

Follow Up Findings from an Ongoing Preventive Medicine Study: The New York Journal of Style and Medicine on www.nyjism.com.

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Introduction

The role of the internet in patient education and preventive medicine is yet to be clearly established. The purpose of this study is to establish a unique method of presenting relevant preventive health and medical information to the young, healthy, non-medical population through education and entertainment.

Objective

Does a combination of health education and entertainment information produce a viable means of educating a young, healthy, non-medical population?

Materials & Methods

9 doctors and 1 pharmacist presented 43 medical articles written in a language consistent with that of an IRB approved Informed Consent. The following entertainers were recruited: 15 musicians, 11 photographers, 12 fashion designers, 10 fashion models, 19 artists, 6 professional athletes and 4 “celebrity” figures. Software included: Homesite, Photodraw, Photoshop, Photobucket and FTP Voyager. Social networking profiles and the clothing brand “Bardini” were used to generate site visitors. Web Analyzer was used to analyze site traffic. The audience was defined loosely as those with social networking internet profiles not under direct supervision of a doctor either inpatient or outpatient. 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 for 43 months. Monthly page views ranged from 630 to 13125. Average monthly page views were 6358. Total page views were 273872. Average time spent per site visit was 14:56 minutes with 10 pages viewed. There were 27014 unique visitors with 6627 return visitors yielding a success rate of 25%.

Discussion

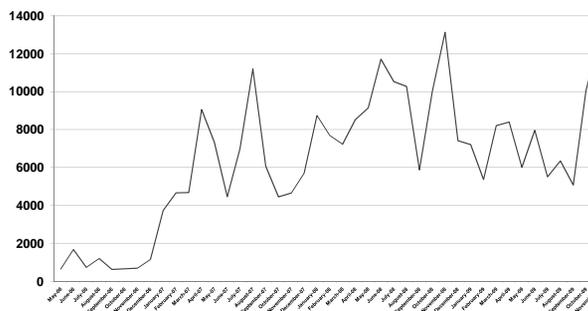
There exist new methods to present medical information to a population reluctant to pursue existing non-entertainment based educational sources. A success rate of 25% suggests that viewers are interested in this blend of education and entertainment. Average time spent and pages viewed suggest that visitors are exposing themselves to both entertainment and educational components on the website. Studies are ongoing to further evaluate the preventive medicine based impact www.nyjism.com.

Conclusion

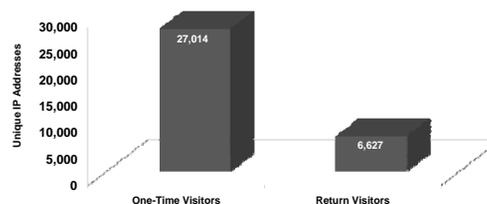
A combination of health education and entertainment information does produce a viable means of educating a young, healthy, non-medical population.



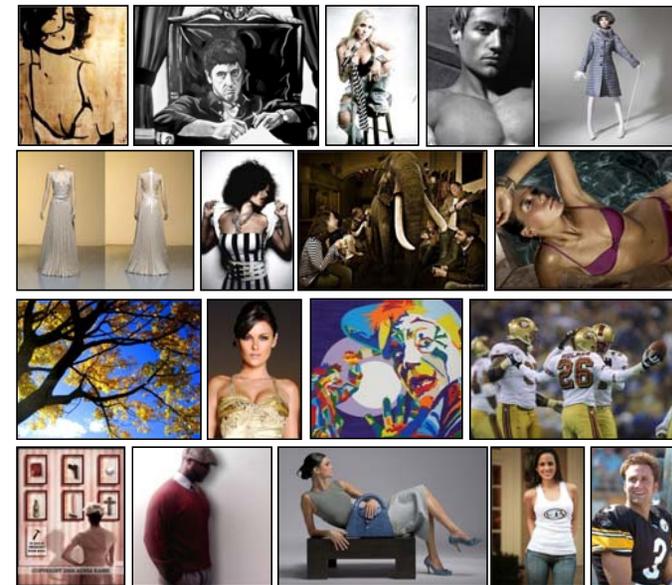
Page Views per Month



Return Visitors



Entertainment



Permission has been granted for use of all images. Please visit nyjism.com for further information. Featured in Row 1 from left to right: Leigh, Heather, BC Jean, Matthew Assante, Anjara. Row 2: Maria Aristidou, Kuccon Designs, Summit Studios, Nadia Pandolfo. Row 3: Michal Yehudit, Jenelle Moreno, Dave Danchuk, Rashad Holman. Row 4: Aunia Kahn, Damon Hamilton, Andres Hernandez, Bardini, Jeff Reed.

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?