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healthcare solutions for a new generation SM

In the News.....IT Healthcare

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Healthcare is moving fast on the Internet as more and more people access the internet for Online Health Information. We believe that this trend will accelerate with all users, not just the traditional US middle class. We are further expecting that as medical records are in electronic format as mandated by US law by 2014, more and more Americans will demand online access to their own records in a doctor's office. This is one key reason we are excited by our product, PWeR®, and our patent pending technology that specifically details how this instantaneous sharing of patient medical information will be performed.

Report: 80% of Internet Users Seek Online Health Information

Looking up health information is the third most common online activity among US Internet users, with eight out of 10 Internet users reporting doing so, according to a new report. ^{1,2}

Key Findings

Among Internet users who go online for health information:

- 48% said they search for online health information on behalf of someone else;
- 36% said they use the Internet to look up health information for themselves; and
- 11% said they search for online health information for themselves and for others.

In addition, researchers noted that the five most popular types of health-related Web searches are for information on:

- Specific diseases or medical problems;
- Medical treatments or procedures;
- Physicians or other medical professionals;
- Hospitals or other health care facilities; and
- Health insurance.³

Searches on Mobile Devices

According to the report, smart phones and mobile devices have changed how people use the Internet to search for health information.

¹ <http://www.pewinternet.org/Reports/2011/HealthTopics.aspx>

² Szokan, *Washington Post*, 2/1

³ Drake, "Poll Watch," *Politics Daily*, 2/1