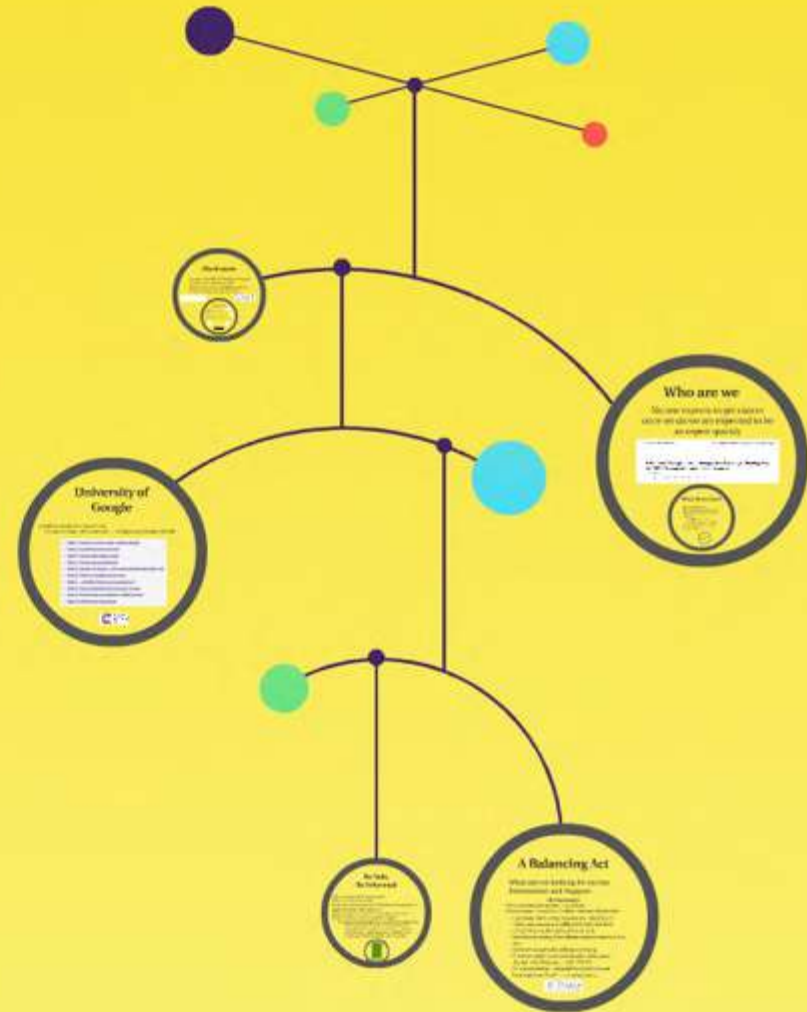


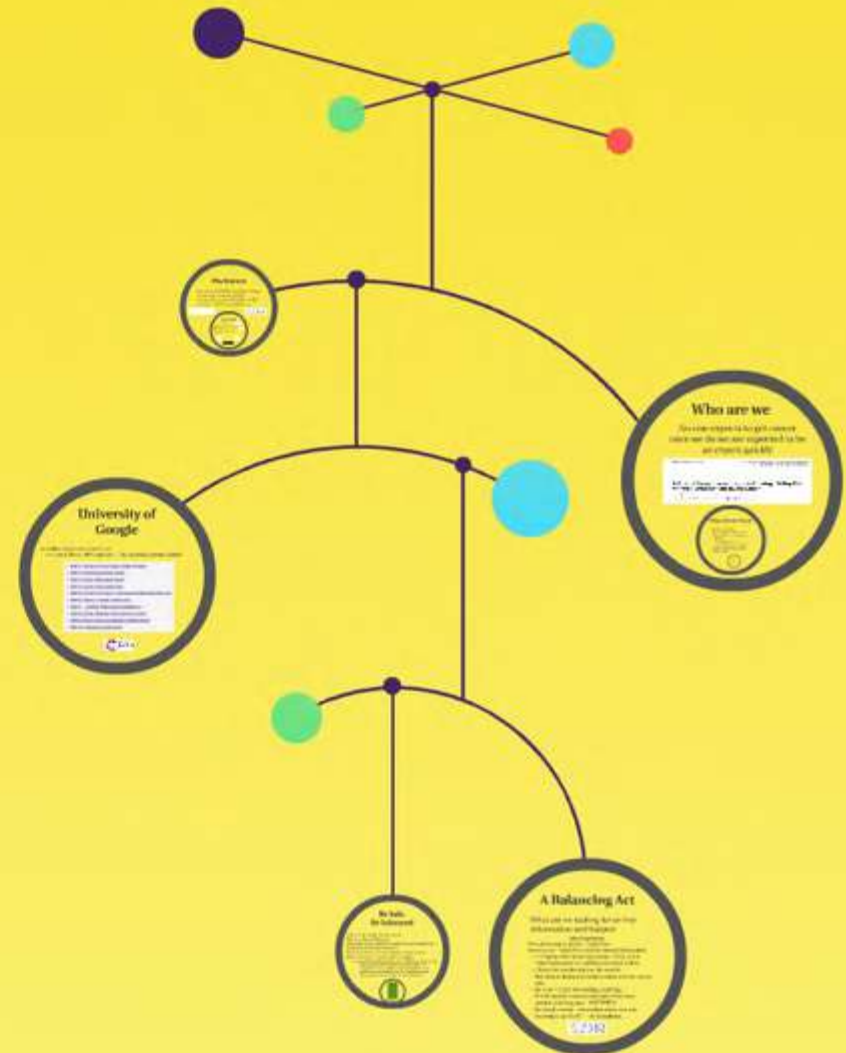
Understanding and Balancing Information on the Web

Josh Mailman
President NorCal CarciNet Community



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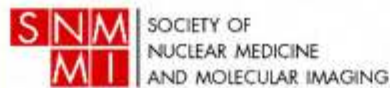




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Disclosures

I receive monthly Somatuline Autogel
I have had 3 rounds of PRRT
I chair advocacy for SNMMI and SIO
I am not a Doctor (my dad was)



Background

Co created eFax.com
Managed 50 million page views on personal day
at NBCI.com
Managed multiple medical societies web
presence
Created and host PRRTInfo.org, WCGa68.org,
WARMTH.org



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Who are we

No one expects to get cancer
once we do we are expected to be
an expert quickly

DOI:10.1093/jncimonographs/igu035

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A Patients' Perspective on Integrative Oncology: Getting Past the "War," Living With and Beyond Cancer

Josh Mallman

Correspondence to: Josh Mallman, NorCal Carcinet Community (e-mail: josh@nextobject.com).

Where do we Check

- Doctors are still #1
- Our personal networks are #2
- More and more we are turning to the net
 - in 2000 it was 45%
 - in 2010 it is closer to 90%
- We are also turning to social media (~40%)



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2010 University of Michigan Study

Conclusions: Our study shows that a majority of patients have broadband access and use the Internet (~90%). A substantial proportion of patients also reported use of online social media. Rates of Internet use similar for patients across a range of cancer diagnoses, while social media use varied. However, the usefulness of cancer information from these sources is deemed limited by respondents.

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University of Google

22 million results for Cancer Cure

#1 Cancer Tutor - 90% cure rate by digesting chlorine dioxide

- [Myth 1: Cancer is a man-made, modern disease](#)
- [Myth 2: Superfoods prevent cancer](#)
- [Myth 3: 'Acidic' diets cause cancer](#)
- [Myth 4: Cancer has a sweet tooth](#)
- [Myth 5: Cancer is a fungus – and sodium bicarbonate is the cure](#)
- [Myth 6: There's a miracle cancer cure...](#)
- [Myth 7: ...And Big Pharma are suppressing it](#)
- [Myth 8: Cancer treatment kills more than it cures](#)
- [Myth 9: We've made no progress in fighting cancer](#)
- [Myth 10: Sharks don't get cancer](#)



Disclosures

I receive research sponsorship through
I have had 3 months of PMW
I have advised on the NCI and NCI
I am not a doctor, you are!

Who are we

No one expects to get cancer
once we do we are expected to be
an expert quickly

A Patient's Perspective on Integrative Oncology: Getting Past the "War" Living With and Beyond Cancer

Where do we Check

- The Internet
- Traditional medicine
- Alternative medicine
- Herbs
- Acupuncture
- Yoga
- Meditation
- Chiropractic
- Massage
- Energy
- Qi Gong
- Reiki
- Crystal Healing
- Sound Healing
- Light Therapy
- Color Therapy
- Flower Essences
- Herbs
- Essential Oils
- Supplements
- Exercise
- Diet
- Stress Management
- Mindfulness
- Transcendental Meditation
- Voice Therapy
- Art Therapy
- Music Therapy
- Dance/Movement Therapy
- Journaling
- Guided Imagery
- Visualization
- Energy Healing
- Chakra Balancing
- Reiki
- Qi Gong
- Yoga
- Meditation
- Acupuncture
- Herbs
- Essential Oils
- Supplements
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- Voice Therapy
- Art Therapy
- Music Therapy
- Dance/Movement Therapy
- Journaling
- Guided Imagery
- Visualization

University of Google

22 million results for Cancer Care
#1 Cancer Topic - 80% case rate ... by digesting clicks to double

- Math 1. Cancer is a hereditary, genetic disease
- Math 2. Superfoods prevent cancer
- Math 3. Toxic diets cause cancer
- Math 4. Cancer has a smell test!
- Math 5. Cancer is a disease ... and which superfoods is the cure
- Math 6. There's a chronic cancer diet...
- Math 7. ...And Big Pharma are suppressing it
- Math 8. Cancer treatment like more diet & juice
- Math 9. How we make our progress in fighting cancer
- Math 10. There's diet and cancer



A Balancing Act

What are we looking for on line Information and Support

SIO Experience

Most downloaded articles - Guidelines

Second most - Guide For Credible Internet Information

- Compare with other resources - find 2 or 3 other resources not affiliated with the first
- Check the credentials of the article
- See who is doing the information review on the site
- Be wary of any site selling anything
- If information contraindicates what your doctor is telling you - ASK THEM
- In social media - remember what you are hearing is an N of 1 -- or telephone....



Be Safe, Be Informed

Talk to your medical professional

Talk to a medical librarian

Know the source (there are 5,600 pubmed publishers)

Understand how bias comes in

Understand what level of information you need

Make sure you compare apples to apples

Even good information may not tell the whole story

Direct comparison between most octreotide and lanreotide clinical studies cannot be made because of differences in study design (eg, inclusion criteria, tumor grade, extent of disease, and end points)





<http://www.mskcc.org/cancer-care/integrative-medicine/about-herbs-botanicals-other-products>

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