

**Slide 1: Realizing the Promise of Web 2.0 Marketing and Dissemination of Patient-Centered Health Research**

Jane Lincoln  
Project Manager  
Social Impact - AARP

**Slide 2: Untitled**

<http://www.youtube.com/watch?v=h-8PBx7isoM>

**Slide 3: Realizing the Promise of Web 2.0 Marketing and Dissemination of Patient-Centered Health Research**

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Source: Eisenberg Center Conference Series 2010, The Prospect for Web 2.0 Technologies for Engagement, Communication and Dissemination in the Era of Patient-Centered Outcomes Research, Effective Health Care Program Web site (<http://www.effectivehealthcare.ahrq.gov/index.cfm>)