



## 2007 Workshop Agenda

November 12, 2007

<b>Time</b>	<b>Activity</b>
7:30-8:15am	Registration & continental breakfast
8:15- 8:30am	Welcome & plan for the day Peter G. Goldschmidt, MD, DrPH, DMS President, Health Improvement Institute
8:30-10:15am	Plenary session Presentations will provide context for workgroup discussions Joshua Seidman, President, Center for Information Therapy <i>The Mysterious Maze of the World Wide Web: New Strategies for Measuring Internet Health Information Quality</i> Beau Brendler, Director, Consumer Reports WebWatch <i>Info Quality on the Web: Seals</i> Tom Eng, President, Healia, Inc <i>Personalization of Online Health Information – Current and Future Considerations</i> Greg Scandlen, Director, Center for Consumer Driven Healthcare <i>Working as Intended – What We Have Learned About Consumer Driven Health Care</i> Joan Dzenowagis, Program Manager – eHealth, WHO, Geneva <i>The health internet and consumers: An international perspective</i>
10:15-10:30am	Refreshment break & assemble into workgroups
10:30-1:00pm	Workgroups 1. What consumers want & will use 2. Future of trustmarks, ratings & consumer feedback 3. Information for consumers to make healthcare decisions 4. Gathering evidence & improving research
1:00-2:15pm	Luncheon
2:15-4:15pm	Presentation of workshop results (refreshments at 3:15)
4:15-4:45pm	Open forum & general discussion
4:45-4:55pm	Rapporteur's assessment; the way forward
4:55 - 5:00pm	Next steps & closing remarks Peter G. Goldschmidt, MD, DrPH, DMS President, Health Improvement Institute

**Dedicated to improving the quality and productivity of America's health care**

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