

# ¿Está la medicina preparada para la era 2.0?

Octubre 2011

2.0

**1.0 = Busco y encuentro**



**2.0 = Hago y participo**

The Facebook logo, consisting of the word 'facebook' in white, lowercase, sans-serif font, set against a solid blue rectangular background.

# Pacientes

**Digo lo que pienso**

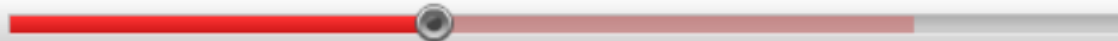
@KatjaPresnal ok. just watched. commercial is the most BS I have ever heard. we all wore our babies until they were like 2. **ONLY WAY TO GO**

*less than a minute ago from web in reply to KatjaPresnal*



FitMom

YouTube



3:30 / 9:15



# Motrin®

We feel your pain™

## PERFILADOR DE DOLORES 1

¿Quién sufre dolor? ▾

De lesiones a resfriados infantiles, obtén info. específica sobre el dolor.

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MOTRIN® IB



CHILDREN'S MOTRIN®



CHILDREN'S MOTRIN® COLD



JUNIOR STRENGTH MOTRIN®



INFANT'S MOTRIN®



“Con respecto al comercial reciente de Motrin, hemos recibido tus comentarios.

En nombre de McNeil Consumer Healthcare y todos los que trabajamos para la marca Motrin, te pedimos que aceptes nuestras más sinceras disculpas.

Hemos recibido tus comentarios sobre el comercial publicado en nuestro sitio Web. Nosotros también somos padres y tomamos muy en cuenta los comentarios recibidos de las madres.

Estamos trabajando para quitar este anuncio de todos los medios. Lamentablemente, quitarlo de nuestras publicaciones demorará un poco más de tiempo ya que se encuentra en los kioscos de periódicos y en distribución.

Agradecemos tus comentarios. Son muy importantes para nosotros”.

Atentamente.

Kathy Widmer  
Vicepresidenta de comercialización  
McNeil Consumer Healthcare

> [Lo que debes conocer acerca de los AINE](#)

> [Por qué ya no puedes encontrar las Children's MOTRIN® Chewable Tablets](#)

> [Cómo desechar medicamentos sin usar](#)



## Facebook: pharmas must enable comments by August 15

Matthew Arnold May 24, 2011

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 PRINT  EMAIL  REPRINT  PERMISSIONS TEXT: [A](#) | [A](#) | [A](#)

---

Facebook sales reps told pharmas last week that they can no longer disable commenting on their pages.

In the past, companies could ask reps to disable commenting on their pages. No more.

“Starting today, Facebook will no longer allow admins of new pharma pages to disable commenting on the content their page shares with people on Facebook,” Facebook told pharmas in a May 17 email [posted by Intouch Solutions on its blog](#). “Pages that currently have commenting disabled will no longer have this entitlement after August 15th. Subject to Facebook’s approval, branded pages solely dedicated to a prescription drug may (continue to) have commenting functionality removed.”

The policy change, said Facebook, “supports consistency for the Facebook Pages product and encourages an authentic dialogue between people and business on Facebook.”

**Me dicen lo que piensan**

- Products**
- ▼ **Interaction Suite**
    - Ratings & Reviews
    - Ask & Answer
    - Stories
  - ▶ Amplification Suite
  - ▶ Intelligence Platform
  - ▶ SocialConnect
  - ▶ Services
  - ▶ What We Do

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**Consumers are willing to pay 20-99% more for a 5-star product than a 4-star rated product**

*(comScore/Kelsey, October 2007)*



## Find and Rate Doctors and Dentists

Over a million free doctor reviews since 2004

### What patients are saying now

*The give medications to anyone for anything for any reason. The office smells like urine. He gives strong pain medications to special patients, if you know wh..."*

[See this doctor's ratings](#)

84 minutes ago:

*"He was very helpful. His staff*

Doctor's **Last** Name:

Enter **last name** or last name, first name (include comma)

City or Zip:

State:

All

USA

Specialty:

All

Clear

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# DrugRatingz

Find prescription drug info. The site where people like *you* provide real, independent ratings, reviews and recommendations for prescription drugs, medications and pharmaceuticals.

Drug Name:

[ADVANCED SEARCH](#)

Find Drug

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# Rx

Where the patients  
rate prescriptions!

**Compartimos  
nuestra experiencia**




[Browse all medications](#) [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#)
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## When you need to know if a medication really works, why not Ask A Patient?

There is more to know than what the ads say. Learn from the experience of real people who have taken drug treatments. Share your side effects or success stories. Take control of your health by being informed and asking questions. AskaPatient.com provides tools for the empowered patient.



### Top 10 Drug Searches



1. CRESTOR (cholesterol)
2. PROGESTERONE (HRT)
3. ADDERALL (ADHD)
4. MIRALAX (constipation)
5. ORTHO TRI-CYCLEN (birth control)
6. METRONIDAZOLE (antibiotic)
7. SYNTHROID (thyroid)
8. VYVANSE (ADHD)
9. WELLBUTRIN (antidepressant)
10. AUGMENTIN (antibiotic)

### Top 10 Treatment Categories



- ▶ Allergies
- ▶ Anxiety
- ▶ Birth Control
- ▶ Depression
- ▶ Diabetes
- ▶ Digestive Disorders
- ▶ High Blood Pressure
- ▶ High Cholesterol
- ▶ Osteoporosis
- ▶ Migraine Headaches

### Frequently Rated Drugs

[Women](#) [Men](#) [Children](#) [Seniors](#)

- ▶ DEPO-PROVERA
- ▶ EFFEXOR XR
- ▶ CYMBALTA
- ▶ ORTHO TRI-CYCLEN
- ▶ YASMIN

### Poll

Should the US Supreme Court uphold the Vermont law that requires doctors' permission before pharmacies can sell prescribing data to data mining and marketing companies?



**ChloeMS**  
shared a Quality of Life survey

104,192 patients  
500+ conditions

Who's like you?

**Share your experience.**

The more you share, the easier it will be to find patients like you. Start by adding a condition, symptom or treatment.

**I have**

**I take**

**I am**

**Get your health in order.  
Join PatientsLikeMe.**

**Find Patients Like You**

**Explore our Treatment Reports**

**Learn about Symptoms**

**Review our Research**

**Check for your Conditions**

**Patient Testimonials**

*" When I read a posting, even questions, I find it very helpful to look at the poster's profile...it boosts my confidence in what I'm reading when I see how long they have been at it, what they have tried, what else they have said. "*

—PatientsLikeMe member

**About PatientsLikeMe**

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[How we make money](#)

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FacetoFace Health is your trusted health community for connecting one-on-one with others who share similar health experiences. Share your story, and find others, quickly and privately. Humanizing Healthcare Communities - that's what we do.

### New Members

Join now to receive personal matches to others just like you on an ongoing basis.

It's always free.

[learn more about benefits](#)



Find a Friend in the Family Support Network



The online community for kids, families and adults with diabetes

June 1, 2011

Volume 17, Number 22

First Published in June 1995

[Chat](#)

[Forums](#)

[Conferences](#)

[Ask the Diabetes Team](#)

[Care Suggestions](#)



**Can Type 1 Diabetes Be Prevented?**

Your Family Can Help Find the Answer.

[Learn More >>](#)

Type 1 Diabetes TrialNet



**Getting Around**

**What's New**

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**People**

**Family Support Network**

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**Living With Diabetes**



Hey my name is Liz. I am 16 years old and I have had diabetes since I was 11.

I have had my ups and downs since the 6th grade and since then my life has changed and people have come to accept me as I am. I have learned that some people who say they are my friends really are not because they think I am different from everyone else.

I am in my High School Marching band and concert band. It is a big part of my life I have a wonderful boyfriend who has accepted me for who I am.

I am still getting used to being a diabetic even though it has been about 6 yrs. I have learned how to not let it control my life.

- [▶ Visit Liz's page](#)
- [▶ More children with diabetes](#)

**Upcoming CWD Conferences and Events**



**Friends for Life: Orlando 2011**

July 5-10, 2011

Disney's Coronado Springs Resort  
Lake Buena Vista, Florida



**Friends for Life Canada: Toronto 2011**

July 29 - 31, 2011

Marriott Toronto Downtown Eaton Centre  
Toronto, ON, Canada

**Para mí, personalizado**

**WISTA Imaging Display - IMAGPatient\_One**

Patient: **IMAGPatient\_One** 12 of 12 Images match Filter: "All"

08/03/04 686-90-0711 NON-VETERAN (OTHER)

SLC Patient: IMAGPATIENT\_ONE

**Image Listing - IMAGPatient\_One**

12 of 12 Images

Item	Site	Date Title	Pl.	Procedure	Image	Short Desc
1	SLC	ADVANC...	07	ADVANCE DIR...	1	ADVANC...
2	SLC		11...	PHOTO ID	1	PHOTO I...

**Abstracts - IMAGPatient\_One**

12 of 12 Images match Filter: "All"

**Vista CPRS in use by: IMAGProvider\_One**

Visit Not Selected Provider: IMAGProviderOne Primary Care Team Unassigned

IMAGPatient\_One 686-90-0800 1824 (74)

Lab Results Laboratory Results - Worksheet - All Results

Table Format:  Horizontal  Vertical

Other Formats:  Comments  Graph

Abnormal Results Only  3D  Values

Date/Time	Specimen	HCT	HGB	MCV	PLT	WBC
08/18/98 00:00	Blood	35.0 L	11.4 L	326	276	7.1
01/27/99 00:00	Blood	34.6 L	11.6 L	30.4	276	8.1
01/27/99 00:00	Blood	34.6 L	11.6 L	30.4	282	8.1
08/17/97 00:00	Blood	34.1 L	11.3 L	90	549 H	13.7 H
08/15/97 00:00	Blood	33.9 L	11.4 L	89.2	605 H*	15.2 H
08/15/97 00:00	Blood	30.8 L	10.4 L	89	599 H	14.5 H
08/14/97 00:00	Blood	30.7 L	10.2 L	90.7	544 H	18 H
08/13/97 00:38	Blood	30.7 L	10.3 L	89.1	538 H	21.5 H
08/13/97 04:08	Blood	25.7 L*	8.4 L	90	599 H	20.1 H
08/12/97 04:44	Blood	25.4 L	10 L	88.7	596 H	21.6 H

Other Tests:  Hct (Blood)  Hgb (Hb) (Blood)  Mcv (Blood)  Plt (Blood)  Wbc (Blood)

Date Range: Today, One Week, Two Weeks, One Month, Six Months, One Year, Two Years, All Results

KEY: "L" = Abnormal Low, "H" = Abnormal High, "\*" = Critical Value, "" = Comments on Specimen

[Cover Sheet](#) [Problems](#) [Medi](#) [Orders](#) [Notes](#) [Consults](#) [CXC](#) [Summ](#) [Labs](#) [Reports](#)

**antonella.brogli...**

Caring for someone?

[Medical contacts](#)

How should Google send alerts and important security notifications?  
[Email only](#) »  
[US Mail](#) »

Age: unknown      Race / Ethnicity: unknown  
Sex: unknown      Blood type: unknown

**Summary** [All records](#) ?

**Wellness** ?

See your basic statistics and track any health or fitness goals you like.

**Problems** ?

Keep a history of ailments, conditions, or symptoms you've experienced (past and present).

**Medications** ?

List all your prescriptions, supplements, vitamins, and over-the-counter drugs.

**Allergies** ?

Report the medications, foods, and environmental triggers that cause your allergies.

**Test results** ?

Track any test results, diagnostics, screenings, or evaluations from your medical providers.

**Procedures** ?

Keep a history of any inpatient or outpatient procedures and surgeries.

**Immunizations** ?

Record any vaccinations you've received.

**Insurance** ?

Keep a handy list of your medical, dental, and vision insurance.

**Personalize this profile**

We created this profile to help you get started. Customize it to manage health information for yourself or someone you care for. Add details, import records, or explore tools to get the most from your health information.

[Dismiss this tip](#) | [Learn more](#)

**Updates**

[Check now](#)

[Notices](#) (0) - [Activity report](#)

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track & manage

organize

get healthy

tools & devices



HealthVault helps you

# access

all of your family's  
important health  
information.

[Discover HealthVault](#)

#### Did you know?

HealthVault can help you monitor chronic conditions a little more easily.

[Learn more](#)

sign up for your **free**  
**account!**

[sign up](#)

## What is HealthVault?

A trusted place for people to organize, store, and share health information online.

[See how it works](#)

## We've Gone Mobile!

On the go? Access your health info on your mobile phone!

Handy patients enterprise edition

File Edit View Help

David (8 month and 10 day)  
John (2 years and 3 month)

Mother: Teacher  
Father: Financial advisor  
Parents: Married

Last **Anderson** P

First **David** Boy

Birth **5 January 2009**

Age: 8 month and 10 days Patient nb: 3

Appointments

Forms: Meeting (Doctor), Full status (Doctor), Assistant, Billing, Reports, Statistics

Sheets: Neurologic, Vascular, Cardiac, Respiratory, Abdomen, Exams, Radiology, Summary, Patient documents, Letter

SOAP, Sum, T, R-V, T, P, PC, Admission, Agenda

Meetings

2 month checkup	5 Mar 09	2m.0d
1 month checkup	5 Feb 09	1m.0d
Respiration problem	22 Jan 09	17d
10 days checkup	13 Jan 09	8d
Control for return at home	9 Jan 09	-4d
Birth	5 Jan 09	0d

Diagnosis

General

My Diagnosis

Social

New documents

- Abdomen palpat 15 Sep 2009
- Cardiac auscul 15 Sep 2009

To Do

Send checkup

Notes

Father ask many questions, add 10 minutes to consultation

Current doctor: Dr Herman

Menu 1 Menu 2 Menu 3 Search

## Digestive

Thursday, 22 Jan 2009

**Digestive inspection**

Normal

**Digestive auscultation**

Normal abdomen noises

**Digestive palpation**

Little pain on the right lower area

**Liver**

No hepatalomegaly.

**Rectal**

Page 1/1

Draw

Mark

Color

Pen

Documents manager

Previous page Next page



23andMe genetics just got personal.

welcome

ancestry

health

how it works

store

# Start filling in the gaps with your DNA



“Because I had given my doctor information from 23andme, he got to a diagnosis much faster. 23andme saved my life.” Kirk C.

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2 Provide Saliva



3 Learn About Yourself



4 Get Monthly DNA Discoveries



Gain insight into your traits, from baldness to muscle performance. Discover risk factors for 97 diseases. Know your predicted response to drugs, from blood thinners to coffee. And uncover your ancestral origins. [start tour »](#)

Overview

Discover Health & Ancestry

Keep Your Doctor Informed

Participate In Research

## Latest Genome Service Discoveries

**UPDATED** results for C-reactive Protein Level  
Jun 09, 2011

## What People are Saying



kaihendry Exploring my @23andMe Genetic Profile. Having fun. :)

## From the Press

23andMe Achieves Milestone in Building Sarcoma Research Community and Announces...

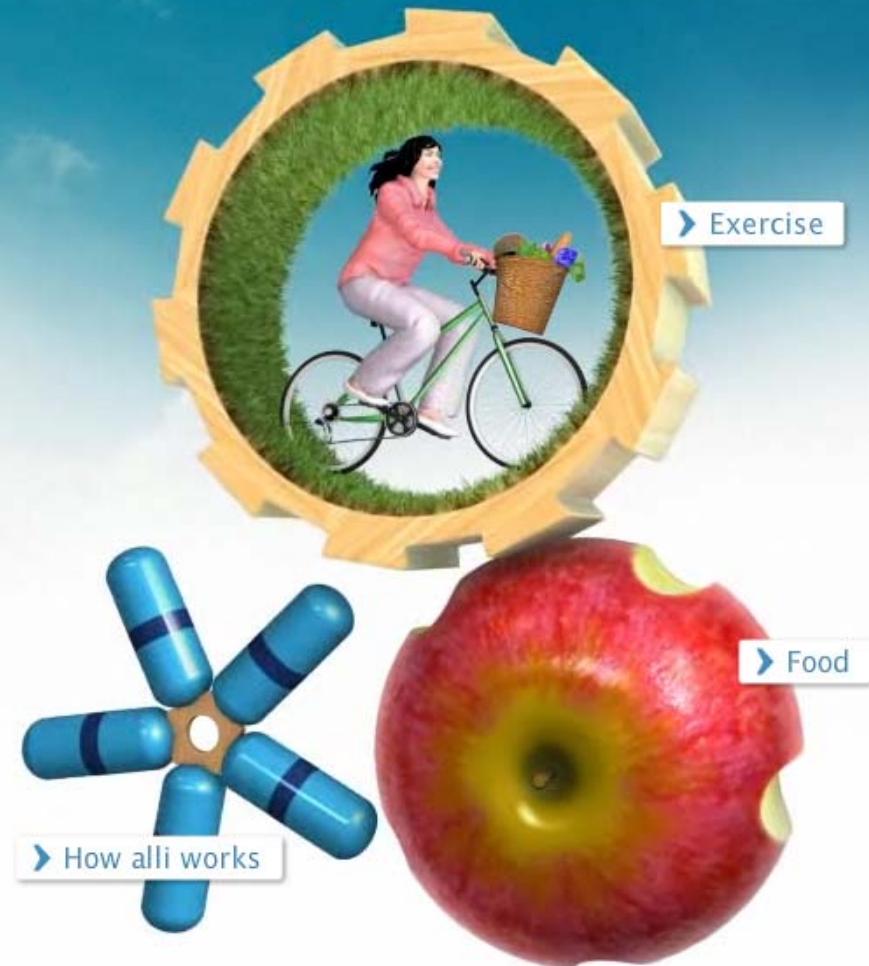


**El objetivo: estar bien**

# how healthy works

with alli you learn how healthy works. through weekly lessons, check-ins and a community to support your journey, you build healthier skills and habits.

[start now](#)



**Wealth of health =  
“wellth”**

# Médicos

# Formarme

## Carta de un médico a la Industria Farmacéutica

### 10 RAZONES POR LAS QUE NO DESEO SER INFORMADO POR LOS REPRESENTANTES DE LA INDUSTRIA FARMACÉUTICA:

1. La industria farmacéutica suele ofrecer propaganda comercial con conflicto de intereses.
2. En internet es posible obtener información más imparcial, basada en la evidencia científica y con análisis de coste-efectividad independientes.
3. No necesito de su dinero ni de sus panfletos para mi formación continuada. Tampoco les necesito para estar actualizado (punto 2)
4. Intento tratar a mis pacientes usando sólo los nombres de los principios activos (como constan en la literatura científica), y no con nombres comerciales.
5. No necesito de sus regalos. El intercambio de sus regalos por mis recetas es un chantaje fruto de la corrupción a costa de los impuestos generales.
6. Sus "novedades terapéuticas" no lo suelen ser en términos de relevancia terapéutica (comparación contra placebo, esteroisómeros)
7. El elevado precio de mercado de sus "novedades" es difícil de justificar debido a la falta de transparencia y de supervisión por organismos independientes en sus investigaciones.
8. Gastan demasiado dinero en publicidad que podría ser invertido en más investigación o en abaratar los precios de mercado de sus "novedades".
9. En ocasiones no han publicado resultados negativos en términos de ausencia de eficacia/efectividad o de presencia de efectos adversos en sus "novedades" con resultados catastróficos (-coxibs, -statinas, etc...)
10. No es compatible su visión de libre mercado con el derecho al acceso a la salud (patentes abusivas en países pobres, ganancias exorbitadas a costa del sufrimiento de los enfermos y enfermedades olvidadas)

# Del push al pull



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4. Grow their business through referrals
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 FAQ  
 TOUR

VIDEOS  
 0 NEW MESSAGES  
 0 NETWORK INVITATIONS  
 MY PROFILE  
 FEEDBACK ABOUT  
 LOG OUT

« POST TO ORTHOMIND RECENT ACTIVITY POPULAR HIGHEST RATED MY POSTS MY FAVORITES CHALLENGING CASES »

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- Collaborate about clinical cases – get experienced input
- Poll your colleagues for rapid consensus opinions
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[TAKE THE TOUR](#)

Will Surgeon Owned Distributorships benefit our patients?



“I like that it's only for Orthopods. The content is timely.”

- Dr. Carter

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Username or Email:

Password:

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[Password Help...](#)

« POST TO ORTHOMIND RECENT ACTIVITY POPULAR HIGHEST RATED MY POSTS MY FAVORITES CHALLENGING CASES »

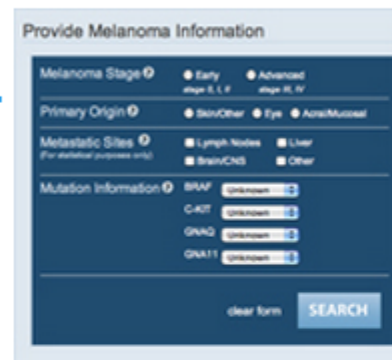
# CANCERCOMMONS

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## Dr. Tenenbaum talks to CNN about Targeted Therapy Finder — Melanoma.

This application distills the knowledge of leading melanoma experts to help patients and their physicians select the best available genomic tests, targeted therapies and clinical trials. Therapy Finders for other cancers are coming soon. Cancer Commons will continuously test and refine the experts' recommendations based on data donated by patients and physicians. Please join us in this mission by becoming part of the Cancer Commons Network.

**Please Register Now**



## News and Events

April 21, 2011 - Dr. John Curd (1946-2011)  
[A Statement by Dr. George Lundberg, Editor in Chief of Cancer Commons](#)

April 21, 2011 - CollabRx: Unexpected death of Director and Chief Medical Officer, John G. Curd, MD  
[A Statement from Marty Tenenbaum](#)

April 5, 2011 - ASCO Partnership: [The American Society of Clinical Oncology and CollabRx Partner to Develop Online Apps for Planning Cancer Treatment](#)

March 31, 2011 - PLoS ONE: [Cancer Commons Researchers Publish Molecular Disease Model for Melanoma](#)

March 9, 2011 - CNN: [Dr. Tenenbaum talks to CNN about the Targeted Therapy Finder.](#)



February 7, 2011 - Medpage Today: [Dr. George Lundberg discusses the Melanoma Therapy Finder](#)

*“Cancer Commons puts the patient at the front end of a remarkable experiment in translational medicine — one in which basic molecular biology, computational methods and a network of experts and institutions collaborate to work out personalized medical solutions.”*

Donald Kennedy, Ph.D. President Emeritus Stanford University and Editor of Science (2000 - 2008)



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**User Name**

**Password**

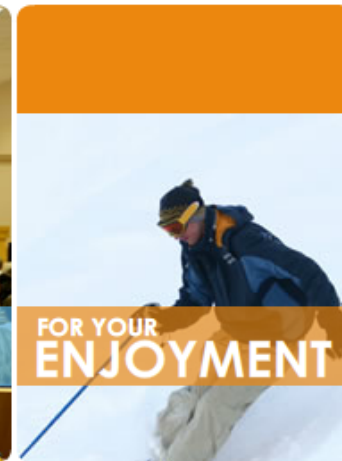
**SUBMIT**

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[Social Media Provides Timely and Relevant Information for Nurses and Patients](#)

[Time to Celebrate! National Nurses' Week, May 6-12](#)

[NurseConnect Listed as a Top Health and Medical Social Media Site](#)

[How to Balance a Nursing Career with Motherhood](#)

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Trevor  
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Top Five Reasons to Join NurseConnect

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- Find nursing career resources
- Discuss hot topics for nursing

What's the best thing you like about your workplace?

Your colleagues and friends

Salary and/or benefits



## Register

Open yourself up to a world of possibility

### Login Information

**Username:**

This will be the name you use to login

**Password:**

Enter a password with at least 7 characters

**Password Confirm:**

Enter your password again for confirmation

### Account Information

**Display Name:**

This is the name that others will see when viewing your profile.

**First Name:**

**Last Name:**

**Email:**

We do not share email addresses with others.

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### Connect

Read our industry and physician spotlights for working examples of good relationship practices.

**Physician Spotlight**  

**Professor Philip Poole-Wilson** - Shortly before he died, Professor Philip Poole-Wilson gave an interview on his work and motivations.

**Industry Spotlight**  

**Usman Azam** - Spotlight on Usman Azam - just assigned to one of the most senior roles in a pharmaceutical company.

### Collaborate

Participate and have your say on our forum and learn about excellent projects.

**Hot Topic**  

Doctors are looking to us for web help

**Commendable Collaborations**  

**Steve Smith** - In our series describing 'Commendable Collaborations' in healthcare and the people who make them happen, we get some insights into how to make them happen and how to bring clinical academia and the pharmaceutical industry together from Professor

### Contribute

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**This week's Lead Article**  

Paul Coyle discusses the role of medical communications agencies in the delicate relationship between pharma and thought leaders.

**The Burning Question**  

What is an acceptable amount for industry to spend annually on educating physicians about their products?



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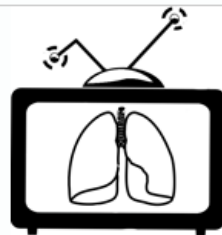
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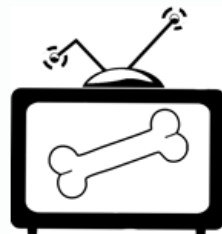
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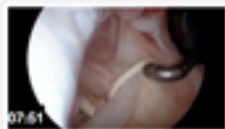

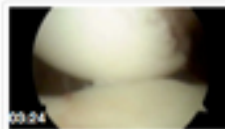
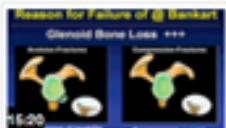


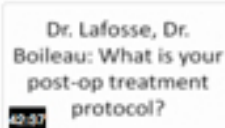
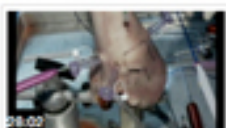
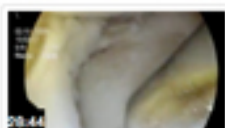

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 <p style="font-size: 0.7em; margin: 0;">07:55</p> <p style="font-size: 0.8em; margin: 0;"><b>Anterior Shoulder Instability with a Capsular and Labral Tear</b></p> <p style="font-size: 0.7em; margin: 0;">Stephen J Snyder</p>	 <p style="font-size: 0.7em; margin: 0;">07:51</p> <p style="font-size: 0.8em; margin: 0;"><b>ARTROSCOPIC BANKART REVISION</b></p> <p style="font-size: 0.7em; margin: 0;">Sergio Rowinski</p>	 <p style="font-size: 0.7em; margin: 0;">12:02</p> <p style="font-size: 0.8em; margin: 0;"><b>Open Latarjet for Shoulder Instability</b></p> <p style="font-size: 0.7em; margin: 0;">Jon J.P. Warner</p>	 <p style="font-size: 0.7em; margin: 0;">09:54</p> <p style="font-size: 0.8em; margin: 0;"><b>Arthroscopic Repair for Multidirectional Instability</b></p> <p style="font-size: 0.7em; margin: 0;">Alan M Reznik</p>
 <p style="font-size: 0.7em; margin: 0;">15:09</p> <p style="font-size: 0.8em; margin: 0;"><b>Arthroscopic Bistow-Latarjet-Bankart Procedure</b></p> <p style="font-size: 0.7em; margin: 0;">BOILEAU Pascal</p>	 <p style="font-size: 0.7em; margin: 0;">15:15</p> <p style="font-size: 0.8em; margin: 0;"><b>Latarjet - History, Indications, Results, &amp; Technical Tips</b></p> <p style="font-size: 0.7em; margin: 0;">Giles WALCH</p>	 <p style="font-size: 0.7em; margin: 0;">14:08</p> <p style="font-size: 0.8em; margin: 0;"><b>Arthroscopic Latarjet - Indications, Technique, Results</b></p> <p style="font-size: 0.7em; margin: 0;">Laurent Lafosse</p>	 <p style="font-size: 0.7em; margin: 0;">02:37</p> <p style="font-size: 0.8em; margin: 0;"><b>Dr. Lafosse, Dr. Boileau: What is your post-op treatment protocol?</b></p> <p style="font-size: 0.7em; margin: 0;">Panel Discussion at VuMedi Euro Shoulder Webinar</p> <p style="font-size: 0.7em; margin: 0;">Alex Castagna</p>
 <p style="font-size: 0.7em; margin: 0;">08:02</p> <p style="font-size: 0.8em; margin: 0;"><b>Anterior Bankart Repair - Surgery Demo</b></p> <p style="font-size: 0.7em; margin: 0;">Stephen Burkhart</p>	 <p style="font-size: 0.7em; margin: 0;">08:44</p> <p style="font-size: 0.8em; margin: 0;"><b>Posterior Instability Repair - Surgery Demo</b></p> <p style="font-size: 0.7em; margin: 0;">Robert A. Arciero</p>	 <p style="font-size: 0.7em; margin: 0;">16:33</p> <p style="font-size: 0.8em; margin: 0;"><b>Latarjet-Patte Procedure</b></p> <p style="font-size: 0.7em; margin: 0;">Giles WALCH</p>	 <p style="font-size: 0.7em; margin: 0;">09:59</p> <p style="font-size: 0.8em; margin: 0;"><b>Arthroscopic management of MDI</b></p> <p style="font-size: 0.7em; margin: 0;">Buddy Savoie</p>

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 Barcelona, Spain

**Creado por** Grupo de la Academia Española de Dermatología y Venereología (AEDV), Rosa Taberner

**Más información** Organiza Dr. Josep Herrero. Dermatología. Hospital del Mar  
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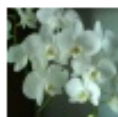
Medicos Españoles

14 tal vez asistan

Ver



### Muro



**Conchi Sánchez**

Me vienen muy bien tus recordatorios. saludos

21 de mayo a las 13:50 · Me gusta · Comentar

 A Rosa Taberner le gusta esto.

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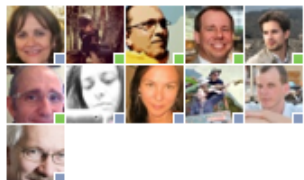
Ángel González  
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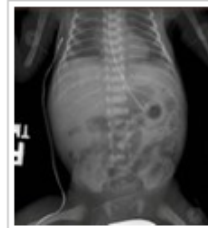
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**Cirugía Pediátrica** added photos to **neumatosis**.



**neumatosis**

on Saturday · Like · Comment · Subscribe

Julio Mayol and 3 others like this.



**Cirugía Pediátrica** Paciente de 32 semanas de EG, 780 gramos al nacimiento. Inicia tolerancia oral al 4º día de vida. A los 12 días comienza con distensión abdominal, débito bilioso e inestabilidad térmica, al día siguiente tiene un cuadro de bradicardia y apn...[See More](#)

23 hours ago · Like



**Juan Luis Blas** Enterocolitis necrotizante? Me parece ver gas "dibujando" el contorno de las asas, junto con un cuadro séptico. Hace mucho que no me manejo con niños.

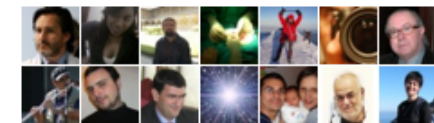
13 hours ago · Like



**Juan Luis Blas** Cómo pregunta/duda: diferencias entre colitis necrotizante/neumatosis intestinal... es un mismo proceso, dos entidades distintas? Gracias por la información de aptemano.

13 hours ago · Like

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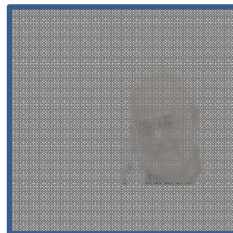
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Irene Tato

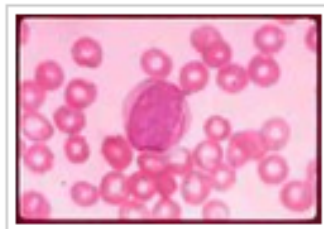
Larysa Alpatieva


Chat (11)



### Santiago Casares

Enfermo de 35 años , con cuadro de 1 mes de sangrado gingival , astenia , anorexia . No refería antecedentes de interés y destacaba palidez importante , gingivitis hemorrágica , aftas bucales y petequias. Hepatomegalia de 4 traveses no dolorosa. Se presenta una imagen del frotis sanguíneo.



 23 hours ago · Like · Comment · Subscribe

 2 people like this.



**Julio González Sánchez** Leucemia monocítica aguda.

22 hours ago · Like



**Santiago Casares** ¿y en que se basa el diagnostico?

19 hours ago · Like



**Francisco Del Castillo Tirado** El central parece un linfocito muy indiferenciado. Sin embargo, los eritrocitos de alrededor se parecen demasiado a los dacriocitos (hematíes en lágrima, compatible con mieloptosis). LA clínica es compatible con una leucemia aguda. En fin, a ver qué respuestas se dan, que también es muy temprano para pensar. Un saludo.

13 hours ago · Like

February 17, 2009 – Updated 1659 GMT (0059 HKT)

## Surgeons send 'tweets' from operating room

- STORY HIGHLIGHTS**
- For the second known
  - Doctors used social-
  - Following along online
  - Surgeons hope twitter

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 VIDEO

By Elizabeth Cohen  
CNN

TEXT SIZE  

**DETROIT, Michigan (CNN)** – It's 7 a.m. at Henry Ford Hospital, and surgeons are preparing to remove a cancerous tumor from a man's kidney.



A doctor posts updates on social-networking site Twitter during a recent operation in Detroit.

It's potentially a risky surgery, but everything's ready: The doctors and nurses are in the operating room, the surgical instruments are sterilized and ready to go, and the chief resident is furiously Twittering on his laptop.

That's right -- last week, for the second known time, surgeons Twittered a surgery by using social-networking site Twitter to give short real-time updates about the procedure.

Following the February 9 operation online were other doctors, medical students and the merely curious.

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## Community Update



### Scientific Meetings through the Lens of Twitter



At conferences, Twitter can help drive traffic to poster presentations. (Image courtesy of AACR)

When cancer doctors and researchers gather in Chicago this weekend to discuss the latest advances against the disease, people at the meeting and around the world will join a conversation that started on Twitter 2 weeks ago.

The discussion began in earnest on May 18, when the American Society of Clinical Oncology (ASCO) released 4,000 scientific abstracts online ahead of its **annual meeting** this weekend. People on Twitter began to post short messages, or tweets, about abstracts they found interesting. This sparked more chatter, including, just for fun, a flurry of **tweets in Haiku**.

On Saturday, after much anticipation, the conversation will turn to research results. During the plenary, members of the

audience will share findings from the talks on Twitter in real time; these messages, in turn, will prompt people following online to share their views.

"One of the most useful things about Twitter at meetings is the real-time feedback from colleagues who come at the talks from different angles," said Dr. David Kroll of North Carolina Central University. "The additional perspectives can really help you to interpret a talk."

#### Less Solitary, More Enjoyable

Before social media, these kinds of conversations took place between sessions or over drinks afterward. One's perception of a presentation can change, however, with the passage of time and additional talks, Dr. Kroll noted. In contrast, Twitter captures information and first impressions in real time.



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**Tweets** [Tweets with links](#)

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[@congressconnect](#) [#ASCOvirtual](#)  
 26 May

 **joniwatson** Joni Watson  
[@congressconnect](#) would love an [#ASCOvirtual](#) pass.  
 26 May

 **RNchat** RNchat  
 RT [@congressconnect](#) Can't attend [#ASCO11?](#) [@reply](#) us w  
[#ASCOvirtual](#) & get one of 100 virtual meeting certificates we give  
 out today. [#RNchat](#)  
 26 May

 **congressconnect** Roche  
[@MarianCutler](#) Congrats on your [#ASCOvirtual](#) meetings  
 certificate. Please follow us so that we can DM you the details.  
 26 May

 **MarianCutler** Marian  
[@congressconnect](#) Please send a certificat [#ASCOvirtual](#)  
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 **stales** Alicia C. Staley  
 HOLY MOLY --> Thank you [@connectedcongress](#) for the pass to

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*Passionate, healthcare communicator; active at cros...*
-  **stales** Alicia C. Staley · [Follow](#)  
*CANCER SURVIVOR X3, Director of my own non-pr...*
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Beautiful roses from [@KendalLo](#)'s shower...nice to see all the ladies & the little guest of honour! <http://yfrog.com/gv7tprdj>  
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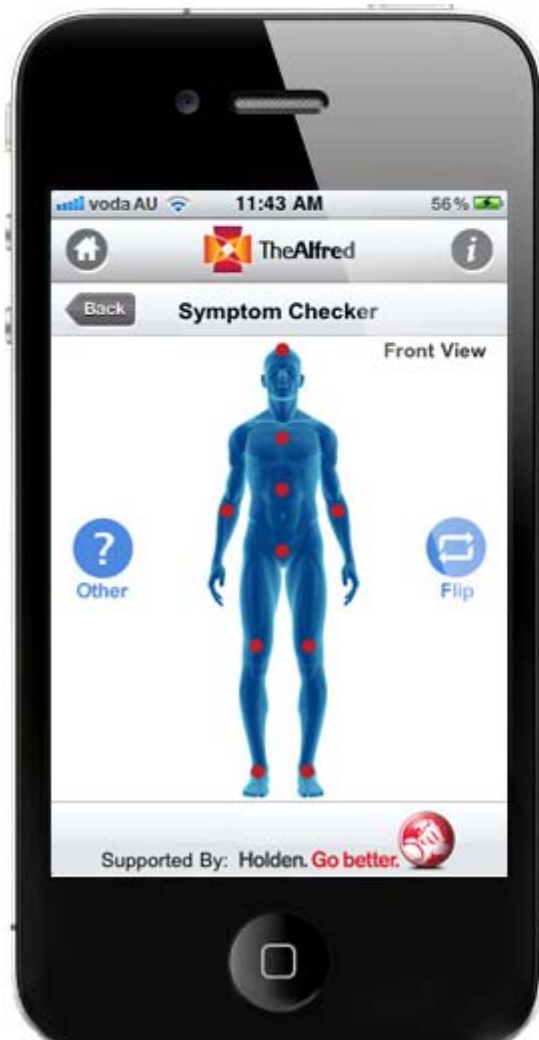
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<http://www.myhealthmate.com.au/>

# Walgreens Refill Rx by Scan

Thursday, June 9, 2011



OMG!

**I** am so in **love** with this app that allows me to refill our scripts at Walgreens.

Simply open the app (iPhone or Android), go refill by scan, scan then Bam! you are given a date and time when ready.

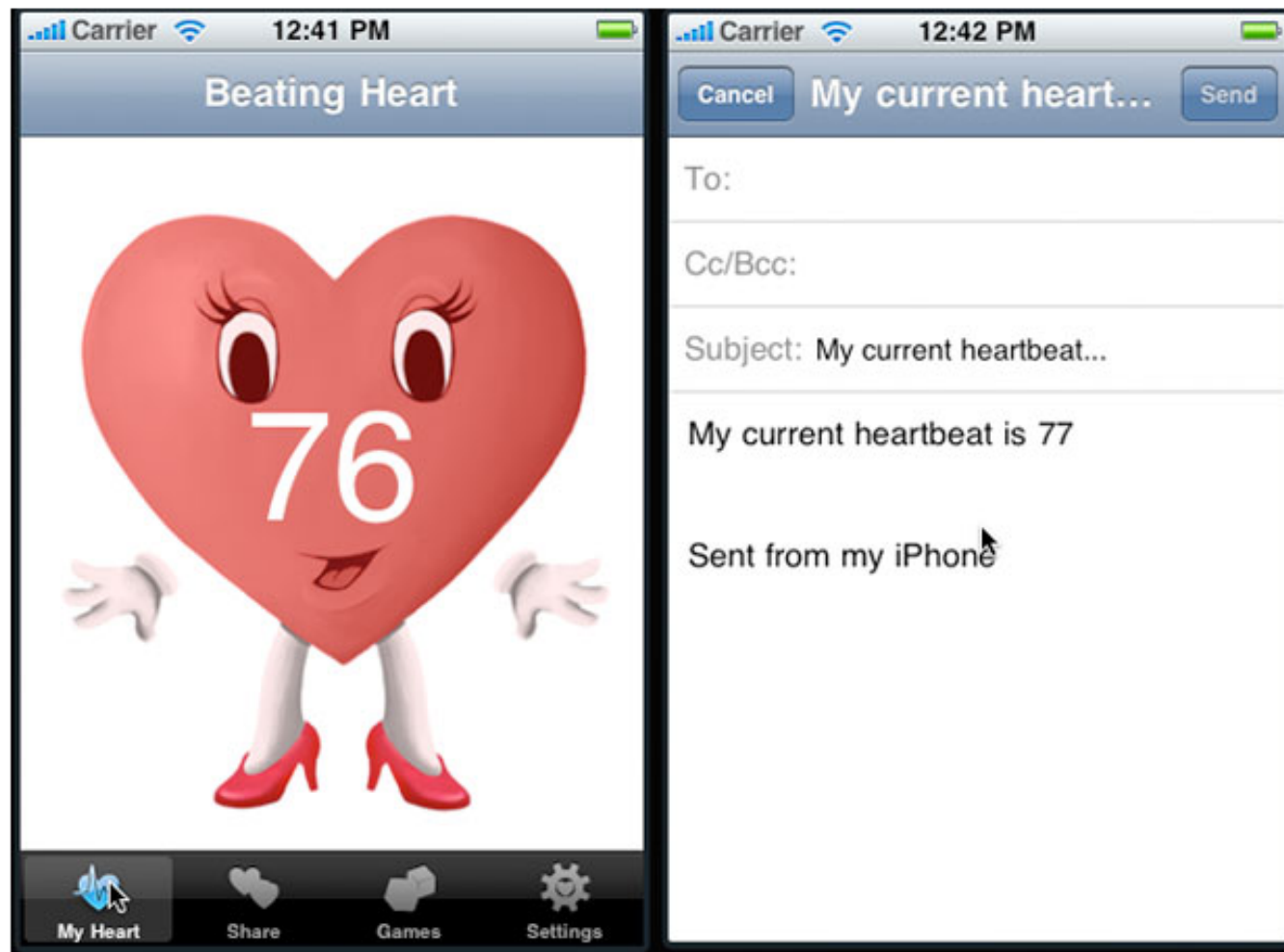
There is also the option to change that info.

Seriously this is so painless and fun.

# 500 Million People to Use Mobile Health Apps by 2015: mHealth Study

BY JENARA NERENBERG Thu Nov 11, 2010

Here's a snapshot of what went on this week in Washington D.C.





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## handyscope: pictures



In the hand



On the shoulder



On the arm



Front side



Back side



With phone



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<http://www.medhelp.org/land/sleep-log-app>



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Version: 1.0.0.17

**5 Reminders**

**Reminders** Done

Today

**Anbesox**  
 1 Injection, 20 ml >  
🕒 2:12 PM

**Aspirin**  
 1 Pill >  
🕒 2:10 PM

**Refills**

**Tap image to select medication.**

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# Maya

Maya from MedMinder is the most effective and affordable solution available to enhance medication adherence. Besides enabling personal interventions from caregivers, Maya offers patients a sense of comfort and companionship.

Contact Us for More Info

Buy

 Like us on Facebook

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## The Picture of Health

Only Basis gives you a complete overview of your day, and puts the tools to boost your health and wellness right at hand. Track your caloric burn, activity levels and sleep habits to make every day your best day.

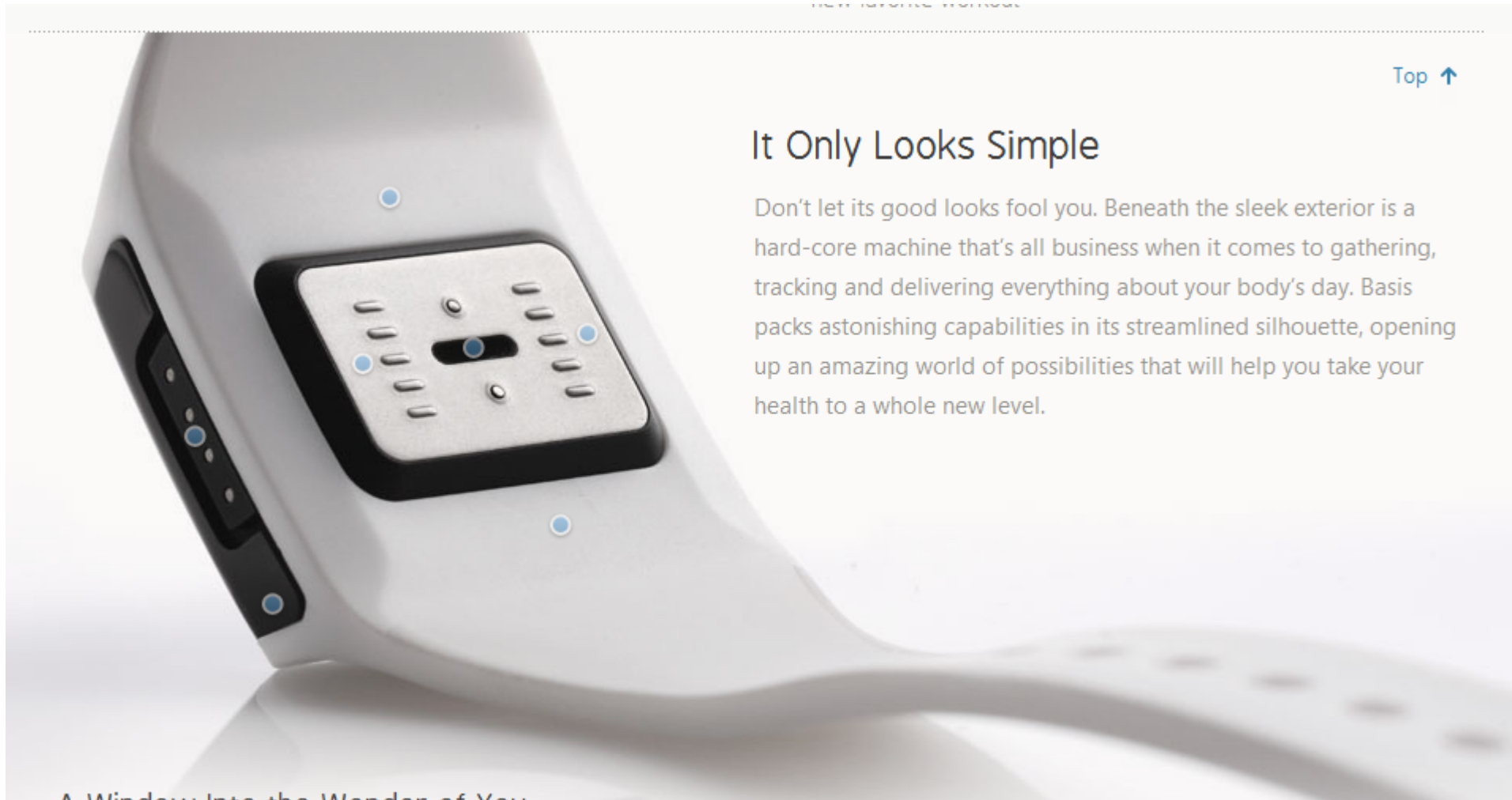
Basis is launching soon. Got ideas? Send them our way by visiting the community forums. Also, reserve your Basis Band now to participate in our private beta program!

[Reserve yours now](#)

 Like 359  Tweet 158







Top ↑

## It Only Looks Simple

Don't let its good looks fool you. Beneath the sleek exterior is a hard-core machine that's all business when it comes to gathering, tracking and delivering everything about your body's day. Basis packs astonishing capabilities in its streamlined silhouette, opening up an amazing world of possibilities that will help you take your health to a whole new level.

A Window Into the Wonder of You

<http://mybasis.com/>

## Wrist device rewards kids for exercising



 **1st February 2010** in [Health & Wellbeing](#), [Lifestyle & Leisure](#).

Virtue may be its own reward, but that doesn't mean tangible prizes won't make the deal even sweeter. Just as [SmartyCard](#) uses gifts from popular vendors and family sites to reward kids for completing educational games, so [Switch2Health](#) uses much the same approach to motivate them to exercise.

## Who uses Asthmapolis?

### Patients



Experts recommend that people with asthma track their symptoms, triggers and use of asthma medications. The Spiroscout and mobile diary can help you learn more about and better manage your asthma.

[Hear what people say](#)

### Public Health



By aggregating reports from individuals with asthma, epidemiologists and public health researchers can now access the latest, objective data on asthma in their community.

[Explore Asthmapolis surveillance data](#)

### Physicians



Physicians who remotely monitor asthma symptoms and the use of medications by their patients can identify those in need of additional attention, and help them achieve better asthma control.

[See how physicians are using Asthmapolis](#)

### Scientists



Track where and when people have asthma symptoms and use medications, to quantify the burden of asthma, explore environmental exposures, and identify spatial and temporal patterns of disease.

[Learn more about research studies](#)

SENSIMED AG



A breakthrough solution to continuously monitor fluctuations of intraocular pressure in glaucoma treatment

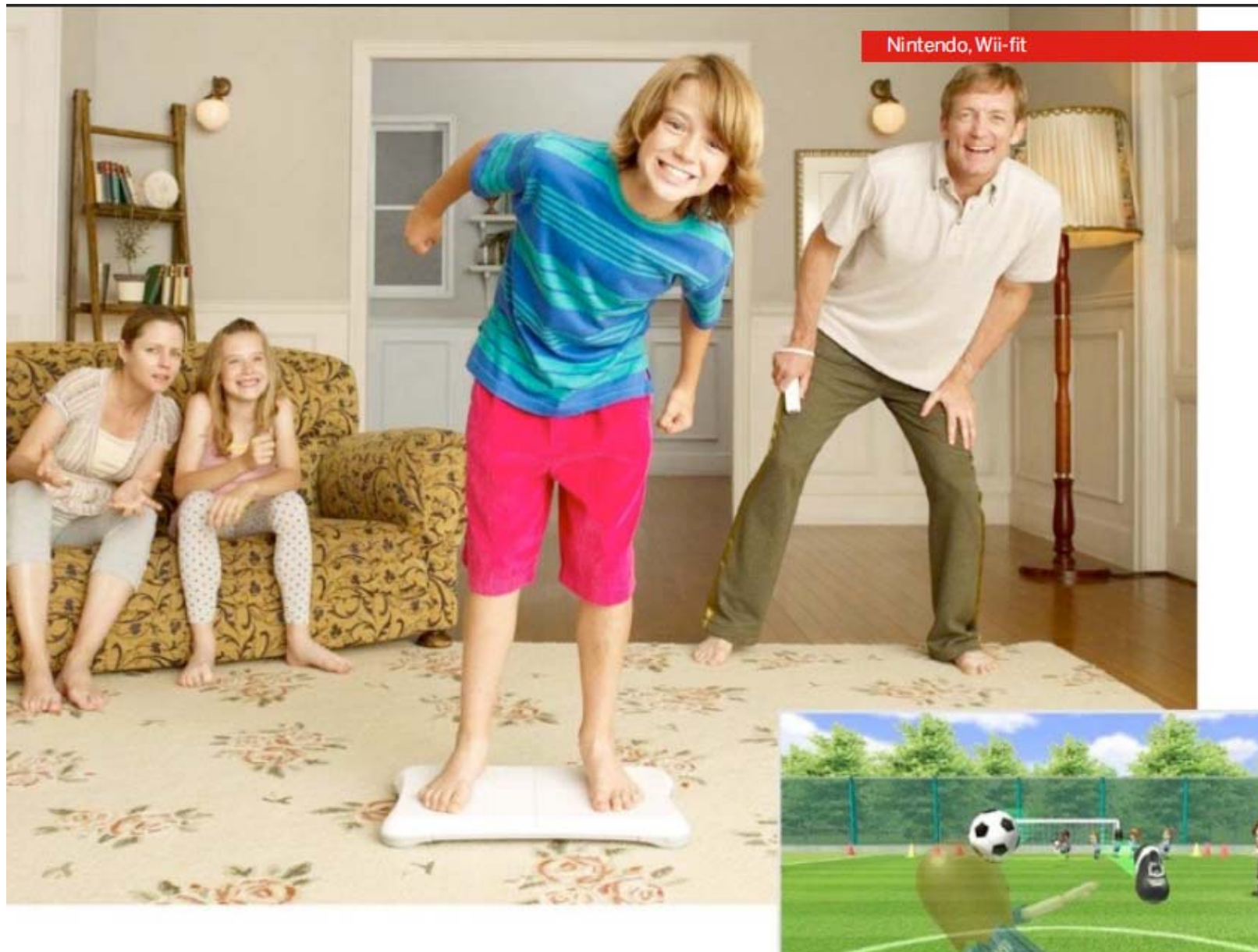
#### NEWS IN BRIEF !

► 05-07-2011

#### **SENSIMED and NIDEK to cooperate in Japan**

SENSIMED announced today the company has agreed a cooperation agreement with NIDEK CO., LTD to support the clinical research phase and to develop the registration path for the SENSIMED Triggerfish® in Japan. Founded in Gamagori, Japan in 1971, NIDEK continues to be a global leader in the design, manufacture and distribution of ophthalmic equipment.

<http://www.sensimed.ch/>



Runkeeper



# September's Game - Saturday the 11th

Healthmonth



Notes	Rules Followed	Points	Life Points
<b>Review of the day</b> I had a bit of a baguette at brunch for Rick Webb's ONE NIGHT ONLY and celebration.	<b>90%</b> 9 / 10 rules followed.	<b>162</b> points on this day. <b>2,120</b> points this month.	<b>5</b> life points left. <b>1</b> life points lost this turn.

You earned 0 new pieces of fruit. You have 10 total.



How you did with the various kinds of rules



# HeiaHeia!

## Mantente en forma y diviértete

Mantén un diario de todas tus actividades deportivas y dale ánimos a tus amigos. Más información »

Regístrate gratuitamente!



### ACTIVIDADES RECIENTES



Ciclismo 6.0 km en 25 min



Correr 8.1 km en 1 h 12 min



Patinete 3.0 km en 45 min



Ciclismo 30 min



Ciclismo 50 min



Ciclismo 41.4 km en 1 h 38 min



HeiaHeia on Facebook



10,385

FOLLOW US ON twitter



Últimas noticias

BLOG

### Bienestar corporativo

La versión corporativa de HeiaHeia mejora el bienestar de los empleados.  
Más información »

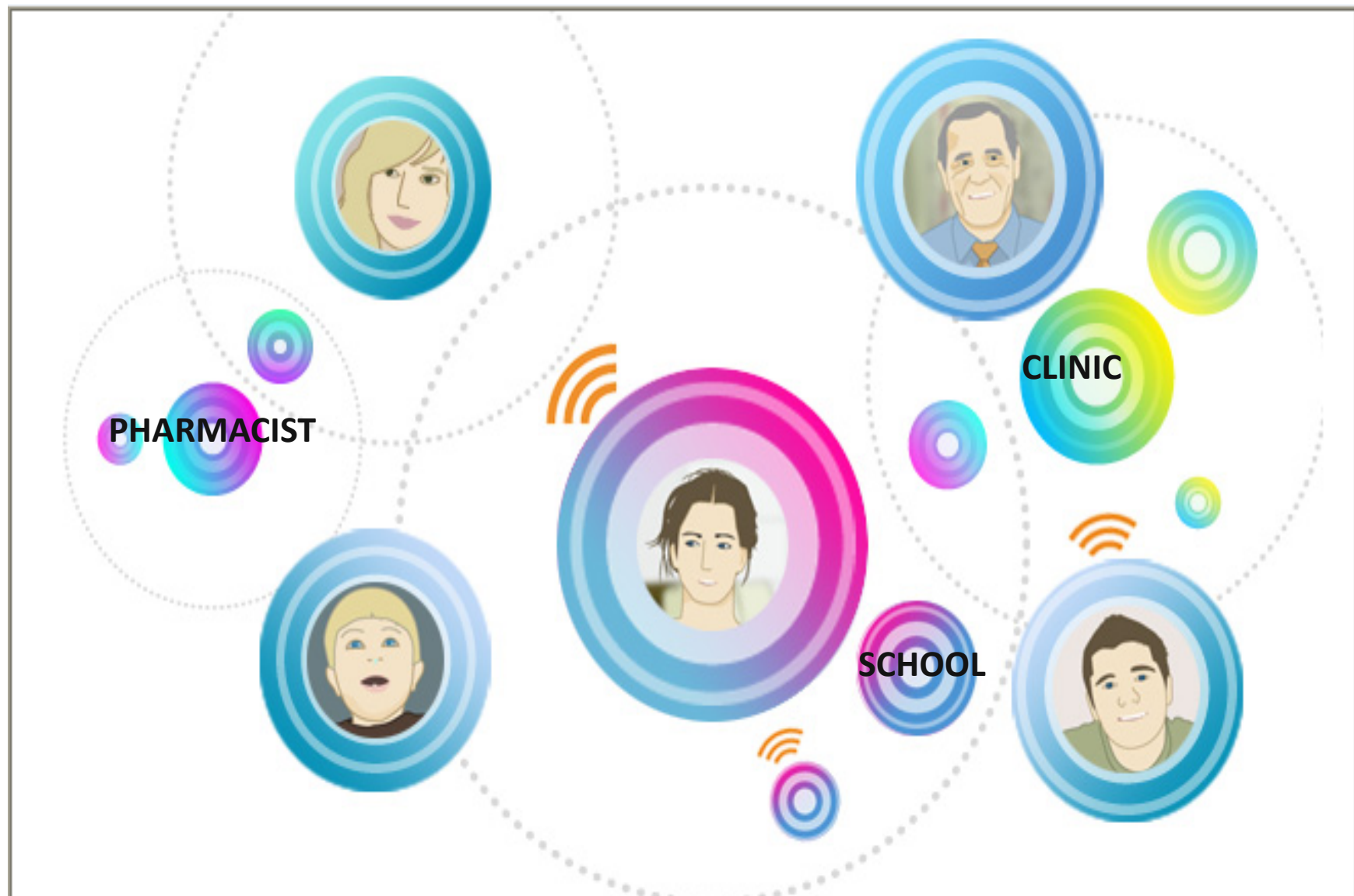
### Clubs deportivos

Los grupos de HeiaHeia son una manera ideal de mejorar la comunicación del equipo.  
Más información »

<https://www.heiaheia.com>



# Sistema



# Weekly Game with Dad



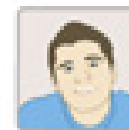
S, X, M, N, H, E, N



DAD 18

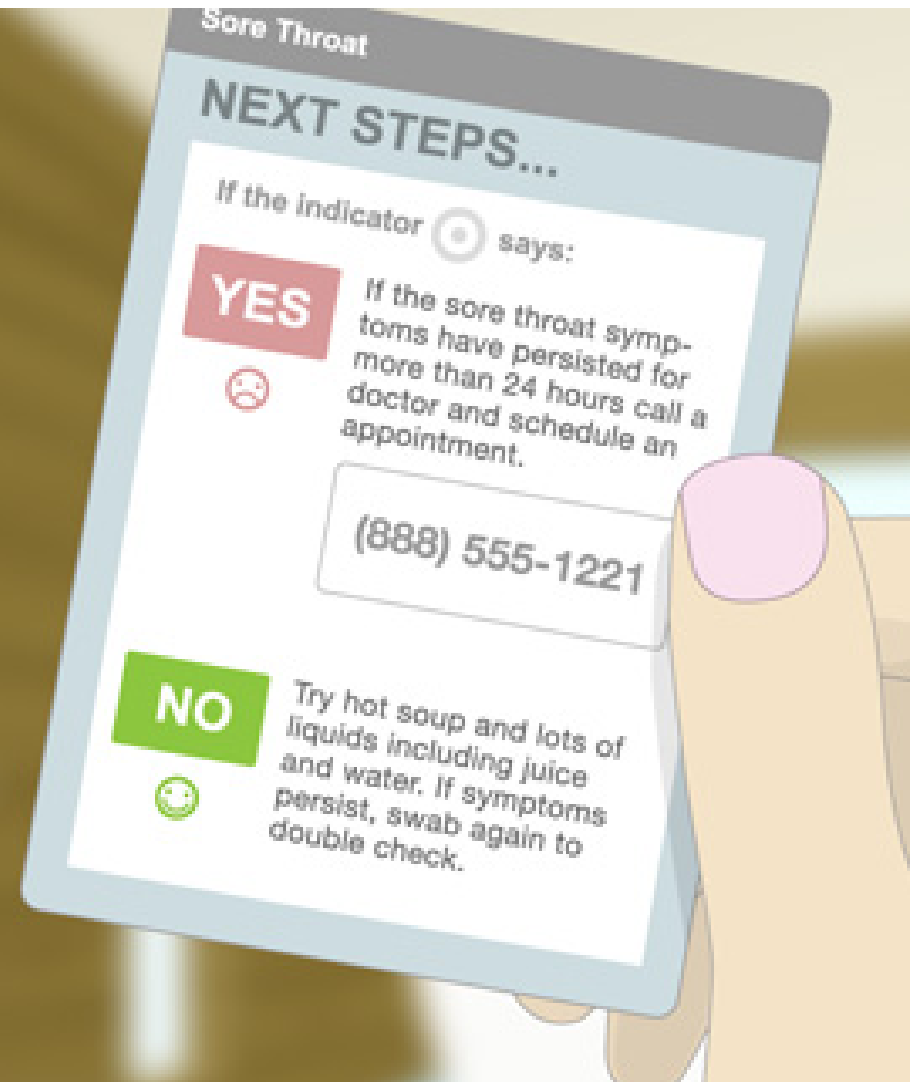
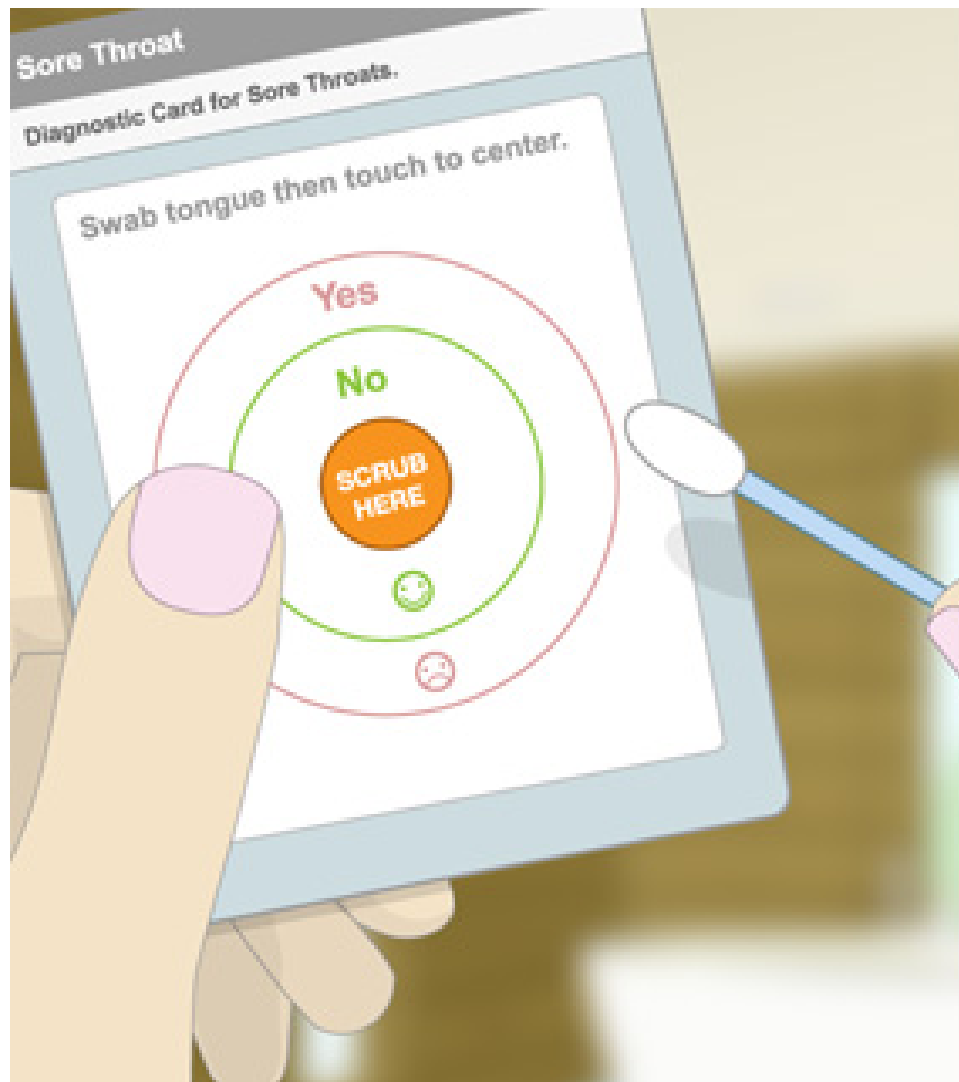


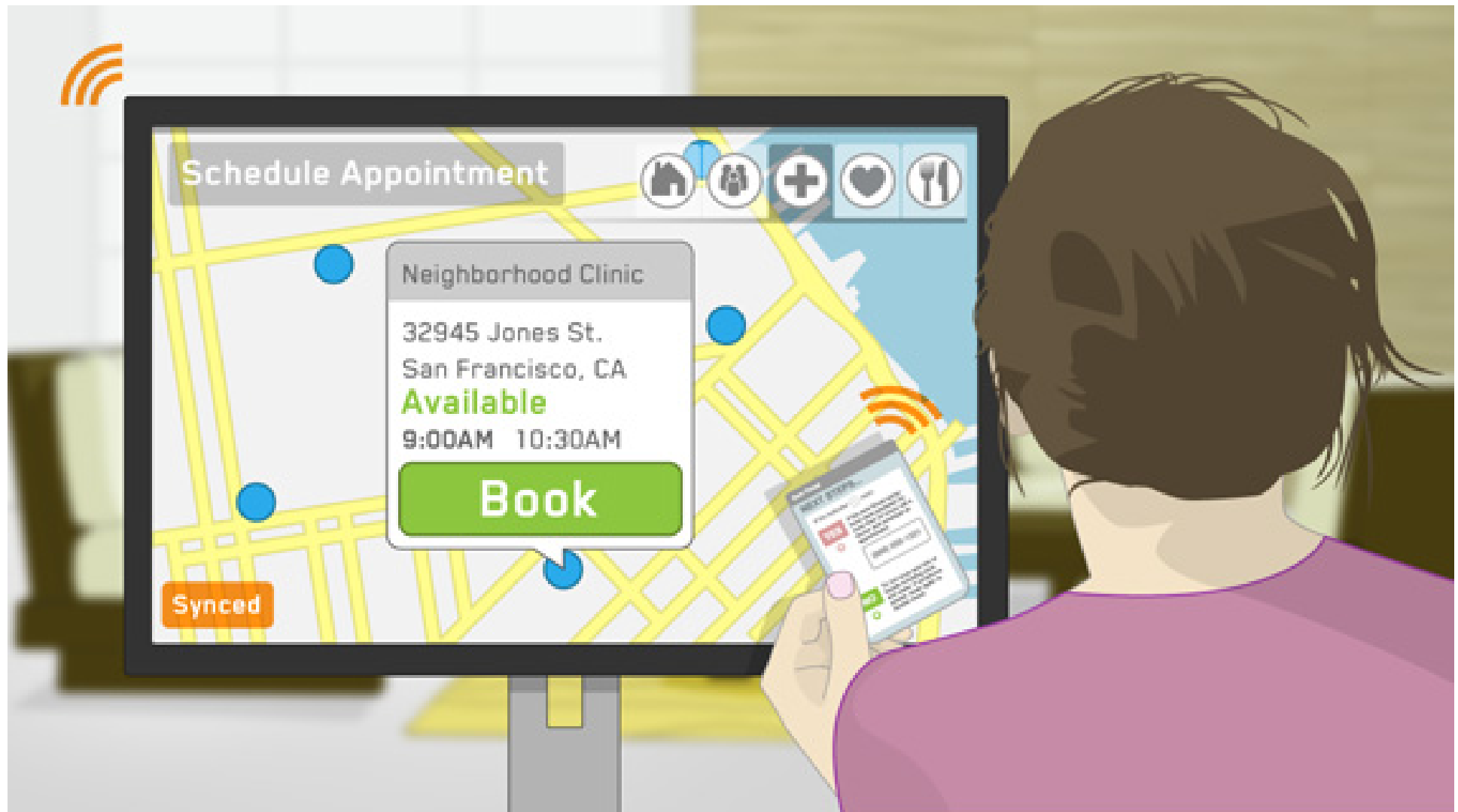
YOU 12

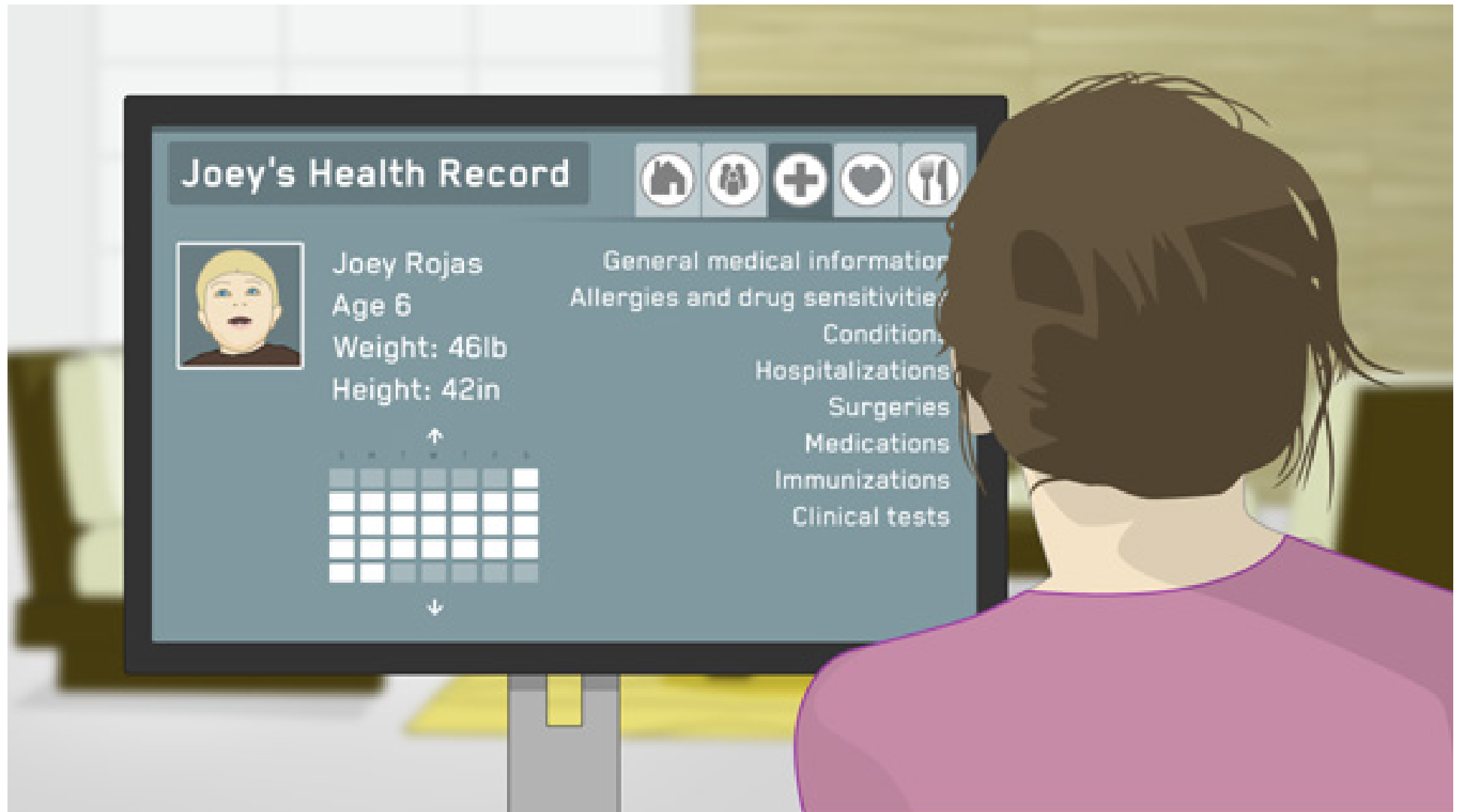


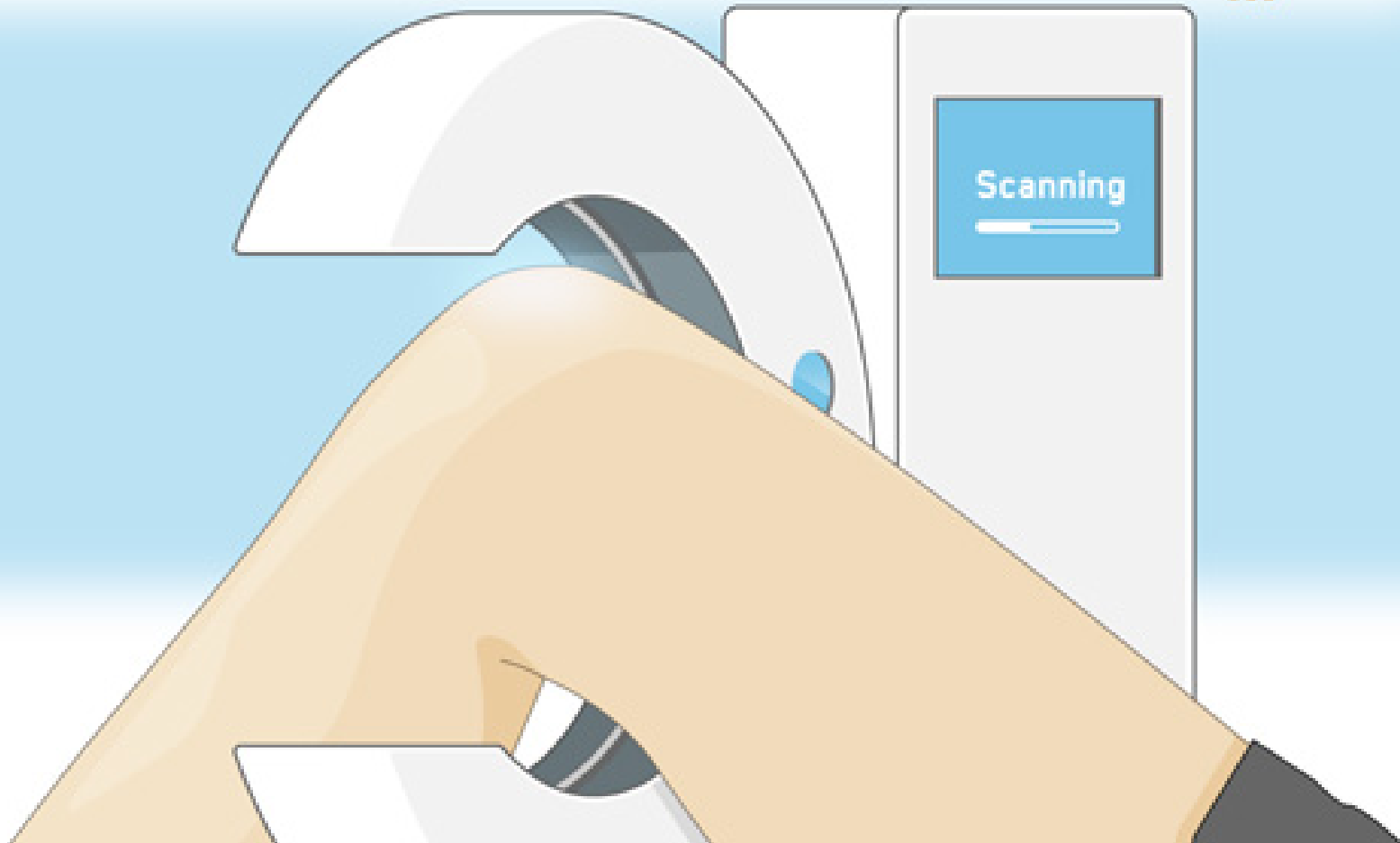
Hey sis, how is the Scrabble game going?







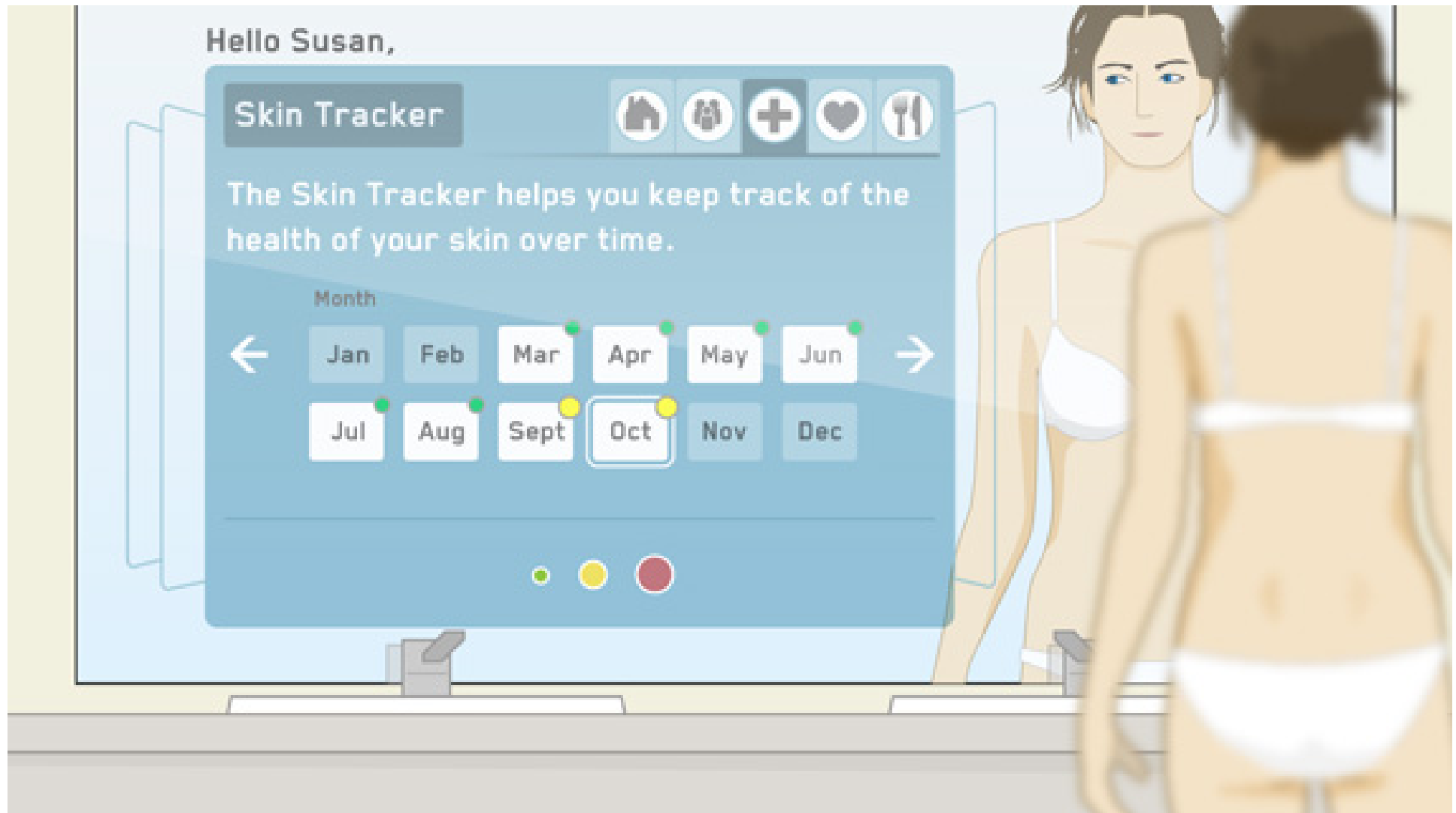


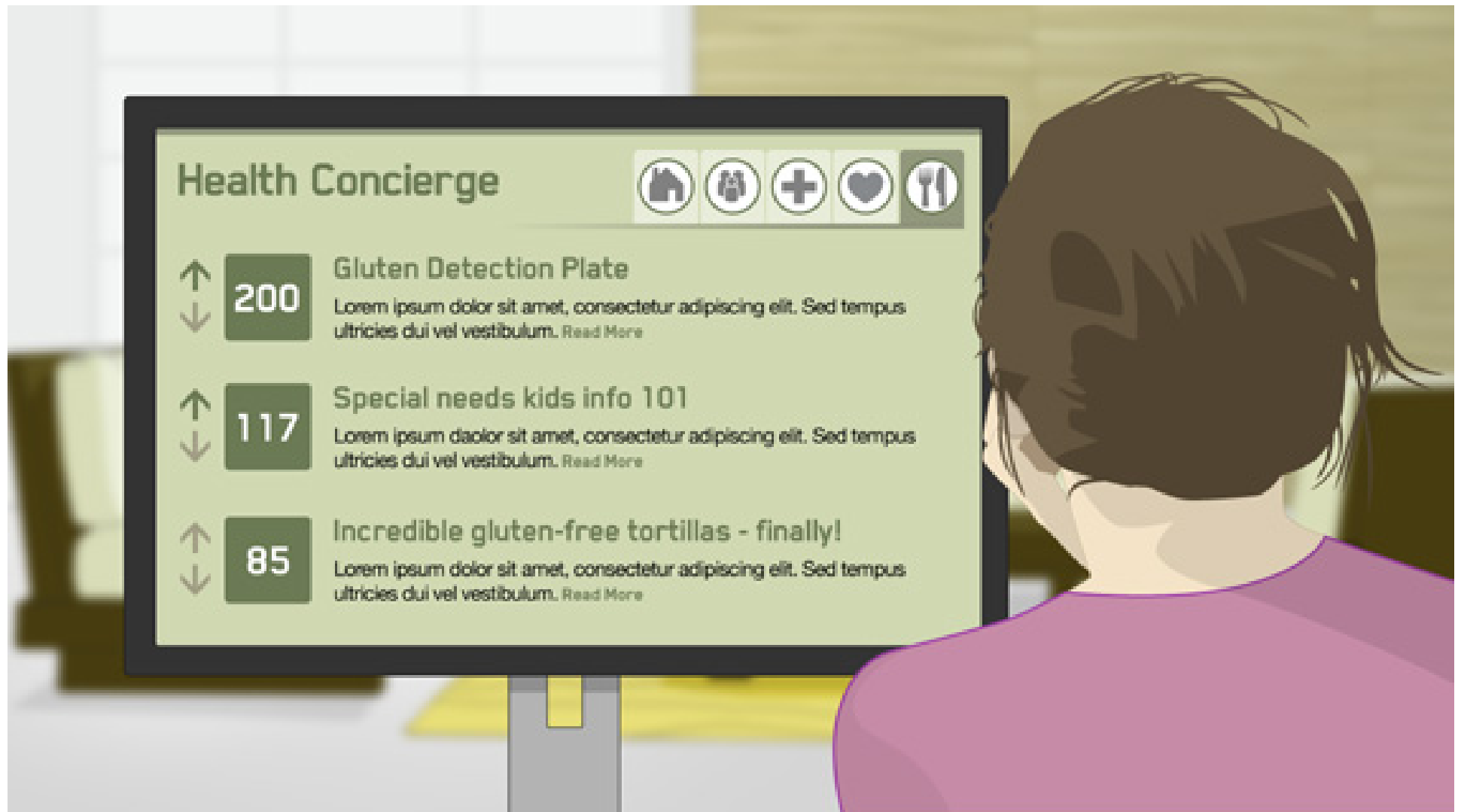












## Recipes of The Week

### Spinach Lentil Soup ★★★★★

"Turkey kielbasa, spinach, and lentils are combined to yield a hearty soup."

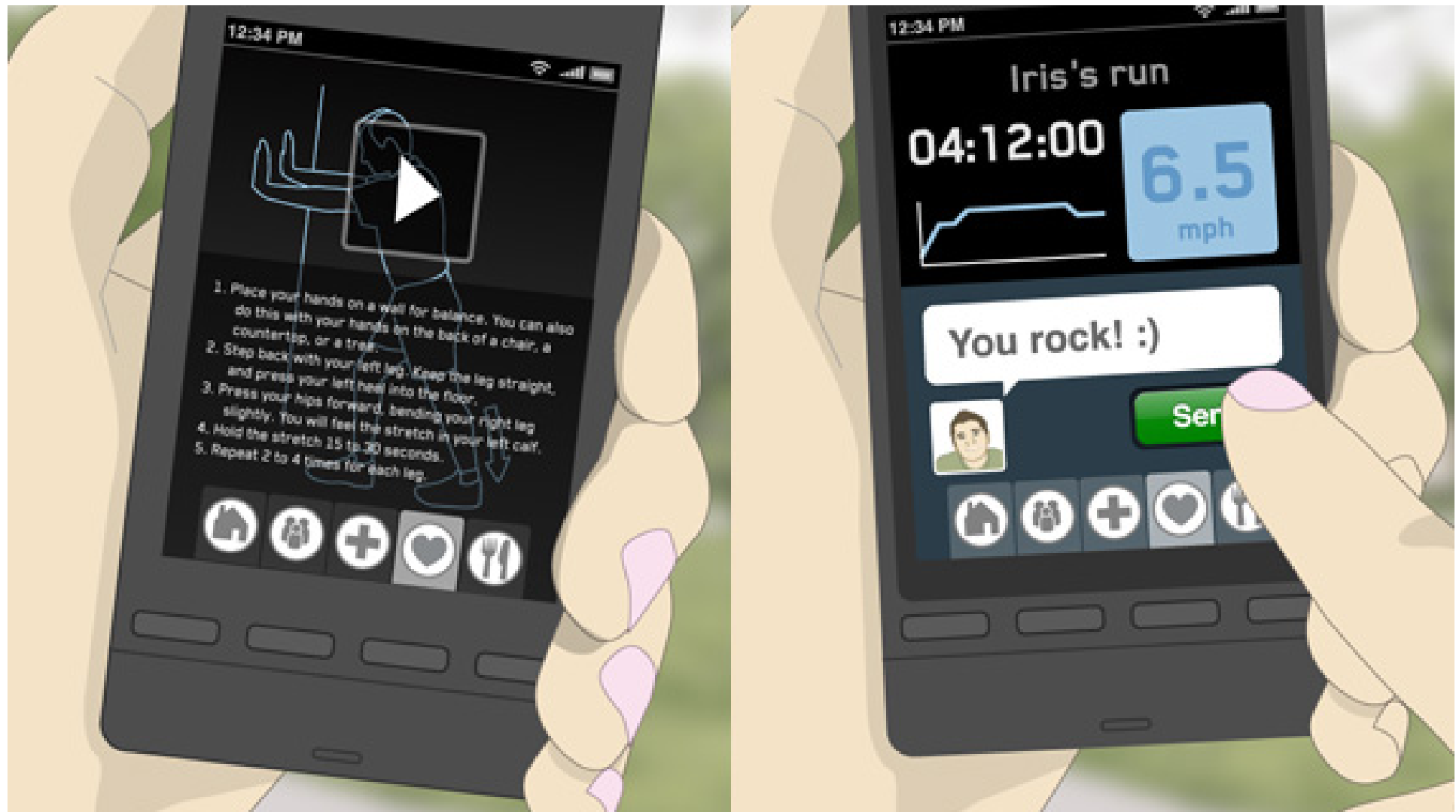
### Black Bean and Couscous Salad

The couscous is dotted with green onions, cilantro and black beans and boasts the tang of a lime-creamed dressing.





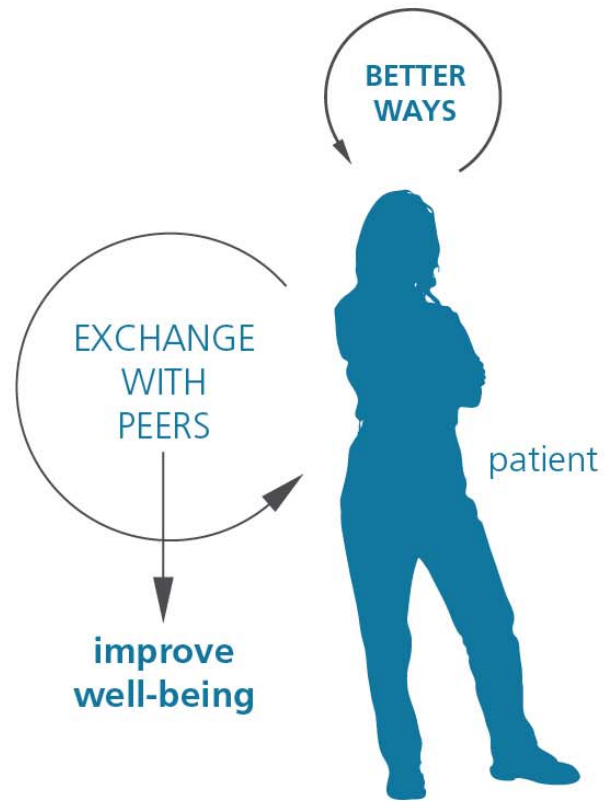




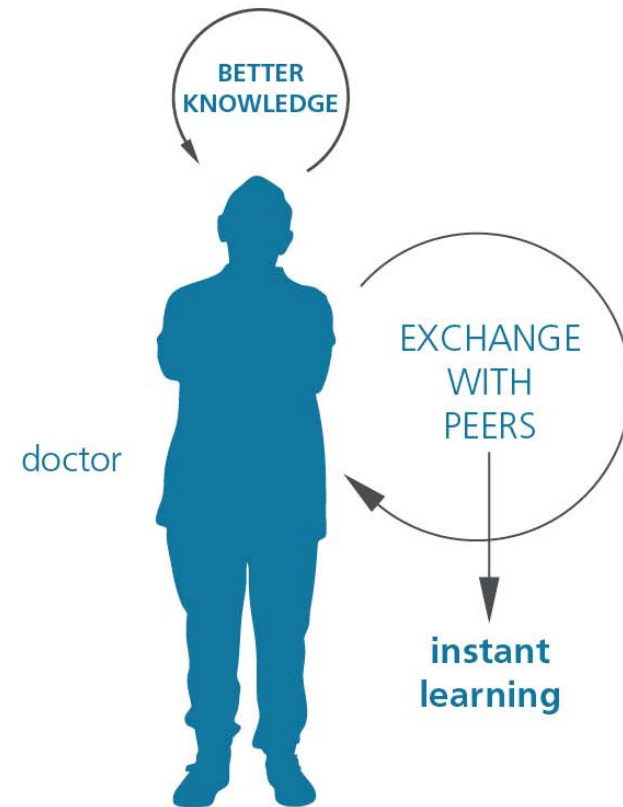




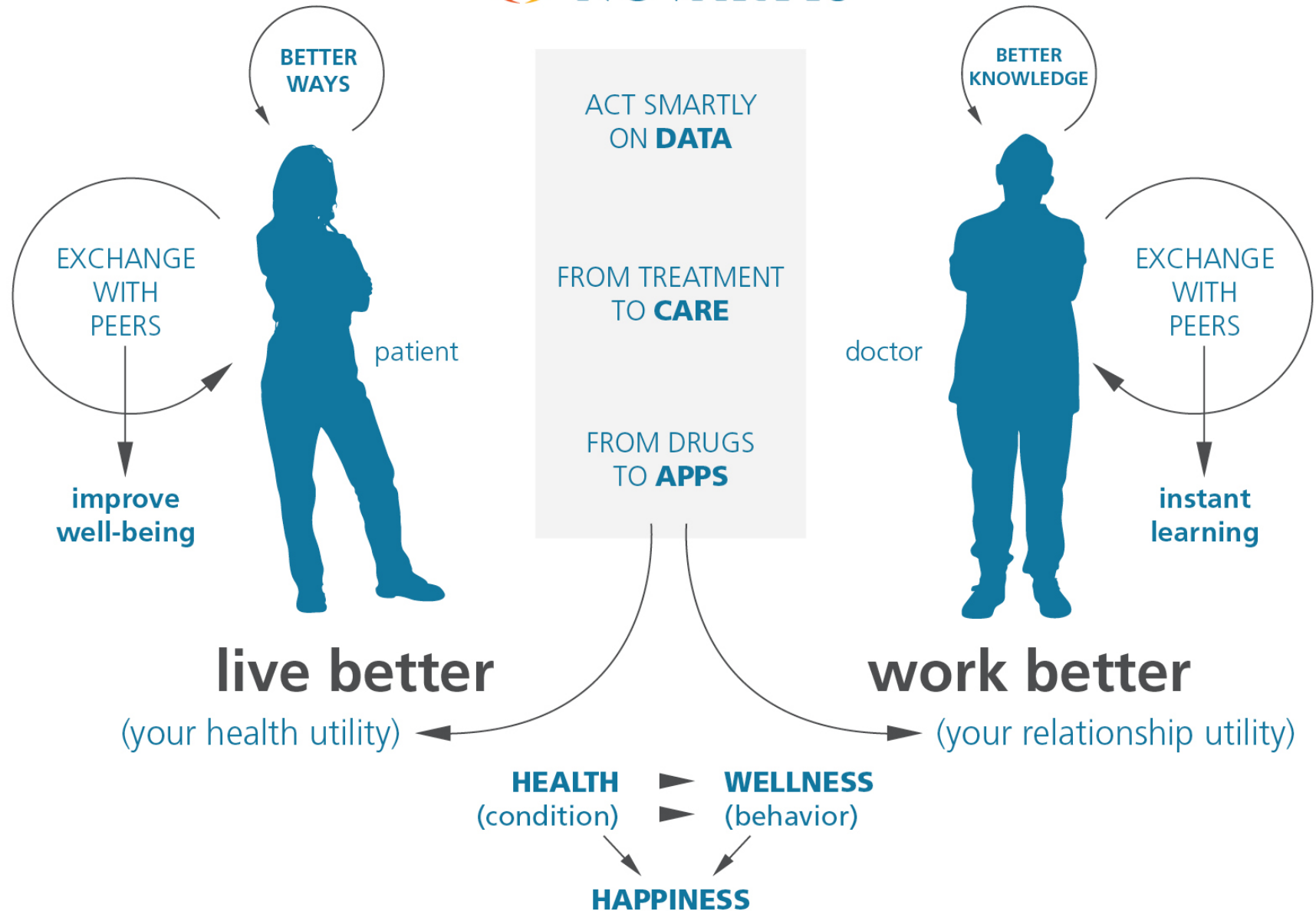
# Un modelo



**live better**



**work better**



# La palabra clave: aplicaciones

**El medicamento:  
Un caso particular (físico)  
de aplicación**

**Cambios en los procesos:  
Salud en casa,  
preguntas en el centro de salud**



**Cada día, una idea**

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[www.infonomia.com](http://www.infonomia.com)