Slide 1: White Paper 2 Opening Comments

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Slide 2: Make Content Accessible

- Create once, but design system to be compatible with a variety of platforms (print, Web, mobile)
- Allow partners (consumer and clinical) to easily consume and disseminate your information/knowledge
- Go to your audience and integrate with the platforms applications, communities they're already using when they need it most

Slide 3: Understanding of Consumer Health Information-Seeking

- Go through phases (prediagnosis to diagnosis) that influence their health information-seeking goals and tactics
    - Phase   — Self-diagnosis (identify cause of symptom)
    - Phase   — Confirm suspected cause of symptom
    - Phase   — Confirm diagnosis and supplement provider information; learn basics, explore treatments
    - Phase   — Solve practical day-to-day self-management problems, stay aware of developments

Slide 4: Design Consideration for Condition Self-Management

- Seek design solutions that minimize the burden of condition self-management for patients; ease of use should be a guiding principle
- Shift from disease centered treatment algorithms to patient centered conversations
- Patients need an accountability component to their program – Web 2.0 is one way to accomplish that
- Patients seek guidance from peers who are seen as more knowledgeable about practical matters

Slide 5: Thank you

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