible Schedule
- Take Control Of

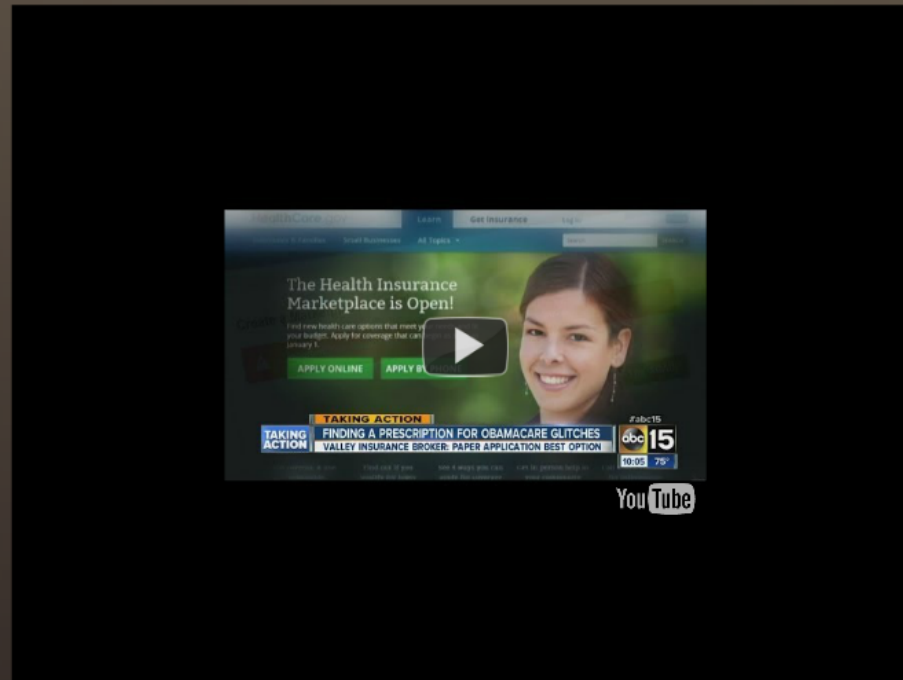
## The Pump Handle blog

# Obama care

- Website could only handle 1,100 users a day before launch.
- Website's repeated crashes were due to unexpectedly high traffic.
- Monitoring tools for HealthCare.gov, improve user experience on the site.



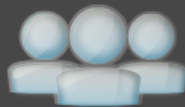
# Problems with current Health 2.0 websites



# The Future of Health 2.0

Statewide Health Network of New York

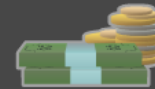
**SHIN-NY**



Efficient



Accurate



Cost  
Saving

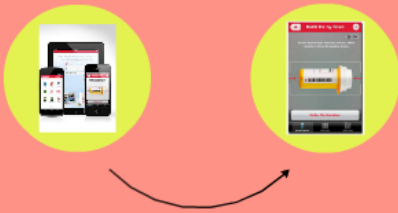
# Statewide Health Information Network of New York





# Other Impacts of Health 2.0

## Walgreens Mobile App



## Phone Applications

## Zeo Mobile



## My Calm Beat

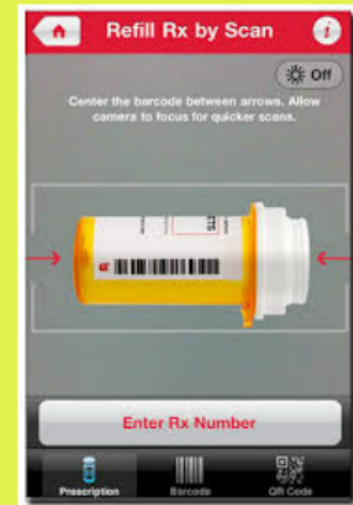
Heart rate  
monitor



Training



# Walgreens Mobile App







# Zeo Mobile



# My Calm Beat

Heart rate  
monitor



Training





# HEALTH 2.0

