

# Early Findings from an Ongoing Preventive Medicine Study: The New York Journal of Style and Medicine on [www.nyjism.com](http://www.nyjism.com)

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## Introduction

The role of the internet in public education of health and medicine by physicians is yet to be clearly established. The purpose of this ongoing study is to establish a unique method of presenting scientifically accurate and relevant preventive health and medical information to the young, healthy, non-medical population.

## Materials & Methods

Five medical doctors with experience that ranged from Intern to Department Chair worked together to present twenty-four medical articles written in a language consistent with that of an IRB approved Informed Consent. In order to present entertaining content the following talent was recruited: twelve musicians, ten photographers, eleven fashion designers, four fashion models, thirteen artists, two professional athletes and one "celebrity" figure. Software used to generate the internet domain include: Microsoft Homesite, Photodraw V2, Adobe Photoshop, Photobucket Flash Media and FTP Voyager. Social networking profiles with MySpace.com, Facebook.com and the high fashion clothing brand "Bardini" were used to generate site visitors. Web Analyzer 7.0 was used to analyze site traffic. The young, healthy, non-medical population was defined loosely as those with social networking internet profiles who are not under direct supervision of a health care provider in either the inpatient or outpatient setting. Success was defined as a visitor uniquely identified by their computer IP address who visited the website more than once.

## Results

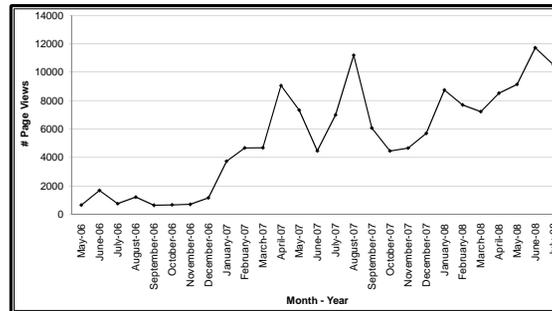
Site traffic was reviewed over a period of twenty-seven months. Monthly page views ranged from 630 to 11,713 (Month 1 = 642, Month 27 = 10,542). Average monthly page views were 5,333. Total page views were 143,981. Average time spent per site visit was 12:53 minutes with 13 pages viewed. There were 10,307 unique visitors with 3,296 return visitors yielding a success rate of 31.98%.

## Conclusion

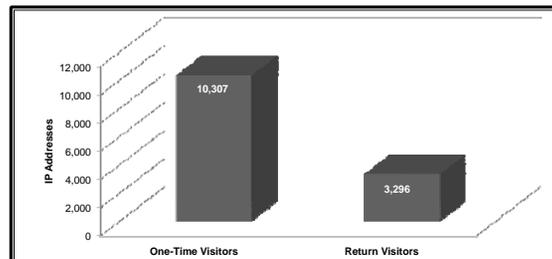
Given the widespread use of the internet by the young, healthy, non-medical population there exists new opportunities to present scientifically accurate health and medical information to a population reluctant to actively pursue existing standard non-entertainment based educational sources. A success rate of 31.98% suggests that viewers are interested in this blend of education and entertainment. Average time spent and pages viewed suggest that visitors are exposing themselves to both entertainment and educational components on the website. Studies are ongoing to further evaluate the preventive medicine based impact of the New York Journal of Style and Medicine on [www.nyjism.com](http://www.nyjism.com).



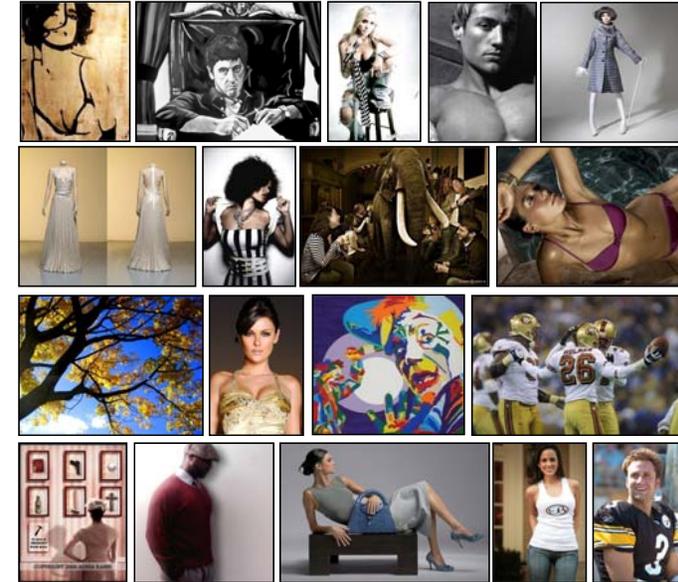
## Page Views per Month



## Return Visitors



## Entertainment



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## Educational Articles

- Anaphylaxis, an aura of "doom".
- Awake during surgery.
- The young and healthy are immune from heart disease . . . NOT.
- Athlete's foot and jogger's nipples and hungry treadmills, oh my!
- What's the skinny on cocaine and heart attacks?
- Text marks the spot.
- Save a life, learn CPR.
- Condoms with a sun-roof feature are a bad idea.
- The juice is loose and I don't mean Orenthal James.
- What did you say? I can't hear you!
- IBS - Imperative Bathroom Situation.
- Have you heard of HPV?
- What is all this anemia talk?
- Breast cancer, will I get it?
- Kiss my glass.
- The rotator cuff, to tear, or not to tear?
- Can sleep position kill your baby?
- In case of emergency, breasts may be used as a floatation device.
- Live life happy, live life healthy.
- Need another reason to practice safe sex? Try Chlamydia.
- Did they tell you that you have fibromyalgia?