



Healthcare 2.0: Использование Web 2.0 в здравоохранении

Роман Маркин
Директор, Техноматика
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Technomatix
e-Learning Solutions



О чем мы будем говорить

- Предпосылки
HealthCare 2.0
- Масштабы
- Классификация
и примеры
- Пример
внедрения



Предпосылки HealthCare 2.0

- **Демография -> Рост спроса:** Стареющее общество требует больше медицинских услуг
- **Неэквивалентный рост возможностей:** Чрезмерный спрос премиум-клиентов
- **Итог:** Разница между Ростом спроса и неэквивалентным Ростом возможностей -> громадное Ценовое давление на рынок
- **Дополняется:** другими факторами (например: технологичный процесс лечения)

Предпосылки HealthCare 2.0

Помимо Ценового давления:

Бум в областях услуг, которые часто называются «wellness» (профилактика), так называемые Фермы здоровья.

I., Kickbusch, L. & Payne, (2003). *Twenty-first century health promotion: The public health revolution meets the wellness health revolution.*

Предпосылки HealthCare 2.0

С этой точки зрения **мотивация** всей медицинской деятельности **заключается в предоставлении наилучшего сервиса.**

Мы имеем **прямо представленный социальный спрос** на здравоохранение.

Это большое мероприятие по **требованию качества.**

Предпосылки HealthCare 2.0

В ходе лечения Пациент все больше хочет участвовать в процессе принятия решения; он хочет оценивать, насколько его Доктор опытен

J. Mayer, (2004), Arzt-Patienten-Beziehung im Wandel. In K. Jaehn & E. Nagel (Eds.), *eHealth*

**Сейчас коммуникации – в часы консультаций.
Опрос Wall Street Journal (2006): люди хотят он-лайн.**

Предпосылки HealthCare 2.0

Качество коммуникаций – критичный компонент в качестве медицинских услуг

F. Tautz, (2002). E-health und die Folgen.

Например: независимая экспертная оценка снимков томографии в удаленных регионах

Термин Web 2.0

Предназначение:

- Системы для социального взаимодействия

Дает:

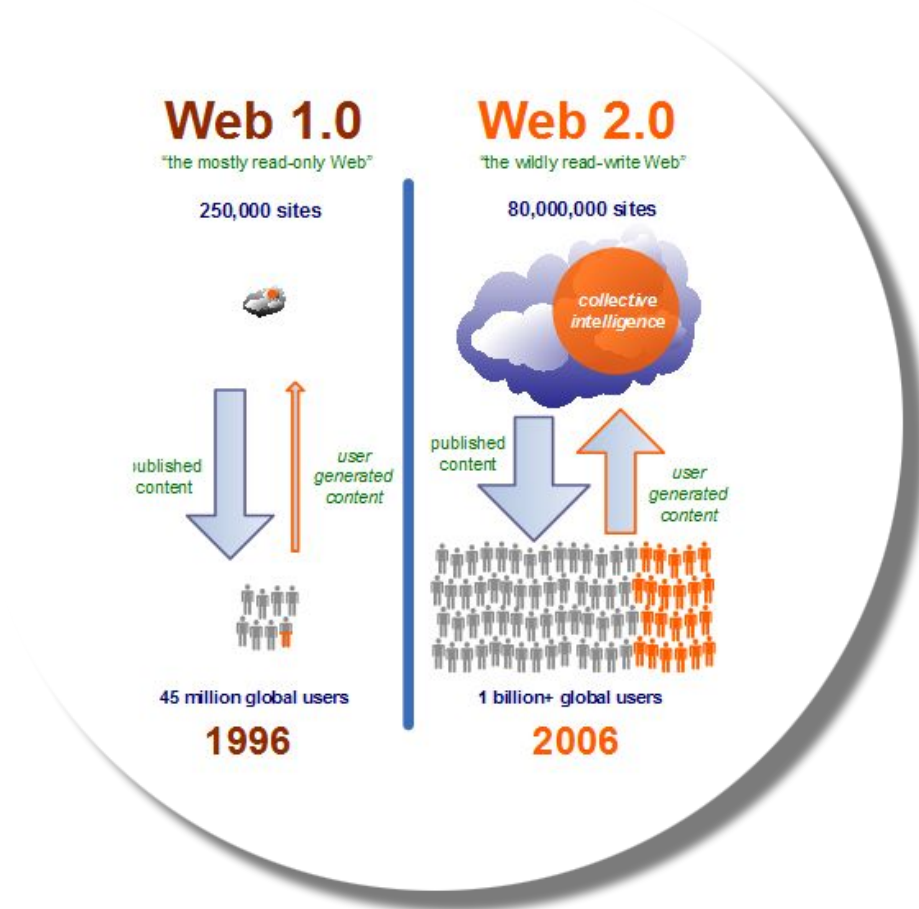
- Формирование и поддержка социальных сетей
- Поддержка коммуникаций, совместной работы
- Создание, Поиск, Получение и Потребление информации

Виды:

- Блоги, Wiki, Социальные сети, Общие закладки и контент



Технические предпосылки Web 2.0



Важность контента из неофициальных источников



Газета The New York Times
Тираж: 951,063 ежедневно



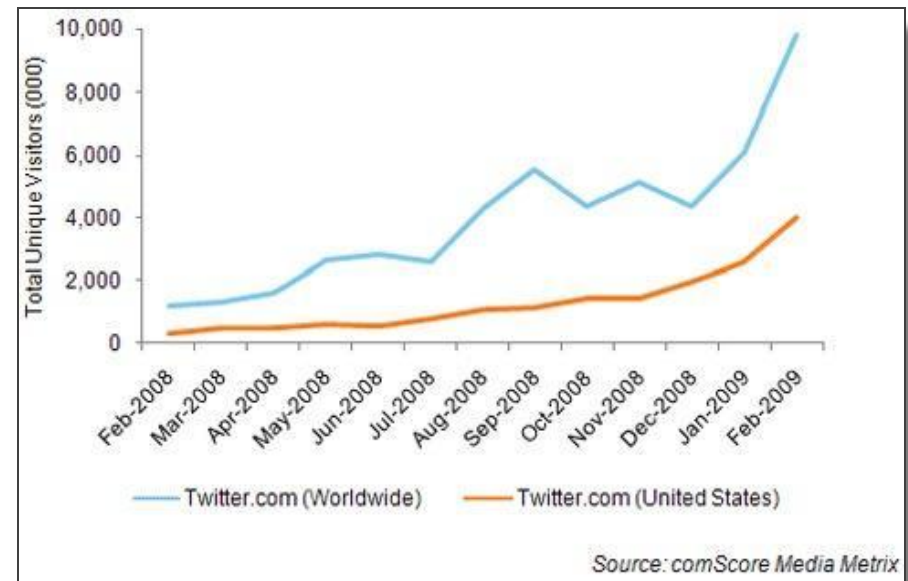
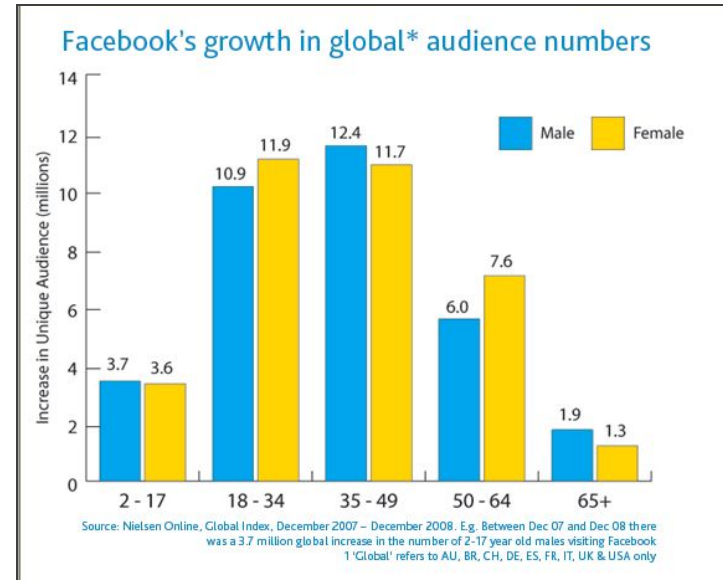
Сьюзен Бойл «Британия имеет талант»
45,388,526 просмотров на YouTube

Рост социальных сетей и Web 2.0

- **Две трети** всей мировой интернет аудитории посещает сайты социальных сетей каждый месяц
- **Почти 10%** всего проведенного в интернет времени

Примеры:

- **Facebook:**
 - 350М участников
 - Если бы Facebook был бы страной...
- **LinkedIn**
 - Более 50М участников
- **Twitter:**
 - Около 35М участников
 - Рост 700%



What's happening?

140

Latest: Хотите сделать электронный курс? Подумайте о пиве
http://elearning-ua.blogspot.com/2010/07/blog-post_26.html half a minute ago

Tweet

Home



roman_markin Хотите сделать электронный курс? Подумайте о пиве http://elearning-ua.blogspot.com/2010/07/blog-post_26.html half a minute ago via web



debtfreeguy Tech News: Review: Hulu Plus takes television to your pocket (AP) <http://bit.ly/9lfe8h> less than a minute ago via twitterfeed



Androlute UI Tweaks on CM6 - A Tutorial - <http://bit.ly/cu1ERl> #Android 14 minutes ago via WP to Twitter Retweeted by **dennydov** and 8 others



KarenVanCleef Denist office clean "feel" say our users. :) Over and over. <http://dld.bz/g2xW> #toothsoap 3 minutes ago via SocialOomph



dennydov нескромный вопрос для юзеров айфона. теперь не надо носить с собой скрепку, чтобы достать симку? ;) 4 minutes ago via web



humanatek HireCentrix: 7 ways to smoke out lies in résumés <http://lnk.ms/C7QbR> hmm? viable?: HireCentrix: 7 ways to smoke o... <http://lnk.ms/9mppB>



roman_markin
39 tweets

107 following 63 followers 2 listed

Twitter for iPhone
n. a new official Twitter app for your iPhone.

Home

@roman_markin

Direct Messages 19

Favorites

Retweets

Search

Lists

elearning

friends

New list | View all

Trending: Worldwide
Change

LUAN RAFAEL DOMINGOS SANTANA

Thomas Alexander Machado

Pretty Little Liars

#lingierieday

Inception

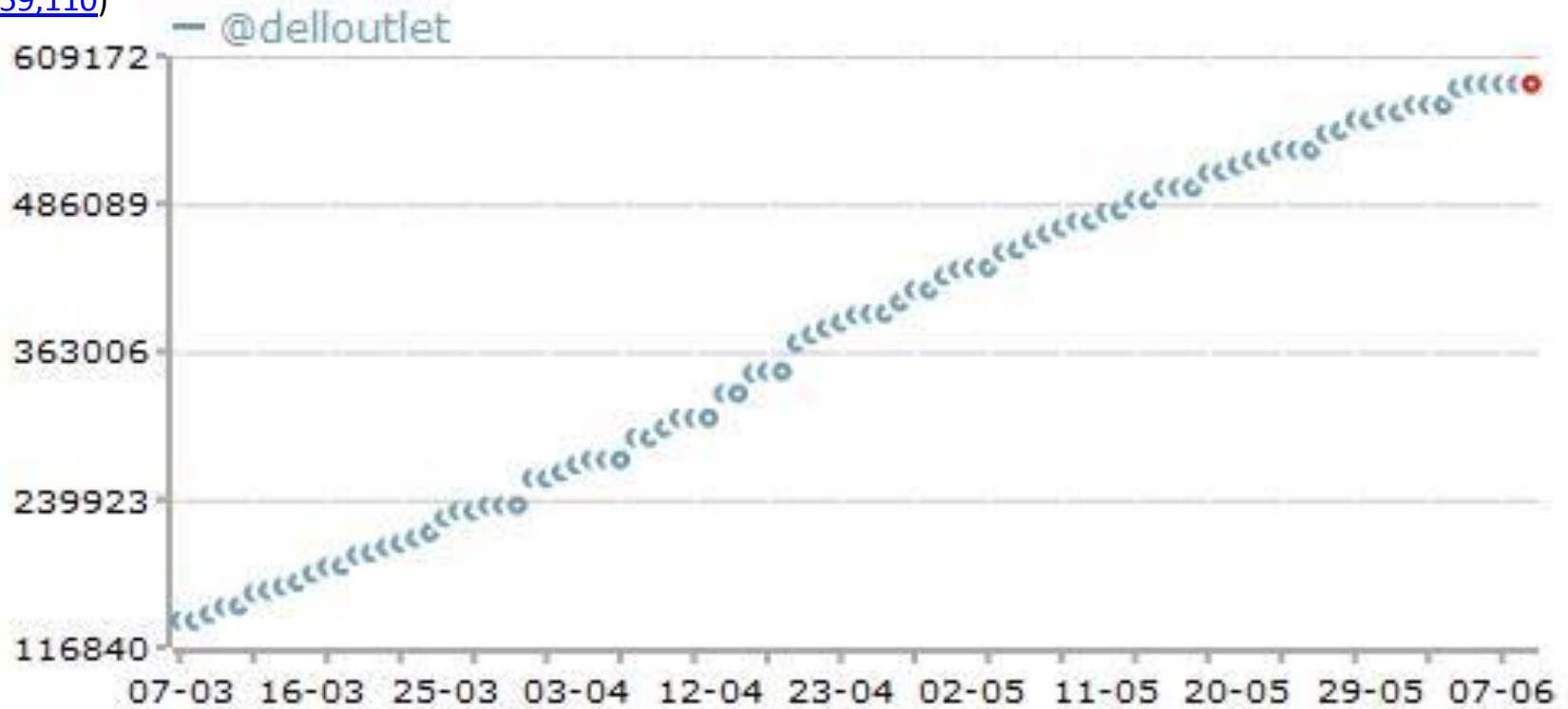
#wookieleaks

#iltwiston106

Пример динамики роста в Web 2.0



Последователи
(29 августа их было уже
[1,559,110](#))



Blog



Weblog = Web + Log
(Дневник в Интернет)

Отличия:

- Простота ведения
- Небольшие регулярные публикации
- Комментарии, ссылки

Дает: Поиск новостей по теме

Виды: Дневник, Платформа, Справочник

Блог: edrugsearch.com

The screenshot shows the homepage of eDrugSearch.com. At the top left is the logo with a globe and the text "eDrugSearch.com". To the right of the logo is a navigation menu with links: "about us", "pharmacies", "drugs", "safety", "community", "FAQ", "rewards", "blog", and "contact us". In the top right corner, there is a "Login - Sign Up!" button. Below the navigation menu, there is a banner with the text "Compare Prescription Drug Prices • Buy Your Drugs Online • Avg Customer Saves 72%" and a "Check us out!" button with a green arrow pointing to the search bar.

The main search bar is a yellow rounded rectangle with the text "How much could you save?" and a search input field. Below the input field is a small text "Or search by name: 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". To the right of the input field is a green "Search" button.



Below the search bar, there are three columns of content:

- Left Column:** A speech bubble icon with the text "See what people say about us". Below it are logos for CBS, "THE Morning Show WITH Mike AND Juliet", and Consumer Reports.
- Middle Column:** A section titled "Today's Best Prescription Drug Prices" containing a grid of drug offers. Each offer includes the drug name, the percentage of savings, a "BUY IT!" button, and the starting price. The visible offers are:
 - Capoten 25 mg: YOU SAVE 83%, STARTING AT \$16.25!
 - Crestor 20 mg: YOU SAVE 83%, STARTING AT \$57.46!
 - Diovan 160/25 mg: YOU SAVE 61%, STARTING AT \$41.00!
 - Lipitor 20 mg: YOU SAVE ...
 - Plavix 75 mg: YOU SAVE ...
 - Toprol XL 50 mg: YOU SAVE ...
- Right Column:** A section titled "COMPARE DRUG PRICES:" with a list of drug names: Accupril, Actonel, Actos, Allegra, Altace, Atenolol, Avandia, Celebrex, Celexa, Cialis, Coreg, Cozaar, Crestor, Diovan, Effexor, Evista, Flomax.

Руководство по выбору лекарств. В списке 100 наиболее читаемых блогов в англоязычных странах.

Блог: blogforacure.com

blog for a cure - a community of cancer survivors supporting each other. [log into your account](#) or [create a new account.](#)



home join members posts photos info Search company donate contact

You are here : [Cancer Blog](#)


Who's on the Cancer Blog Community?




Kathy - Not cancer related but freaking out just the same So, you would think that after all I have been through that I would not still be freaked out by goin... Type: Colon and Rectal Cancer




spongebob46 - strength training going well My uncle sat in his hammock elevating his feet to try to make the swelling go down from being in... Type: Pancreas Cancer




dawn - when its all said and done..... it is what it is. and still is. had the robotic hysterectomy done last thursday. was scheduled... Type: Endometrial / Uterine Cancer




Christy - Crossing my fingers.... I am going to bed. I am crossing my fingers that it will still be 2010 if I wake up in the middle of... Type: Cervical Cancer



Donnie - Chemo #6 Well, yesterday I was all gung ho to get some work done, only to discover I'm going to need a day to... Type: Lung Cancer




tmay - Chemo on hold... Just an update on medical stuff. Did my first round of this new chemo, Navelbine with loading Tamox... Type: Ovarian Cancer



DJ - 2 Weeks post treatment Been spending the last 4 days at a friends place in Fort Erie. Very cottage country, near the Niagar... Type: Anal Cancer



Martha - I'm Just Glad it Wasn't Me! Hi Dear Friends-- I hope everyone's holiday weekend is going well. I was determined to make the ... Type: Anal Cancer



SIGN UP HERE
CREATE YOUR FREE CANCER BLOG

* Email

* User name

* Password

* Confirm Password

I accept the [Terms and Conditions](#)

* **DO NOT** use Blog for a Cure to advertise in any way. Your account will be deleted, no questions asked, if you start promoting a product. Advertisers see our [sponsors page](#).

Advertising

Painful Mouth Sores Find out all you need to know to prevent and treat oral mucositis. Don't suffer in silence. [MouthsMadeGood.com](#)

Платформа для блогов борющихся с раком (адресован целевой

Блог: blog.doccheck.com

The screenshot shows the DocCheck Blogs website. At the top, there is a red header with the DocCheck logo (a cartoon doctor) and the text "DocCheck Blogs" and "Hier wird Gesundheit groß geschrieben." A "DOCHECK KONTAKT" button is in the top right. Below the header, there are several sections: "Zum großen Ganzen" (a button), "DocCheck Blog" (a menu with "Startseite", "Alle Blogs", "Mein Blog", "Hilfe"), "Kalender" (a calendar for September 2010), "Stichwortsuche" (a search bar), "Professionelle Kontakte pflegen" (a large blue banner with "Hier anmelden" button and an illustration of doctors), "DocCheck Login" (a login form with fields for "Username:", "Passwort:", "Passwort vergessen? Anmelden...", and an "EINLOGGEN" button), "Neue Blogbeiträge" (a list of recent posts with dates and titles like "Treffer, Versenkt.", "Im Jahr 2 n. SG", "alles eine frage der definition", "Wie die BILD-Zeitung ihre Leser manip...", "75 000 Leser - Zwangspause"), "Beliebteste Autoren" (a list of authors with their names, professions, and star ratings), "Blogs abonnieren" (a button and text "Alle neuen Einträge per RSS abonnieren."), and "Am Stück oder geschnitten?" (a promotional banner for "Fachliteratur kapitelweise downloaden" with an image of a stack of books).

Платформа для персональных блогов о
здоровье

(адресован по темам)

Блог: docmorris-blog.de

Dear Blogger,

the main theme of the blog was always the pharmacy market, particularly anything about the pharmacy in Saarbrücken. There were many critical contributions that has made it from my point of view only exciting. Thanks to all the bloggers for taking notes and allies. But now "bye"

Your Ralf Däinghaus

31.07.2009 09:30 clock

"I'm off" *

Yes, you already know. I know. But if you are polite, it was finally passed in person, here also with the last post, even if I am in the blog has long ceased to speak.

When I started three years ago in the blog to write, we opened our pharmacy in Saarbrücken. The were a lot of headlines. She was open and close and open and close. And now they make up again. It was not until we owned the pharmacy, the pharmacist now. Customers are not able to recognize the difference. There will be no more headlines. But it's also great without headlines.

I have argued publicly for nine years DocMorris. The one who is very disturbed need not be more angry: No more fear of

Ralf Däinghaus



DocMorris-founder Ralf Däinghaus opens up new business fields and stands as a visionary in the spotlight. Learn DocMorris as a living

companies know where they discussed current issues open.

▪ [more DocMorris](#)

Photo Archive



Блог о фармацевтическом
рынке

(работает основательно)

Блог: bundesaerztekammer.de

The screenshot shows the website of the German Medical Association (Bundesaerztekammer). The header includes the logo, navigation tabs for 'Doctors', 'Patients', and 'Press', and a search bar labeled 'Arztuche'. The main content area features a navigation menu on the left and a central article titled 'Living Will' by Prof. Dr. Jörg-Dietrich Hoppe. The article discusses the legal and ethical aspects of living wills. On the right, there are sections for 'Guidelines on Organ Transplantation' and an 'RSS Feed'.

BUNDESARZTEKAMMER

Doctors Patients Press A A A

Arztuche Contact Imprint Sitemap

Search

Advanced Search

Guidelines on Organ Transplantation

[Richtlinien zur - aktuell - Organtransplantation](#)

RSS Feed [News from the Federal Medical](#)

Home > Patients

Living Will

A year living will law

Statement by Prof. Dr. Jörg-Dietrich Hoppe, president of the Federal Medical:
The view expressed in a living will is binding principle and the basis of medical practice. For us doctors is clear that any medical treatment must be done while respecting the dignity and respect for personality, will and the rights of patients, particularly the self-determination. This applies equally to pre-voiced exhortations of a patient. It is important that the writing of such a living will, a medical consultation precedes. The living will law in its current form, however, offers little help, because concrete rules for missing a medical consultation.

... weiter

Patient Safety

Jonitz: Germany in exemplary patient safety

"The safety of the patients for physicians in Germany in the first place. The measures show the wide range to promote patient safety. This is also impressive by European standards. The system of self-government in Germany has proven itself and its tasks is also in the interest of patient safety requirements." The Dr. Günter Jonitz said Chairman of the quality assurance bodies of the Federal Medical Association, with a view to implementing the results of the Council of the European Union on 5 June 2009 adopted Recommendation on "patient safety and the prevention and control of healthcare associated infections." The main result of the document

Сайт Немецкой Федеральной
Медицинской Ассоциации сделан в
формате блога

Wiki


Отличия:

- Легко изменяются другими пользователями
- Описательный характер

Дает: Актуальный справочник



Wiki: wikipedia.org

[О новом интерфейсе](#)  [Представиться / зарегистрироваться](#)



Википедия
Свободная энциклопедия

[Заглавная страница](#)
[Рубрикация](#)
[Указатель А—Я](#)
[Избранные статьи](#)
[Случайная статья](#)
[Текущие события](#)

▼ [Участие](#)

[Сообщить об ошибке](#)
[Портал сообщества](#)
[Форум](#)
[Свежие правки](#)
[Новые страницы](#)
[Справка](#)

[Статья](#)

[Обсуждение](#)

[Чтение](#)

[Правка](#)



Поиск



H5N1

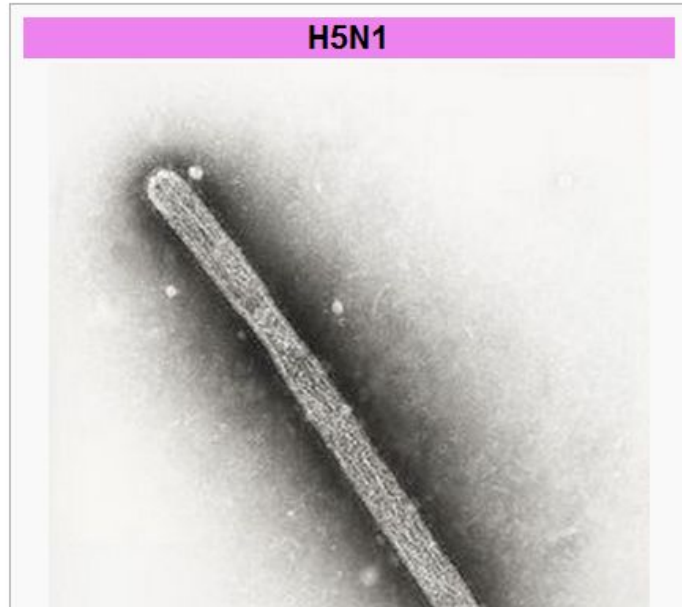
Материал из Википедии — свободной энциклопедии

[\[править\]](#)

Подтип H5N1 (HPAI A(H5N1))

— от англ. *highly pathogenic avian influenza* — высокопатогенный «птичий грипп») [вируса гриппа А](#), также известный как **A(H5N1)** и просто **H5N1** может вызвать заболевание как у людей, так и у многих других видов животных. С 2007 года заболевание, вызываемое этим штаммом, приспособленным к птицам, стало широко известно под

H5N1



Наиболее известная wiki. Принцип – корректность статей. QA – “множество

Wiki: your-health.wikia.com

The screenshot shows the Health Wiki website. At the top left is the Wikia logo. Below it is a search bar and a navigation menu with options like 'Health Wiki', 'Random page', 'Popular pages', 'New pictures', 'Recent blog posts', 'Videos', and 'Community'. There are also links for 'Create a new page' and 'Upload a new photo'. Below the menu is a 'Latest activity' section showing recent articles like 'Cause of Irritable Bowel Syndrome' and 'Fastest Hemorrhoids Treatment'. The main content area features a 'Welcome to Health Wiki' message, a 'Symptom locator' section with a list of body parts (Head, Forehead, Ear, Eye, Nose, Cheek, Mouth, Chin, Neck) and a diagram of a human head and neck with red lines pointing to various parts. The diagram includes labels for 'head', 'ear', 'cheek', 'neck', 'Adam's apple', and 'chest'. There are also links for 'Deep Vein Thrombosis', 'Sjogren's Syndrome', and 'Osgood-Schlatter Disease'.

wikia

Search this wiki

Health Wiki

Random page

Popular pages >

New pictures

Recent blog posts

Videos >

Community >

Create a new page

Upload a new photo

Recent changes Random page

Staff blog Special pages

Help

Latest activity

9 articles on this wiki

Cause of Irritable Bowel Syndrome by Freedom09

Fastest Hemorrhoids Treatment by Harecanada

Eye by Unregistered contributor

Deep Vein Thrombosis Learn more about Dvt Symptoms and thrombosis! Visit ThrombosisAdviser www.ThrombosisAdviser.com

Sjogren's Syndrome Treatment Options, Latest Advances. Trustworthy, Current Report. www.sjogrens-guidebook.com

Osgood-Schlatter Disease Newest treatment information from Pediatric Sports Therapy. www.osgoodschlatter.com

Ads by Google

Welcome to Health Wiki

Health Wiki will provide an overview of symptoms with related health problems (graphical where possible). It also gives an overview of health problems and related treatments to (a) inform patients and (b) to let patients remind medics. Hence, medics are human beings also and thus can forget essential treatments

WikiHealth will be written in plain english without any medical terminology.

Please use "Head" -> "Chronic pain" -> "Cluster headaches" as template when extending this knowledge base. Thank you!

Symptom locator

- Head
- Forehead
- Ear
- Eye
- Nose
- Cheek
- Mouth
- Chin
- Neck

head

ear

cheek

neck

Adam's apple

chest

The diagram shows a male and a female head and neck. Red lines connect various body parts to labels: 'head' (top of head), 'ear' (ear), 'cheek' (cheek), 'neck' (neck), 'Adam's apple' (throat), and 'chest' (chest).

Медицинская wiki по теме “Охрана здоровья”

Wiki: homeopathy.at



Dr.med. Helmut B. Retzek

Klassische Homöopathie & Allgemeinmedizin
Metabolic Balance

curare

▼ Home ▼ Ordination ▼ Homeopathy ▼ Metabolic Balance ▼ WeiterTh ▼ for colleagues ▼ Other

suchen...

Metabolic Balance COOKING

Cooking METABOLIC BALANCE - Monday - October 11, 2010 - 17h

Metabolic-cooking with MARKUS GRILLENBERGER the Relax-Park Restaurant in Vöcklabruck Markus Grill Berger, 21, is young, ambitious and exquisite: he was already cooking on TV with Ralf Zacherl and Stefan Marquard. Mark led the restaurant monastery in Baumgartenberg, further stages of his ambitious cooking life are Eselsböck PIGEON KOGEL, Romantik Hotel Gmachi Elixhausen, Prielmayerhof Linz und currently operates a luxury and Event Catering (eg Gourmet Travel Festival Graz) and leads as founder and head of the "GASTROPROFIS" several local "into the light." Read more about it on our [Metabolic side](#).

PBX failure on holiday

Warning - we were 1 week holiday - the phone system had crashed through a power failure and not all voicemail online. We are from 13 September accessible again, the metabolic-hours (registration on the answering machine 07672-23700-20), however, held now.

Homeopathy-criticism >

Double life ▼

Template conversion >

simply fantastic news: by ovarian transplant researchers have doubled the life span of mice!



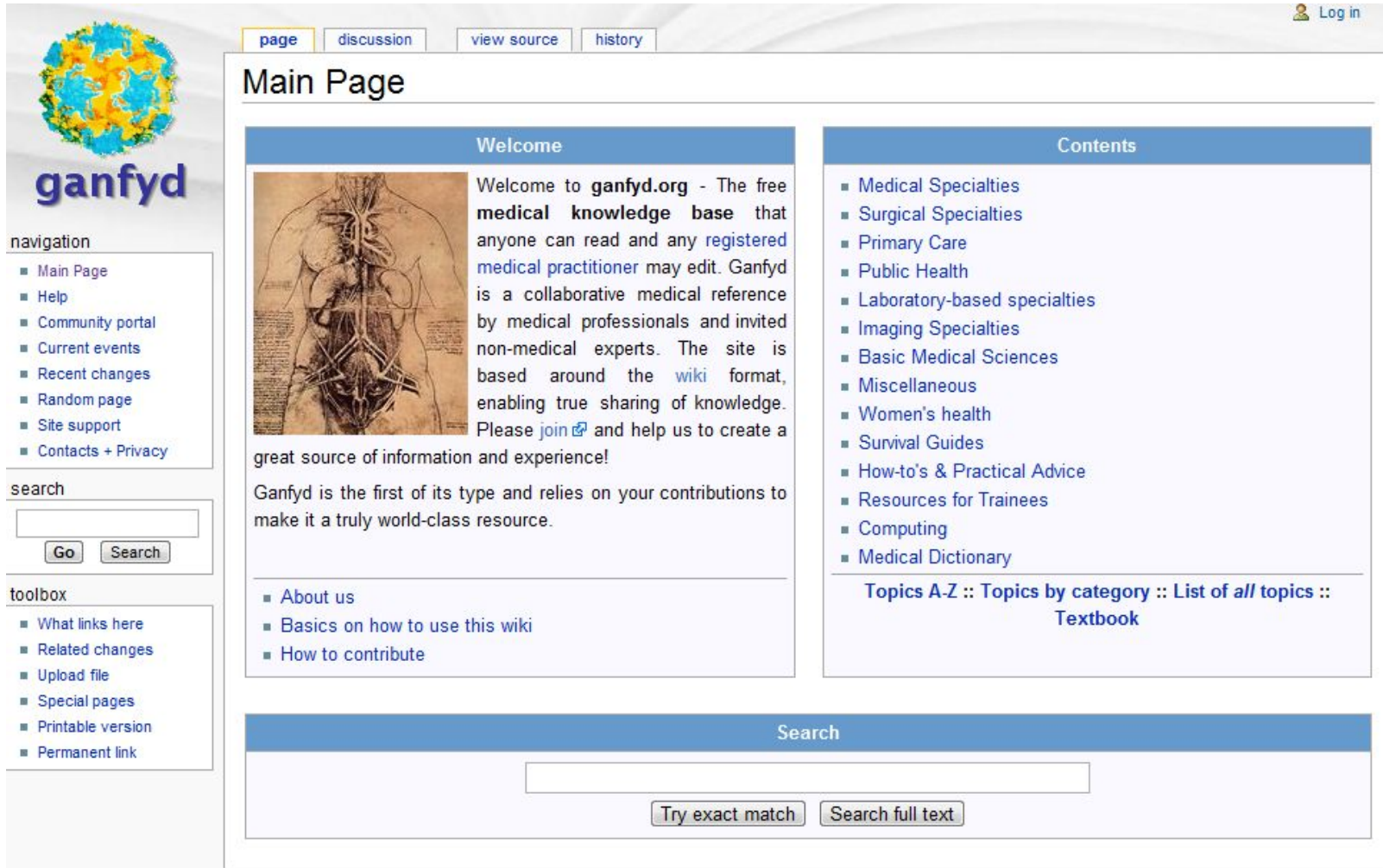
Metabolic Balance Walking


WARNING: MB WALKING every Tuesday 18h 45

MB Walking from 11 May every Tuesday

Медицинская wiki по теме "Гомеопатия"

Wiki: ganfyd.org



 **ganfyd**

navigation

- Main Page
- Help
- Community portal
- Current events
- Recent changes
- Random page
- Site support
- Contacts + Privacy

search


toolbox

- What links here
- Related changes
- Upload file
- Special pages
- Printable version
- Permanent link

page discussion view source history

Main Page

Welcome



Welcome to **ganfyd.org** - The free **medical knowledge base** that anyone can read and any **registered medical practitioner** may edit. Ganfyd is a collaborative medical reference by medical professionals and invited non-medical experts. The site is based around the **wiki** format, enabling true sharing of knowledge. Please [join](#) and help us to create a great source of information and experience!

Ganfyd is the first of its type and relies on your contributions to make it a truly world-class resource.

- [About us](#)
- [Basics on how to use this wiki](#)
- [How to contribute](#)

Contents

- [Medical Specialties](#)
- [Surgical Specialties](#)
- [Primary Care](#)
- [Public Health](#)
- [Laboratory-based specialties](#)
- [Imaging Specialties](#)
- [Basic Medical Sciences](#)
- [Miscellaneous](#)
- [Women's health](#)
- [Survival Guides](#)
- [How-to's & Practical Advice](#)
- [Resources for Trainees](#)
- [Computing](#)
- [Medical Dictionary](#)

[Topics A-Z](#) :: [Topics by category](#) :: [List of all topics](#) :: [Textbook](#)

Search

Открытый портал с медицинскими знаниями,
редактируемый только зарегистрированными

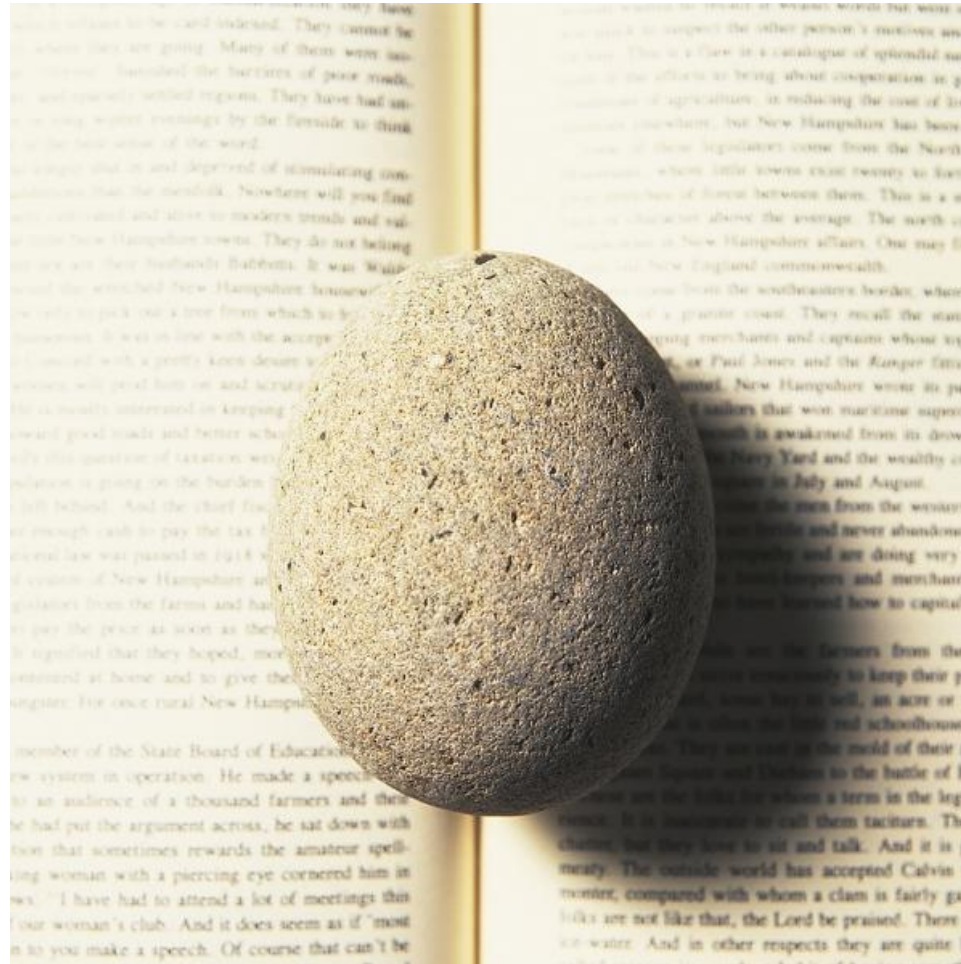
Wiki: fluwikie.com



The screenshot shows the homepage of fluwikie.com. At the top left is the logo "fluwikie.com" with a green virus icon. A navigation bar below the logo contains links: Health, Flu Symptoms, Avian Influenza, Swine Flu, Cold, Vaccination, Pandemic, Vitamin D, and Immune System. The main content area features a large image of a woman sneezing into a tissue. To the left of this image is a section titled "The Natural way to be Healthy" with a picture of a basket of vegetables and a "Read More" button. To the right is a section titled "How to cure yourself at home" with a picture of pills and a "Read More" button. Below the main image is a section titled "How do you know if you have the flu?" with a picture of a person sleeping and a "Read More" button. On the left side, there is a sidebar with an "Articles" section listing various topics like "Personal Hygiene & Health", "Flu Symptoms", "Avian Influenza", "Flu Shot", "Prevent FluMist", "Echinacea Cold", "Swine Flu & Seasonal Flu", "Home Remedies", and "Immune System".

Мультиязычная wiki для борьбы с пандемическим гриппом. Готовит сообщества к появлению вирусов

Social Bookmarking



Даёт:

Категоризировать, Хранить, Находить информацию

Закладки: connotea.org

The image shows a screenshot of the Connotea website. At the top, there is a search bar with the text "Search All" and a "Find results" button. Below the search bar is the Connotea logo and the tagline "Organise. Share. Discover." A red navigation bar contains links for "Home", "Blog", "About Connotea", "Site Guide", "Community pages", and "My Library". The main content area features a large heading: "Free online reference management for all researchers, clinicians and scientists" with the subtext "Completely free, no download" and a "sign up now" button. Below this is a login section for "Already Registered?" with fields for "Username" and "Password" and a "Login" button. To the right, there is a preview of a search results page for the tag "CANCER", showing a list of bookmarks and a detailed view of one bookmark. Below the login section is a red banner with the text "Five reasons to use Connotea". At the bottom left, there is a "How it works" section with three numbered steps: 1. Find (You find a reference), 2. Save (One click saves it on Connotea), and 3. Customize (Add your own keywords for easy retrieval). To the right of this section is a list of five reasons to use Connotea.

Search All Find results

Connotea Organise. Share. Discover.

Home Blog About Connotea Site Guide Community pages My Library

Free online reference management for all researchers, clinicians and scientists

Completely free, no download

→ sign up now

Already Registered?

Username Password Login

Forgotten your username or password? | Login with OpenID

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Управление и публикация ссылок для исследователей, медиков и научных сотрудников

Закладки: flickr.com

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Jump to:

Explore / Tags / **medical** / clusters


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[marijuana](#), [pot](#), [weed](#)
→ [See more in this cluster...](#)

Сеть фотографий Flickr имеет кластер по медицинской тематике

Social Network



Дает:

- Создавать и поддерживать частные и проф. отношения
- Обмен мыслями и контентом
- Поиск нужных людей

Имеют общий принцип работы

Сеть: network-health.org



NETWORK HEALTH

About Network Health → Contact Us → Call us at / Llámemos al **888-257-1985**



I Need Health Insurance

- Am I eligible?
- How much does it cost?
- What benefits do I get?
- Do you have my doctor?

I'm a Health Care Provider

I'm a Network Health Member

Network Health is a health plan that provides access to high-quality health care to low- and moderate-income residents of Massachusetts.

Связывает 150,000 участников и 18,000 поставщиков медицинских услуг

Сеть: healthyplace.com

ADVERTISEREN

What are the best treatments for bipolar disorder?

REGISTER SIGN IN BOOKMARK

HEALTHYPLACE
America's Mental Health Channel

search... SEARCH

HOME COMMUNITIES OTHER INFO INSIGHT SUPPORT TV SHOW BLOGS ABOUT TOOLS

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- About Us
- Site Map
- Advertisers
- Tools
- Contact Us

Information

- Mental Illness Overview
- Disorders Definitions
- Psychiatric Medications
- Psychological Tests
- HealthyPlace Films
- Mental Health Videos
- Mental Health News
- Bookstore
- Resources-Hotlines
- Suicide Information

ADVERTISEREN

ADVERTISEREN

Крупнейшая потребительская сеть по психотерапии. Участники – потребители и

Сеть: dailystrength.org

 DailyStrength

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quick, and easy.

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Check out our page!

 DS Store is Open
DS t-shirts and more

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Become a member now and join the largest,
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What our members love about DailyStrength:

- Making friends, journaling, tracking goals, sharing photos and Hugs
- Active discussion boards, expert advice, treatment reviews
- Privacy tools to keep personal content protected



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[Codependency](#)

[COPD & Emphysema](#)

[Crohn's Disease](#)

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Tell Us Your Most Inspiring Quote!

Which Quote Got
The Most Votes?

The votes have been counted!

The t-shirts are available!

See the DailyStrength 2010
Summer Affirmation here!

THE WINNER IS...



Latest Activity

Хронические больные люди встречаются и поддерживают здесь друг друга

Instant messaging



Примеры:

ICQ, Skype, Adobe Connect, GTalk

Дает:

- Мгновенный (синхронный) обмен информацией
- Текст, Голос, Видео, Приложения, Файлы, Рабочий стол, Интерактивные объекты

Reputation Management Systems



Помогают пациентам найти медицинскую помощь, врачей, аптеки, медикаменты

Репутация: patientopinion.org.uk

The screenshot shows the Patient Opinion website. At the top left is the logo "Patient Opinion" with a blue circular icon of two hands. To its right is the slogan "this is our NHS... let's make it better". On the top right, there are three small profile pictures of people. Below the logo is a "Login" link. A search bar with the placeholder text "Please enter search text" and a green "Search" button is located to the right of the login link. A navigation menu with orange background contains links for "Home", "Your story", "Find stories", "Find services", "Help", "About", and "Blog". The main content area features a large blue heading "Your story can change the NHS". Below this heading are three links: "Tell people what happened", "See what others are saying", and "Find out how patients are changing the NHS". To the right of the main content is a sidebar with a blue header "Your story" and a green button "Share your story". Below the sidebar is another section with a blue header "Services near you" and a green "Search" button. The main content area also has three tabs: "Latest opinions", "Latest responses", and "Latest changes". Under "Latest opinions", there are three entries, each with a quote, a timestamp, and a text box containing the user's name and location: "to see my granddaughters grow up" (22 hours ago, ebombs on NHS Greater Glasgow & Clyde), "Left to suffer with ascitic fluid after surgery" (23 hours ago, traceyg on NHS Sefton), and "Told heart rate was normal when having a heart attack" (Yesterday).

Позволяет пациентам делать отчеты о своем опыте лечения у врачей и в больницах

Репутация: medpreis.de

MED PREIS.DE
Der Preisvergleich für Medikamente

Startseite | Apotheke anmelden

Preissuche für das Produkt:

FINDEN!

Geben Sie einfach den Namen des gesuchten Produktes oder die siebenstellige PZN ein - unsere Vorschläge helfen Ihnen bei der Eingabe!

Medikamente Preisvergleich

Bei MedPreis finden Sie stets die besten Preise für alle Medikamente und Artikel aus der Versandapotheke. Durch den aktuellen Vergleich von über 300.000 Produkten bei über 130 Onlineapotheken können Sie richtig sparen - bei manchen Arzneimitteln sogar 70 Prozent im Vergleich zum Preis in der Apotheke.

Die aktuellen Top Medikamente

Diese Produkte wurden in den vergangenen Stunden häufig gesucht und bei unseren Partnern bestellt:

Artikel	off. Preis	MedPreis
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One Touch Vita Tests	36.45 EUR	26.49 EUR
Grippostad C Kapseln	9.45 EUR	3.99 EUR
Alli Kapseln	59.90 EUR	35.09 EUR
Nasenspray Ratiophar	4.19 EUR	1.19 EUR
Meridol Mundspuel Lo	6.15 EUR	4.08 EUR
Regaine Frauen Loesu	49.50 EUR	26.36 EUR
Voltaren Schmerzgel	12.95 EUR	6.14 EUR

Preisvergleich Tipps:

Diese Medikamente können Sie im Augenblick besonders günstig bestellen:

- Neo Angin Halstabletten Zuckerfrei**
- 56 %
schon ab 3,45 €
- Nicotinell Kaugummi Fruit 4 Mg**
- 39 %
schon ab 3,45 €

Kategorien

- Abnehmen
- Augen & Ohren
- Bachblüten
- Beauty & Schönheit
- Beruhigung & Schlaf
- Durchfall
- Hals und Rachen
- Heuschnupfen
- Magen und Darm
- Mineralstoffe
- Muskel & Gelenke
- Nahrungsergänzung
- Raucherentwöhnung
- Schöne Zähne
- Schüsslersalze
- Beauty & Schönheit


Позволяет сравнивать цены на медикаменты и фармацевтическую

Репутация: whoissick.org


How To Use Who Is Sick?™

BETA Close


- ### 1 Post



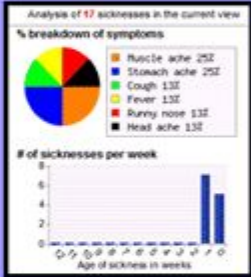
Post sickness information onto the map (completely anonymous)
- ### 2 Search



Search and filter for sicknesses by location, time, symptoms, sex, age and keywords
- ### 3 Discuss



Discuss issues, ask questions, and give us feedback on our forums
- ### 4 Analytics



Summary analytics show sickness trends and current outbreaks

Do not show this screen again

Болезни регистрируются и отображаются по возрасту, полу и расположению

Комплексы: theijs.com

The screenshot shows the homepage of the International Journal of Surgery (IJS). At the top, there is a navigation bar with links for Home, IJS Writers Room, Blogs, Podcasts, Careers Centre, Media Library, and About us. A large image of a surgical knife is featured prominently. Below this, there are sections for 'Current Issue' (2010; Volume 8, ISSN 1743-9191) and 'Submit a Manuscript Now' with links for readers, authors, and advertisers. A 'Featured Blog' section highlights an article by Professor Michael Baum. A 'Featured Audio/Video' section features a video by Professor Jamsheer Talati. A 'News' sidebar on the right lists various medical news items, including 'Playstation 3 - FAH', 'Stem Cell Sparing...', and 'English Obesity Rise'. The ScienceDirect logo is also visible.

INTERNATIONAL JOURNAL OF SURGERY

Last Updated: Monday 6 September 2010, 17:34 GMT Version 2.0

Register Now

Username :

Password :

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Forgot your password? [Sign In](#)

Home IJS Writers Room Blogs Podcasts Careers Centre Media Library About us

Featured Blog

Prevention is better than cure!...

Professor Michael Baum, Co-founder, Consumers' Advisory Group for Clinical Trials and Professor of Breast Surgery

News

- Playstation 3 - FAH
- Stem Cell Sparing...
- English Obesity Rise
- British Minister and his Wiki

ScienceDirect

Current Issue

2010; Volume 8. ISSN 1743-9191

Riaz, M.D, Published: Friday 1 December 2006

SUBMIT A MANUSCRIPT NOW

- For Readers
- For Authors
- For Journalists
- For Advertisers
- Hot Papers and Top 20 All Time Most Downloaded
- Access A Sample Issue
- What's New in Other Journals

Featured Audio/Video

Producing an adequate number of physicians in the developing world by Professor Jamsheer Talati

- General surgical adverse events in a UK district...
- Scar Endometriosis-A Series Of Six Patients
- Experience with the Wise mammoplasty skin resection...
- Fibroadenomas mimicking cancer in postmenopausal women
- Routine Postoperative Administration Of Vitamin D...
- A 5-year analysis of Series Of Six Patients

Международный портал хирургии =
упомянутые технологии + информационные
УСЛУГИ

Другое: health.yahoo.net

The screenshot shows the health.yahoo.net website. At the top, there's a navigation bar with 'YAHOO! HEALTH' logo, a search bar, and a 'Web Search' button. Below the navigation bar, there are several menu items: HOME, HEALTH TOPICS A-Z, HEALTHY LIVING, CHECK YOUR SYMPTOMS, DRUGS & TREATMENTS, FIND A DOCTOR, and TOOLS. A featured banner reads 'Featured on Yahoo! Health: Get Screened for Colon Cancer • Wake Up, Save Your Life • Ask Your Doctor • Know the Facts on Testicular Cancer • Manage Your Stress'. Below this is another search bar labeled 'Search All Health' and 'Health Search'. The main content area features a large article titled 'Boning Up On Osteoporosis' with a photo of a woman drinking milk and a 'BUY GET FREE' advertisement for Pearle Vision. At the bottom, there are three columns: 'Most Common Topics' (listing Acne, Allergies, Anxiety, Arthritis, Asthma, ADHD, Bipolar Disorder, Breast Cancer, Depression, Diabetes), 'Health Experts' (featuring Simeon Margolis, Lucy Danziger, and Leslie Baumann), and 'Health Videos' (featuring 'Birth Control: Overview' and 'What is Erectile Dysfunction?').

Социальные технологии & информационные сервисы →

**Использование
коллаборационн
ого веб-портала
и Wiki для
Принятия
медицинских
решений**



Safety.Net

- Сформирована для обмена информацией о здоровье среди медицинских центров (по работе с низкодоходными клиентами).
- Включает 7 медицинских организаций штата Коннектикут + Центр Этель Донахью в университете Connecticut Health Center



Участники Safety.net

- Похожие миссии, разные по размеру, ресурсам, местности, степени информатизации
- Имеют современную компьютерную технику
- Имеют разные политики ИТ:

2е используют услуги провайдера для ведения эл.медицинских записей

2е переходят на эл.системы клинических данных,

3 используют бумажные документы

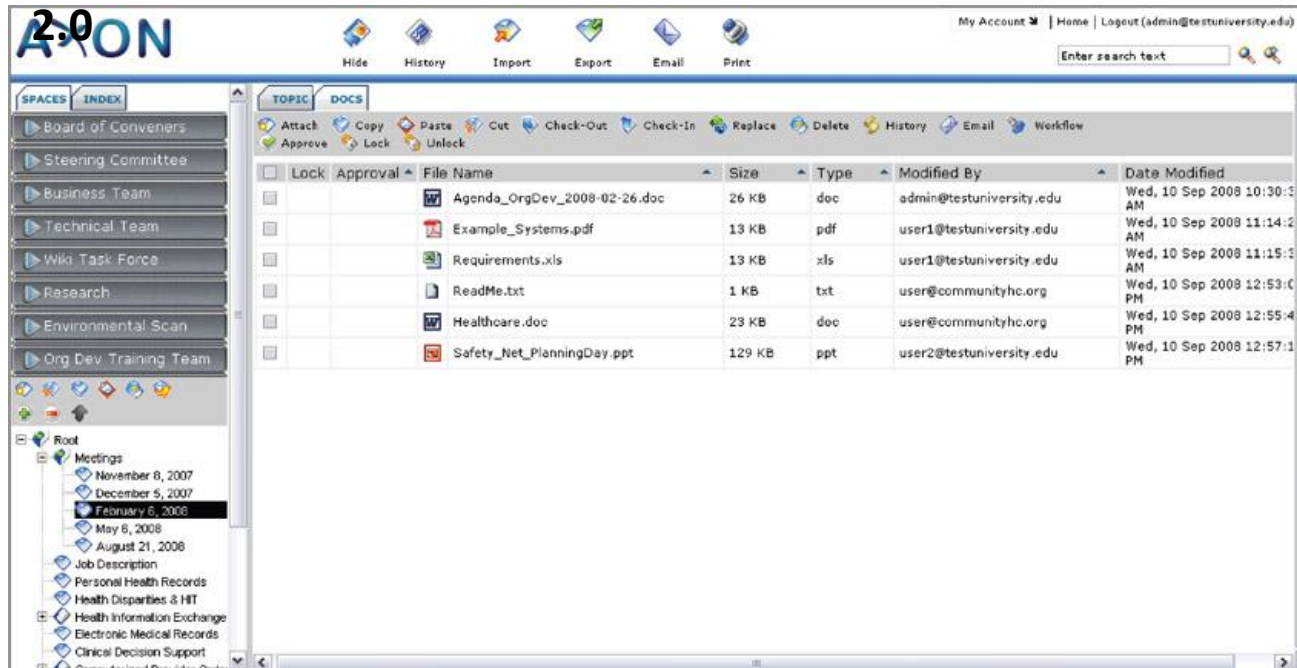


Задачи разрабатываемого портала

- Коллективная работа над общими для организаций задачами
- Обмен информацией, опытом, идеями
- Облегчение взаимодействия сотрудников организаций
- Вовлечение пользователей в кастомизацию процессов
- Идентификация потребностей в обучении внутри Safety.net

Описание системы

В основе – корпоративная Wiki Axon Collaboration Portal



- Создание HTML контента в графическом редакторе WYSIWYG,
- Публикация документов HTML, PDF, RTF и др.,
- Распространение документов (email, печать)
- Контроль версий и откат назад
- Доступ с мобильных устройств
- Разграничение ролей
- Интеграция через web-сервисы

Три основных задачи в процессе развития

1. Взаимодействие и коммуникации участников **«Язык и процессы»**
2. Адаптация и профессиональная подготовка **«Представить систему»**
3. Вычислительная инфраструктура **«Сшивание воедино»**



Задача №1: Взаимодействие и коммуникация участников

- Разнородная рабочая группа (разработчики ПО, научные исследователи, специалисты здравоохранения)
- Разное понимание процессов в организациях Safety.net
- Общение и документация не на «одном языке»
- Не готовность конечных пользователей к бета-версии

Задача №2: Адаптация и профессиональная подготовка

- Новый способ получения и обмена информацией, для которого нужны новые навыки
- Формат wiki требуют от пользователей баланса между контролем и свободой
- Пользователи не привыкли показывать промежуточные результаты работы
- непонимание возможностей и процедур работы

Задача 3: Вычислительная инфраструктура

- Пользователи из разных организаций имели разные браузеры, подключение к интернет.
- Разработчика и хостинг велся разными организациями
- Необходимость в шифровании данных, ограничении доступа на уровне паролей и сетей

Решения и Рекомендации



Решения для №1: Взаимодействие и коммуникация участников



- Общий язык
 - Групповые коммуникации
- Вместо различной дублирующей документации

Решения для №2: Адаптация и профессиональная подготовка

- Представление системы
- Тренинги



Решения для №3: Вычислительная инфраструктура

- Централизованное администрирование в академическом центре



Опыт и извлеченные уроки

Проблема	Полученный урок	Последствия
Настройка бета-версии междисциплинарной командой	Взаимопонимание имеет важное значение. Одобрение в использовании ПО и участие в этом процессе являются критически важными для согласования ожиданий	Ориентированный на пользователя дизайн повышает удобство использования, но требует значительных затрат времени и усилий. Сроки и структура команды должны быть скорректированы
Использование программного обеспечения для создания групповой сплоченности	Взаимодействия в группе будут нерегулярны	Оценка технологии и оценки ее использования взаимосвязаны и должны быть задокументированы/интегрированы в систему.
Определение актуальности	Конечные пользователи должны вкладываться в процесс, понять контекст, а также увидеть выгоды. Преимущества должны перевешивать текущие способы сотрудничества (например, email)	Система должна быть простой в использовании, тестируемой и адаптивной. Процесс должен нацеливать конечного пользователя на изменения и функции системы.
Привлечение конечных пользователей, достижение критической массы	Конечные пользователи должны определить общие цели и поддерживаются своими вышестоящими организациями.	Процесс должен включать местных чемпионов и руководство при разворачивании планов и учебных инициатив
Устойчивость	Поддержка сотрудничества в распределенной группы требует центрального управления и поддержки	Процесс может потребовать группу с наибольшими ресурсами для координации совместных усилиями.

Будущие направления исследовательской работы

Технология может быть адаптирована для:

- Коммуникаций внутри и между организациями по исследованиям, внедрениям, хроническим заболеваниям, профилактике
- Совместная разработка практик, стандартов, протоколов, рабочих процессов
- Обмен информацией для ведения хранилищ данных
- Репозиторий документов и мультимедиа информации
- Распространение учебных материалов для врачей, администраторов пациентов



Прошу задавать вопросы,
Спасибо.

Тел: +380 (50) 445-21-49

Skype: roman_markin

Twitter: roman_markin

Blog: elearning-ua.blogspot.com

E-mail: markin@tmx.com.ua

Technomatix
e-Learning Solutions