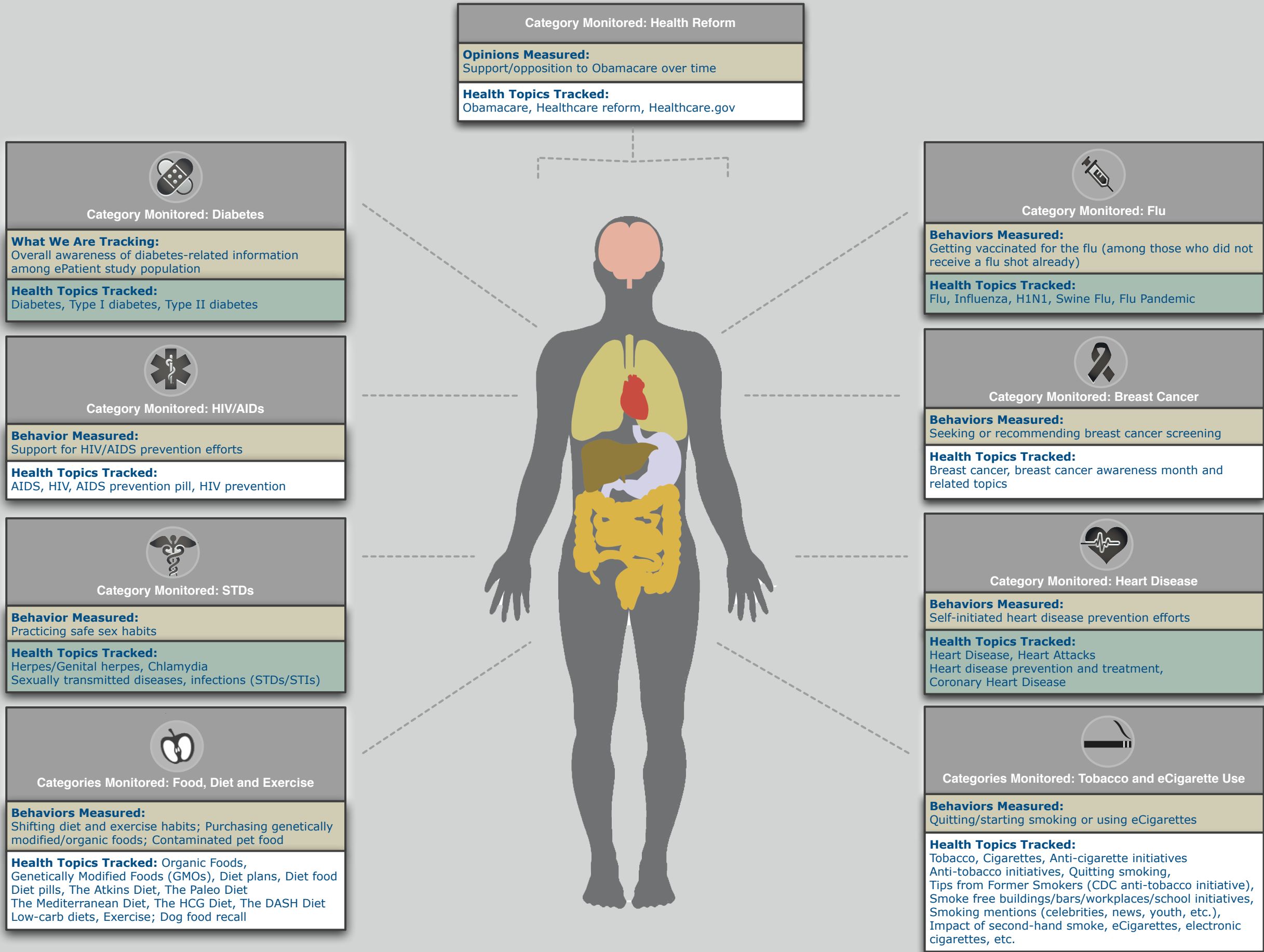# digihealth pulse Wave 2 (October 2013 - January 2014):
What Are the Health Topics and Behaviors We Tracked and Measured?

digihealth pulse: The Bottom Line digihealth pulse

Produced by **Enspektos, LLC**, digihealth pulse is designed to uncover new information on how **ePatients** (or active digital health consumers) perceive health technologies and react to health content they encounter on the Web and social media. Each wave of the study is conducted in two parts:

-**Survey phase**: Participants answer more than 70 questions on everything from their perceptions of health data privacy to wearable devices.

-**Tracking phase**: We track ePatients' online and social media activities to understand how they react to health content across a range of subjects, which are outlined below.

Category Monitored: Health Reform

Opinions Measured:
Support/opposition to Obamacare over time

Health Topics Tracked:
Obamacare, Healthcare reform, Healthcare.gov

Category Monitored: Diabetes

What We Are Tracking:
Overall awareness of diabetes-related information among ePatient study population

Health Topics Tracked:
Diabetes, Type I diabetes, Type II diabetes

Category Monitored: HIV/AIDs

Behavior Measured:
Support for HIV/AIDS prevention efforts

Health Topics Tracked:
AIDS, HIV, AIDS prevention pill, HIV prevention

Category Monitored: STDs

Behavior Measured:
Practicing safe sex habits

Health Topics Tracked:
Herpes/Genital herpes, Chlamydia
Sexually transmitted diseases, infections (STDs/STIs)

Categories Monitored: Food, Diet and Exercise

Behaviors Measured:
Shifting diet and exercise habits; Purchasing genetically modified/organic foods; Contaminated pet food

Health Topics Tracked: Organic Foods, Genetically Modified Foods (GMOs), Diet plans, Diet food
Diet pills, The Atkins Diet, The Paleo Diet
The Mediterranean Diet, The HCG Diet, The DASH Diet
Low-carb diets, Exercise; Dog food recall

Category Monitored: Flu

Behaviors Measured:
Getting vaccinated for the flu (among those who did not receive a flu shot already)

Health Topics Tracked:
Flu, Influenza, H1N1, Swine Flu, Flu Pandemic

Category Monitored: Breast Cancer

Behaviors Measured:
Seeking or recommending breast cancer screening

Health Topics Tracked:
Breast cancer, breast cancer awareness month and related topics

Category Monitored: Heart Disease

Behaviors Measured:
Self-initiated heart disease prevention efforts

Health Topics Tracked:
Heart Disease, Heart Attacks
Heart disease prevention and treatment,
Coronary Heart Disease

Categories Monitored: Tobacco and eCigarette Use

Behaviors Measured:
Quitting/starting smoking or using eCigarettes

Health Topics Tracked:
Tobacco, Cigarettes, Anti-cigarette initiatives
Anti-tobacco initiatives, Quitting smoking,
Tips from Former Smokers (CDC anti-tobacco initiative),
Smoke free buildings/bars/workplaces/school initiatives,
Smoking mentions (celebrities, news, youth, etc.),
Impact of second-hand smoke, eCigarettes, electronic cigarettes, etc.

More on digihealth pulse digihealth pulse

The **Digital Health Consumer Tracking Study** is the world's **first** research initiative dedicated to providing a mix of unique consumer health technology adoption survey data and information (collected in real-time) on how people react to health information encountered via the Web and social media.

Enspektos, LLC is studying a group of people we refer to as **active digital health consumers, or ePatients**. These are individuals who use, the Web and social media and have searched online for health content during the previous six months prior to the launch of the study. **Wave 2** of the study was launched in October 2013 and concluded in January 2014.

How Can You Access digihealth pulse Data? i

You can access the data in two ways:

- **Method 1**: View a dashboard featuring limited data from the digihealth pulse data stream and read select insights from the study at www.digihealthpulse.info.

- **Method 2**: Receive in-depth analysis and more data from digihealth pulse, 360 degree reporting on the digital health landscape, personalized support and more via **enmoebius bronze**, our syndicated market research and insights service. Learn more at **http://digihealth.info/digihealthintel**.

How We Are Tracking Health Topics and Measuring Behavior Change enmoebius don't assume, know

To conduct this research we are utilizing a patent-pending digital surveillance and behavioral measurement engine developed by Enspektos, LLC (the firm powering digihealth pulse) called **enmoebius**. The platform tracks individuals' online and social media activities. When health content of interest is encountered, those being tracked via enmoebius are immediately asked to respond with information about their perceptions and intent to act.

We follow up with them to determine if they acted on their intentions and the relative impact of online/offline information on health decisions.