

Medicine 2.0

Final Program

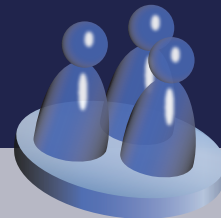
Toronto, Canada
September 17 - 18, 2009

www.medicine20congress.com
Twitter: @medicine20 (hashtag: #med2)



Schedule

Thursday, September 17, 2009



8:15 AM - 9:00 AM

MaRS Auditorium
Registration

9:00 AM - 9:30 AM

MaRS Auditorium
Opening & Welcome Addresses

9:30 AM - 10:30 AM

Mars Auditorium
Consumer empowerment, patient-physician relationship, and sociotechnical issues
Chair: Gunther Eysenbach
E-patient Dave Debronkart*, Society for Participatory Medicine, Nashua, NH, United States
Keynote: "Gimme My Damn Data!"
(Business)

10:30 AM - 11:00 AM

MaRS Auditorium
Break with Poster Viewing

11:00 AM - 12:30 PM

MaRS Auditorium
Blogs
Chair: Adalsteinn Brown
Jen S McCabe*, Chief Patient Advocate - OrganizedWisdom (USA), Cofounder - NextHealth (NL), CEO/Founder - Contagion Health (USA), Leonardtown, MD, United States; Saad Alaam*, Eli Lilly, Indianapolis, IN, United States; Chia Hwu, 23andMe, Mountain View, CA, United States
"Eviscerating Pride and Profit? Three Young, Interconnected, Innovators Examine Strategies for Multi-Generational Success in the Era of Social Media"
(Practice)

Web 2.0 approaches for clinical practice, clinical research, quality monitoring

Chair: Peter Selby
Peter Selby*, Centre for Addiction and Mental Health, University of Toronto, OTRU, Toronto, Canada; Cameron Norman*, University of Toronto, Toronto, Canada; Tupper Bean*, Centre for Effective Practice, Toronto, Canada
"Tobacco Control 2.0 Panel"
(Practice)

11:00 AM - 12:30 PM

MaRS CR2
Personal health records and Patient portals
Chair: Trevor Van Mierlo
Mark Fam*, Deloitte, Toronto, Canada; Michael Matthews*, Deloitte, Toronto, Canada
"Personal Health Records: Helping Consumers Take the Driver's Seat"
(Business)

Yunan Chen*, University of California Irvine, Irvine, United States
"The Impact of Accessing Medical Records on Care Coordination and Disease Management"
(Research)

Sam Nordfeldt*, MD PhD, Linköping, Sweden; Lena Hanberger*, MSc, RN, Linköping, Sweden; Carina Berterö, RNT, MSc, PhD, Linköping, Sweden
"Patient and Parents' Views on the Web 2.0 Diabetes Portal - the Management Tool, the Generator and the Gatekeeper: Qualitative Study"
(Research)

Louis Cornacchia*, Doctations, Inc., Garden City, United States
"The Role of MultiTenancy Architectures in Healthcare IT"
(Business)

11:00 AM - 12:30 PM

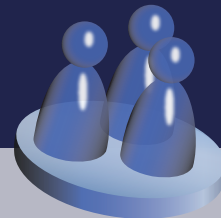
MaRS CR3
Web2.0-based medical education and learning
Chair: Christophe Laurent
Lawrence Sherman*, Physicians Academy for Clinical and Management Excellence, New York, United States
"CME/CPD 2.0 Are We Close?"
(Practice)

Patricia Francis Anderson, Health Sciences Libraries, University of Michigan, Ann Arbor, United States; Theodore Alexander Hanss*, Office of Enabling Technologies, UMMS, University of Michigan, Ann Arbor, United States; Lynn A Johnson, School of Dentistry, University of Michigan, Ann Arbor, United States; Jane L Blumenthal, Health Sciences Libraries, University of Michigan, Ann Arbor, United States
"Skin, Flesh and Bones: An Anatomy of Health Education 2.0"
(Practice)

John Moore Wiecha*, Boston University Medical Center, Boston, United States; Robin Heyden, Boston U. School of Medicine, Boston, United States
"Learning in a Virtual World: Experience With Using Second Life for Medical Education"
(Practice)

Schedule

Thursday, September 17, 2009



Larry F Chu*, Stanford University, Stanford, United States Medicine; Centre for Global eHealth Innovation; Health Care, Technology and Place, University of Toronto, Toronto, Canada

"What Do Residents Really Want? Building an Anesthesia E-learning Portal from the Ground Up: The Stanford Ether Project"

(Practice)

12:30 PM - 1:30 PM

MaRS Auditorium

Lunch with "unconference" (open microphone)

Munch your lunch and network with your peers. Open stage microphone for anybody to speak out, to make a short presentation, to talk about whatever they like - e.g. what they are working on (or what they would like to work on), what others are doing, what partners and collaborators they are looking for, what they deem important issues, etc.
<http://medicine20.crowdvine.com/posts/4815231>

1:30 PM - 3:00 PM

MaRS Auditorium

Web 2.0 approaches for behaviour change, public health and biosurveillance

Chair: Peter Murray

Marcelo D'Agostino, Pan American Health Organization, Washington DC, United States; Theresa Bernardo*, Pan American Health Organization, Washington DC, United States

"Coordinating the International Emergency Response to Influenza A(H1N1) by Combining Social Networking and Traditional Media"

(Practice)

Cynthia Mei Chew*, University of Toronto, Toronto, Canada; Gunther Eysenbach*, University of Toronto, Toronto, Canada

"Pandemics in the Age of Twitter: Content Analysis of "Tweets" During the H1N1 Outbreak"

(Research)

Gayatri Singh*, All India Institute of Medical Sciences, New Delhi, India; Ambarish Pandey*, All India Institute of Medical Sciences, New Delhi, India; Mansher Singh, All India Institute of Medical Sciences, New Delhi, India; Nivedita Patni, All India Institute of Medical Sciences, New Delhi, India et al.

"Effective Use of Popular Internet Video Broadcast Site Youtube for Dissemination of Information about the Potential Pandemic of H1N1 Influenza"

(Research)

Chen Luo*, National Institute of Health Innovation, School of Population Health, University of Auckland, Auckland, New Zealand; Chris Paton*, National Institute of Health Innovation, School of Population Health, University of Auckland, Auckland, New Zealand; Robyn Whittaker*, Clinical Trials Research Unit, School of Population Health, University of Auckland, Auckland, New Zealand

"Facebook: An Innovative Influenza Pandemic Early Warning System"

(Research)

1:30 PM - 3:00 PM

MaRS CR2

Consumer empowerment, patient-physician relationship, and sociotechnical issues

Chair: Donald Juzwishin

Paula Hucko*, HSAGlobal, Mississauga, Canada; Mark Smith*, HSAGlobal, Auckland, New Zealand

"Social Healthcare Networks - Leveraging Social Networking Technologies and Approaches to Connect Patients and Clinicians"

(Business)

Aditya Damle*, CEO, MEDgle Inc., Sunnyvale, United States; Francisco Jose Grajales Iii, Medical Informatician, MEDgle Inc., Sunnyvale, United States

"Enabling Semantic Health Apps: The MEDgle Clinical Decision Support Service API"

(Business)

Trevor D Van Mierlo*, Evolution Health (formerly V-CC Systems), Toronto/ San Francisco, Canada; Rachel Fournier, Evolution Health, Toronto/ San Francisco, Canada; Breanne John, Evolution Health, Toronto, Canada

"Good Intentions and Bad Investments: EHealth and the Reality of Market Forces"

(Business)

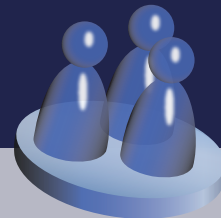
Mark Fam*, Deloitte, Toronto, Canada

"Health Care Consumerism – Understanding the Behaviours That Will Impact Health System Design"

(Business)

Schedule

Thursday, September 17, 2009



1:30 PM - 3:00 PM

MaRS CR3

Building virtual communities and social networking applications for patients and consumers

Chair: Lisette Gemert-pijnen Van

Inmaculada Grau, Hospital Clinic de Barcelona, Barcelona, Spain; Francisco J Grajales Iii, eHealth Strategy Office, University of British Columbia Faculty of Medicine, Vancouver, Canada; Joan Gene, Consorci d'Atenció Primària de Salut de l'Eixample, Barcelona, Spain; Miquel Bernardo, Hospital Clinic de Barcelona, Barcelona, Spain et al.

"Success in Virtual Clinics for Hispanics: Lessons Learned from Forumclinic Users"

(Practice)

Robert David Murray*, Centre for Addiction and Mental Health, Toronto, Canada

"Betting on the Net: The Development of www.ProblemGambling.ca"

(Practice)

Chris Tysiaczny*, CAMH, Toronto, Canada

"Professional Portal to Client Portal – The Evolution of [ProblemGambling.ca](http://www.ProblemGambling.ca)"

(Practice)

3:00 PM - 3:30 PM

MaRS Auditorium

Break

3:30 PM - 5:00 PM

MaRS Auditorium

Health information on the web: Supply and Demand

Chair: Gary Schwitzer

Gary Schwitzer*, Publisher, HealthNewsReview.org, St. Paul, MN, United States; David Henry*, Institute for Clinical Evaluative Sciences, Toronto, Canada; Alan Cassels*, Media Doctor Canada, Victoria, Canada

"Panel: Online Grading of Health News Reporting: >2,500 Stories in 3 Countries"

(Practice)

Building virtual communities and social networking applications for health professionals

Pat Rich*, Canadian Medical Association, Ottawa, Canada

"Asklepios and Mydoctor.ca: Innovations for Canadian Doctors and Patients"

(Practice)

3:30 PM - 5:00 PM

MaRS CR2

Consumer empowerment, patient-physician relationship, and sociotechnical issues

Chair: Kevin Clauson

Alex Savic*, ALENSA AG, Zurich, Switzerland

"Transformational Internet Technologies for Pharmacies"

(Business)

David Hale*, National Library of Medicine, Bethesda, United States; Mike Kirkwood, Polka, Berkley, United States

"Pillbox: Enhancing Patient Safety through a Mashup of Government Data, High-Resolution Imaging and Analysis, and Community-Developed Tools"

(Business)

Grazia Orizio*, Section of Hygiene Epidemiology and Public Health, Department of Experimental and Applied Medicine – University of Brescia, Brescia, Italy; Sara Rubinelli, Institute of Communication and Health – University of Lugano, Lugano, Switzerland; Peter Schulz, Institute of Communication and Health – University of Lugano, Lugano, Switzerland; Serena Domenighini, Section of Hygiene Epidemiology and Public Health, Department of Experimental and Applied Medicine – University of Brescia, Brescia, Italy et al.

"Persuasion Strategies of Online Pharmacies: How the Web Transforms Patients into Consumers"

(Research)

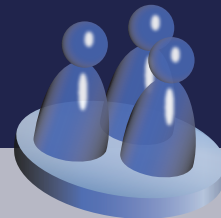
Christine Thoeer*, University of Quebec in Montreal, Montreal, Canada

"Internet: a Resource for Young Adults who Use Prescription Drugs for Recreation"

(Research)

Schedule

Thursday, September 17, 2009



3:30 PM - 5:00 PM

MaRS CR3

Public (e-)health, population health technologies, surveillance

Chair: Matic Meglic

Michele Giacobazzi*, Università della Svizzera Italiana, Lugano, Switzerland;
Luca Camerini, Università della Svizzera Italiana, Lugano, Switzerland; Sara
Rubinelli, Università della Svizzera Italiana, Lugano, Switzerland; Marco
Boneschi*, Università della Svizzera Italiana, Lugano, Switzerland et al.

"Design and Implementation of a Web-based Tailored Gymnasium to Enhance Self-management of Fibromyalgia"

(Research)

Robyn Whittaker*, University of Auckland, Auckland, New Zealand

"STUB IT: an RCT of a multimedia mobile phone smoking cessation intervention"

(Research)

Amy Mckeown*, University College London, London, United Kingdom;
Henry W W Potts, University College London, London, United Kingdom

"Computerised Cognitive-behavioural Therapy for Prevention and Early Intervention in Anxiety and Depression: a Case Study of Xanthis"

(Research)

Nienke Nijhof*, Partner University, Utrecht, Netherlands; Lisette Van
Gemert-pijnen, Partner University, Enschede, Netherlands; Theo De Vries,
Professor partner University, Enschede, Netherlands; Nynke De Jong,
Technology provider, Zevenaar, Netherlands et al.

"Ambient Assisted Living (AAL) For Dementia Patients And Their Caregivers: Effects On Care Coordination and Monitoring Sleep/Wake Rhythm"

(Research)

Poster Presentations (Thursday Only)

P1. Lisette Van Gemert-Pijnen, University of Twente, NL, et al.

From expert-driven to user-oriented communication of infection control guidelines

P2. Ryoma Seto*, International University of Health and Welfare, Tokyo, Japan, et al.

Information Requirements of Citizens Using Hospital Information Services Provided by Prefectural Governments

P3. Umberto Gelatti*, Section of Hygiene Epidemiology and Public Health, Department of Experimental and Applied Medicine – University of Brescia, Brescia, Italy, et al.

What do Portals for Doctors Offer? A Qualitative Analysis of their Features for the Enrichment of Expert Knowledge

P4. Andrew Creamer*, Simmons College Graduate School of Library and Information Science, Cambridge, United States, et al.

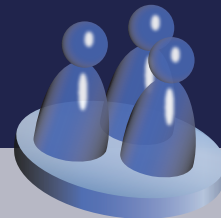
Biomedical Information Evaluation for a Regional E-Science Portal to Support Learning & Collaboration among Health Information Professionals

P5. Louise Walker*, Centre for Addiction and Mental Health, Toronto, Canada, et al.

CAN-ADAPTT - Canadian Action Network for the Advancement, Dissemination and Adoption of Practice-Informed Tobacco Treatment

Schedule

Friday, September 18, 2009



8:15 AM - 9:00 AM

MaRS Auditorium
Registration

9:00 AM - 10:30 AM

MaRS Auditorium

Building virtual communities and social networking applications for health professionals

Chair: John Sharp

Chris Paton*, University of Auckland, Auckland, New Zealand; Malcolm Pollock, University of Auckland, Auckland, New Zealand; Debra Warren, University of Auckland, Auckland, New Zealand

"The New Zealand Health I.T. Knowledge Base"

(Practice)

Donald William Moore Juzwishin*, JCI, Toronto, Canada

"Building Virtual Communities and Social Networking Applications for Health Care Policy Makers"

(Practice)

Carlos A. Rizo*, Health Strategy Innovation Cell, Toronto, Canada; Alton Ing, Health Strategy Innovation Cell, Vancouver, Canada; Neil Seeman, Health Strategy Innovation Cell, Toronto, Canada

"Perfection," "Micro-Thanks" and "Micro-Ideas": New Crowd-sourcing Concepts to Improve the Patient Experience and Foster Constructive Deliberation on the Web

(Practice)

Mark Scrimshire*, None, Owings Mills, United States

"We Will All Be Patients Someday - Instigating Health Care Transformation One Community at a Time through HealthCamps"

(Practice)

9:00 AM - 10:30 AM

MaRS CR2

Web2.0-based medical education and learning

Chair: Larry Chu

Kevin A. Clauson*, Nova Southeastern University, College of Pharmacy, Palm Beach Gardens, United States; Feroza Sircar-ramsewak, Nova Southeastern University, College of Pharmacy, Palm Beach Gardens, United States; Shine A Joseph, Nova Southeastern University, College of Pharmacy, Palm Beach Gardens, United States; John E Sandars, University of Leeds, School of Medicine, Leeds, United Kingdom

"Web 2.0-mediated Blended Learning: Separating Fact from Fiction"

(Research)

Francisco J. Grajales Iii, eHealth Strategy Office, University of British Columbia Faculty of Medicine, Vancouver, Canada; Bertalan Meskó, Medical School and Health Science Centre, University of Debrecen, Debrecen, Hungary

"Perceptions and Attitudes Toward Virtual-Reality Medical Training: The Ann Myers Medical Centre"

(Practice)

Panagiotis D Bamidis, Aristotle University of Thessaloniki, Medical School, Lab of Medical Informatics, Thessaloniki, Greece; Stathis Konstantinidis*, Aristotle University of Thessaloniki, Medical School, Lab of Medical Informatics, Thessaloniki, Greece; Charalambos Bratsas, Aristotle University of Thessaloniki, Medical School, Lab of Medical Informatics, Thessaloniki, Greece; Eleni Kaldoudi, Democritus University of Thrace, Medical School, Alexandroupolis, Greece

"Research Issues of User-generated Medical Education Content"

(Research)

Jiri Kofranek*, Charles University Prague, Prague, Czech Republic; Pavol Privitzer, Charles University Prague, Prague, Czech Republic; Marek Matejak*, Charles University Prague, Prague, Czech Republic; Martin Tribula, Charles University Prague, Prague, Czech Republic et al.

"Web Based Simulation Games With Multimedia E-learning Environment."

(Research)

9:00 AM - 10:30 AM

MaRS CR3

Consumer empowerment, patient-physician relationship, and sociotechnical issues

Chair: Paula Hicks

Holly Witteman*, University of Toronto, Toronto, Canada; Sarah Whyte, University of Waterloo, Kitchener-Waterloo, Canada; Jacqueline Bender*, University of Toronto, Toronto, Canada; Michelle Janutka, University of Toronto, Toronto, Canada et al.

"Apomediation and Women's Choices of Birth Place and Attendants"

(Research)

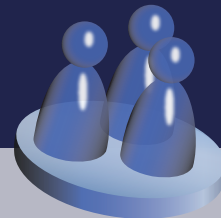
Loredana Covolo*, Section of Hygiene, Epidemiology and Public Health - Department of Experimental and Applied Medicine - University of Brescia, Brescia, Italy; Georgia Martignone, Section of Hygiene, Epidemiology and Public Health - Department of Experimental and Applied Medicine - University of Brescia, Brescia, Italy; Grazia Orizio*, Section of Hygiene, Epidemiology and Public Health - Department of Experimental and Applied Medicine - University of Brescia, Brescia, Italy et al.

"Analysis of Websites Offering Direct-to-consumer Genetic Tests: the Possible Implications on Public Health"

(Research)

Schedule

Friday, September 18, 2009



Lisa N Gualtieri*, Tufts University School of Medicine, Boston, United States
Improving Patient-Physician Communication about Internet Use: Why "Don't Ask, Don't Tell" Doesn't Work
(Research)

10:30 AM - 11:00 AM

MaRS Auditorium
Break

11:00 AM - 12:30 PM

MaRS Auditorium

Web 2.0 approaches for clinical practice, clinical research, quality monitoring

Chair: Carlos Rizo

John Sharp*, Cleveland Clinic, Cleveland, United States

"Hospital Adoption of Medicine 2.0 - a Culture Shift"
(Practice)

Christophe Robert Laurent*, Onze Lieve Vrouw Hospital Research Center, Aalst, Belgium., Antwerpen, Belgium

"Twitt-ER: Using Twitter in The E.R. for Dispatch, Order Com, Patient Alerts and Progress Reports towards the Waiting Room."
(Practice)

Niraj Mistry*, The Hospital for Sick Children and University of Toronto, Toronto, Canada; Shelley Romoff, The Hospital for Sick Children, Toronto, Canada; Janice Campbell, The Hospital for Sick Children, Toronto, Canada; Arlette Lefebvre*, The Hospital for Sick Children, Toronto, Canada

"Web 2.0 at Work: Building Healthy Hospital Policy"
(Practice)

Kirsten J Broadfoot*, Sterena.com, Fort Collins, United States; Carey Candrian*, Sterena.com, Boulder, United States

"Clinical Care in the 'Spaces in Between': Web 2.0 and the Communicative Reformation of Clinical Practice."
(Practice)

11:00 AM - 12:30 PM

MaRS CR2

Building virtual communities and social networking applications for patients and consumers

Chair: Alejandro Jadad

Paula Hicks*, Trinity College, Dublin, Ireland; Prof. Jane B. Grimson, Trinity College, Dublin, Ireland; Prof. Owen P. Smith, The National Paediatric Haematology/Oncology and Bone Marrow Transplant Centre, Our Lady's Children's Hospital, Dublin, Ireland

"Solus - a Virtual Community for Children with Cancer"
(Research)

Jacqueline L. Bender, Centre for Global eHealth Innovation, University of Toronto and University Health Network, Toronto, Canada; Carolina Jimenez Marroquin, Centre for Global eHealth Innovation, University of Toronto and University Health Network, Toronto, Canada; Alejandro R. Jadad*, Centre for Global eHealth Innovation, University of Toronto and University Health Network, Toronto, Canada

"Facebook: Awareness-raising, Fundraising and Support for People Affected by Breast Cancer"
(Research)

Judith Feder*, Brodeur Partners, New York, United States

"E-Patients and Chronic Illness: Commonalities and Differences among Breast Cancer, Multiple Sclerosis and Marfan Syndrome Health E-Community Members"
(Research)

11:00 AM - 12:30 PM

MaRS CR3

Web 2.0 approaches for behaviour change, public health and biosurveillance

Chair: Robyn Whittaker

Brian Cugelman*, University of Wolverhampton, Wolverhampton, United Kingdom

"The Psychology of Mass-Interpersonal Behavioural Change Websites"
(Research)

Matic Meglic*, UP PINT, Koper, Slovenia; Andrej Brodnik, UP PINT, Koper, Slovenia

"Web and Mobile Process Support for Management of Patients with Depression: Preliminary Results of the Improvehealth.eu Randomized Controlled Trial"
(Research)

David Kavanagh*, Queensland University of Technology, Kelvin Grove, Australia; Angela White, Queensland University of Technology, Kelvin Grove, Australia; Judy Proudfoot, University of New South Wales, Randwick, Australia; Judy Drennan, Queensland University of Technology, Kelvin Grove, Australia et al.

"Websites on Addictive Disorders"
(Research)

12:30 PM - 1:30 PM

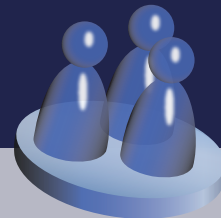
MaRS Auditorium

Lunch with "unconference" (open microphone)

Munch your lunch and network with your peers. Open stage microphone for anybody to speak out

Schedule

Friday, September 18, 2009



1:30 PM - 3:00 PM

MaRS Auditorium

Collaborative biomedical research, academic / scholarly communication, publishing and peer review

Chair: Theresa Bernardo

Hope Leman*, Samaritan Health Services, Corvallis, United States

"ScanGrants: Reaching Out to Researchers in the Health Sciences"
(Practice)

Enrique De Andrés Galiana, Institute of Health Carlos III, Madrid, Spain; Victoria Lopez Alonso, Institute of Health Carlos III, Madrid, Spain; Laura Salamanca Rodriguez*, Institute of Health Carlos III, Madrid, Spain; Isabel Hermosilla Gimeno, Institute of Health Carlos III, Madrid, Spain et al.

"Bikmas 2.0: a Biomedical Knowledge Management Antenna System"
(Research)

Kei Cheung*, Yale Center for Medical Informatics, New Haven, United States; Arron Mitchell*, Internal Medicine, Yale University School of Medicine, New Haven, United States; Steven Greenberg, Jobs4pointo.com, LLC, Westport, United States; Perry Miller, Yale Center for Medical Informatics, New Haven, United States et al.

"OrphanData.org: Enabling Transdisciplinary Scientific Collaboration Using Web 2.0"
(Research)

Maarten Den Braber, Masters graduate/University of Twente (NL), Cofounder/NextHealth (NL), tech innovator & organizer/Mobile Monday (MoMo) Amsterdam (NL), Engineer/Event Engineers (NL), Amsterdam, Netherlands; Jen S McCabe*, Chief Patient Advocate/OrganizedWisdom Health (USA), Cofounder/NextHealth (NL), CEO/Contagion Health (USA), Leonardtown, United States

"One Year Later: The NextHealth Model in Theory and Practice - Implementing Participatory Medicine Strategies and Exploring the Evolution of Choice/Control Aware Care"
(Practice)

1:30 PM - 3:00 PM

MaRS CR2

Usability and human factors on the web

Chair: Holly Witteman

Emily Seto, Health Policy, Management and Evaluation, University of Toronto, ON; Centre for Global eHealth Innovation, University Health Network, ON, Toronto, Canada; Heather Ross, Department of Medicine, University of Toronto, ON; Divisions of Cardiology and Transplant, University Health Network, ON, Toronto, Canada; Joseph A Cafazzo*, Health Policy, Management and Evaluation, University of Toronto, ON; Centre for Global eHealth Innovation, University Health Network, ON; Institute of Biomaterials and Biomedical Engineering, University of Toronto, ON, Toronto, Canada; Kevin Leonard, Health Policy, Management and Evaluation, University of Toronto, ON; Centre for Global eHealth Innovation, University Health Network, ON, Toronto, Canada

"Designing a User-Centric Remote Patient Monitoring System to Facilitate Heart Failure Self-Care"
(Research)

Tara McCurdie, Centre for Global eHealth Innovation, University Health Network, Toronto, Canada; Anjum Chagpar, Centre for Global eHealth Innovation, University Health Network, Toronto, Canada; Melanie Yeung, Centre for Global eHealth Innovation, University Health Network, Toronto, Canada; Department of Biomaterials and Biomedical Engineering, University of Toronto, Toronto, Canada; Joseph A Cafazzo*, Centre for Global eHealth Innovation, University Health Network, Toronto, Canada; Institute of Biomaterials and Biomedical Engineering, University of Toronto, Toronto, Canada; Health Policy, Management and Evaluation, University of Toronto, Toronto, Canada

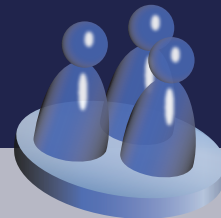
"Mobile Devices for Nursing: a Comparative Human Factors Evaluation"
(Research)

Pierre Pluye*, McGill University, Montreal, Canada; Roland Grad, McGill University, Montreal, Canada; Carol Repchinsky, Canadian Pharmacists Association, Ottawa, Canada; Barbara Jovaisas, Canadian Pharmacists Association, Montreal, Canada et al.

"The Information Assessment Method can help Information Providers to Integrate Health Professionals' Constructive Feedback into the Management of Electronic Knowledge Resources"
(Research)

Schedule

Friday, September 18, 2009



1:30 PM - 3:00 PM

MaRS CR3

Health information on the web: Supply and Demand

Chair: Brian Cugelman

Julia V Bailey*, University College London, London, United Kingdom

"Computer-Based Interventions for Sexual Health: a Systematic Review"
(Research)

Madalyn Marcus*, York University, Toronto, Canada; Kirsten Barnes, York University, Toronto, Canada; Henny Westra, York University, Toronto, Canada; John Eastwood, York University, Toronto, Canada et al.

"What Are Young Adults Saying About Mental Health? a Qualitative Analysis of Internet Blogs"
(Research)

Devin Pelcher*, Nova Southeastern University, Ormond Beach, United States; Jennifer Miles, Nova Southeastern University, Miami, United States; Kevin Clauson*, Nova Southeastern University, West Palm Beach, United States; Qing Zeng-Treitler, Harvard Medical School, Boston, United States et al.

"Readability of the Top 50 Prescribed Drugs in Wikipedia"
(Research)

Yoshimitsu Takahashi*, Kyoto University, Kyoto, Japan; Tomoko Ohura, Kyoto University, Kyoto, Japan; Shigeru Okamoto, Kyoto University, Kyoto, Japan; Kenji Miki, Kyoto University, Kyoto, Japan et al.

"Use of the Internet for Health-related Information in Japan: a Cross-sectional Population-based Survey"
(Research)

3:00 PM - 3:30 PM

MaRS Auditorium

Web 2.0 approaches for behaviour change, public health and biosurveillance

Chair: Gunther Eysenbach

Jeana H Frost*, PatientsLikeMe, Cambridge, United States; Sally Okun, PatientsLikeMe, Cambridge, United States; Paul Wicks, PatientsLikeMe, Cambridge, United States; James Heywood, PatientsLikeMe, Cambridge, United States

"Patients Informing Practice: Post-Marketing Drug Data in PatientsLikeMe, an Patient-Centered Online Community (closing keynote - winner of the JMIR Medicine 2.0 Award 2009)"
(Research)

3:30 PM - 4:30 PM

MaRS Auditorium

Ethical & legal issues, confidentiality and privacy

Joan H. Dzenowagis, World Health Organization, Geneva, Switzerland; Kevin A. Clauson*, Nova Southeastern University, College of Pharmacy, Palm Beach Gardens, United States; Francisco J. Grajales Iii, eHealth Strategy Office, University of British Columbia Faculty of Medicine, Vancouver, Canada

"Ethics 2.0: Implications for Connected Health (Panel with interactive audience response system)"
(Research)

4:30 PM - 4:45 PM

MaRS Auditorium

Closing and Award Giving

JMIR and IMIA Medicine 2.0 Awards for this year; announcement of venues for forthcoming Medicine 2.0 conferences.

Sponsors



Schedule at a Glance

Thursday, September 17th, 2009

		Auditorium	CR-2	CR-3
8:15-9:00 am	Registration			
9:00-10:30 am	Plenary	Opening Talks Keynote: Gimme My Damn Data!		
10:30-11:00 am	Break with Poster Viewings			
11:00-12:30 pm	Parallel Sessions	Young Innovators Panel Tobacco Control 2.0 Panel	Personal Health Records	Medical Education
12:30-1:30 pm	Lunch/Unconference			
1:30-3:00 pm	Parallel Sessions	Public E-Health	Consumer Empowerment	Virtual Communities
3:00-3:30 pm	Break			
3:30-5:00 pm	Parallel Sessions	Health News Panel Social Networks: Professionals (CMA)	Consumer Empowerment	Public E-Health

Friday, September 18th, 2009

		Auditorium	CR-2	CR-3
8:15-9:00 am	Registration			
9:00-10:30 am	Parallel Sessions	Virtual Communities	Medical Education	Consumer Empowerment
10:30-11:00 am	Break			
11:00-12:30 pm	Parallel Sessions	Clinical Practice	Virtual Communities: Cancer	Behaviour Change
12:30-1:30 pm	Lunch/Unconference			
1:30-3:00 pm	Parallel Sessions	Collaboration	Human Factors	Supply & Demand
3:00-3:30 pm	Plenary	Keynote: PatientsLikeMe		
3:30-4:30 pm		Ethics 2.0 Panel		
4:30-4:45 pm		Closing & Award Giving		

