

Submission of Webicina.com for the Social Innovation Tournament

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How does Webicina serve the public?

Webicina.com curates medical social media channels through crowdsourcing with medical professionals in over 19 languages.

Webicina accurately selects the most relevant, quality and reliable medical social media resources from blogs and Facebook groups to Twitter users and Youtube channels with the guidance of medical professionals and e-patients.



Relevant medical social media resources

Wide reputation in medical resource curation of social media

Over 110 medical conditions and specialties are already covered!

No price for patients and medical professionals!



Medicine. Social Media. Quality. For Free.

Featured by

The New York Times
ON THE WEB

BusinessWeek



**World Health
Organization**

nature.comblogs



ALJAZEERA



KAIROS SOCIETY



**THE COCHRANE
COLLABORATION®**



**INTERNATIONAL MEDICAL
INFORMATICS ASSOCIATION**

IMIA News

e-patients.net

because health professionals can't do it alone

Medscape



What is the rationale behind it?

Curation of medical channels in social media is a real challenge and we found the solution that involves crowdsourcing in medical communities that have been built by us for years as well as an excessively rigorous curation process.

As the number of patients using social media for medical reasons is exponentially growing, while doctors are not getting more web-savvy that fast, we design several solutions on numerous platforms in order to help **fill this gap**.

The way social media is becoming an integral part of any kind of communication, there is no doubt it will play a major role in the near future of medical communication and education. In this process, physicians should be assisted in acquiring skills in **digital literacy**, and patients need skills in **health literacy**. We design solutions for both!

Quality medical information about diagnoses and treatments are available on a lot of websites, but **Webicina is the first service** focusing on curating social media from the medical perspective.

Topics Webicina covers

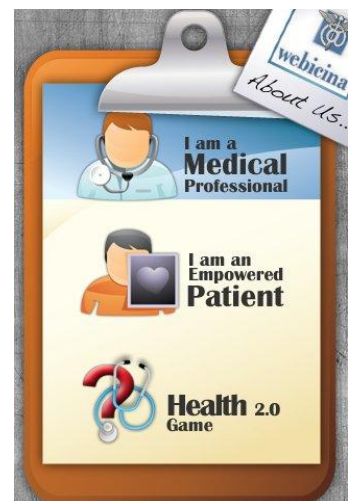
Acne	Dialysis	Medical librarianship	Pregnancy
AIDS	Emergency Medicine	Microbiology	Psoriasis
Allergy	Endocrinology	Midwifery	Psychiatry
Alzheimer's disease	Endometriosis	Multiple sclerosis	Public health
Anatomy	Epilepsy	Nanomedicine	Radiology
Anesthesiology	Family Medicine	Neonatology	Rehabilitation
Arthritis	Fitness	Nephrology	Rheumatology
Asthma	Forensic medicine	Neurology	Science & Research
Autism	Gastroenterology	Nursing	Sexual health
Bioinformatics	Genetics	Nutrition	Sleep
Cancer	Geriatrics	OB/Gyn	Sports medicine
Cardiology	Health informatics	Obesity	Stem cells
Coeliac disease	Heart disease	Oncology	Stroke
Conductive Education	Hepatitis	Ophthalmology	Surgery
COPD	High blood pressure	Osteoporosis	Toxicology
Crohn's disease	Hospice & Palliative Care	Otolaryngology	Transplantation
Cystic fibrosis	Huntington's disease	Parkinson's	Tuberculosis
Dentistry	Infectious diseases	Pathology	Urology
Depression	Internal medicine	Pediatrics	Vaccination
Dermatology	Leukemia	Physical therapy	Weight loss
Diabetes	Malaria	Plastic surgery	Women's health
		Polycystic Kidney Disease	

[illegible]

Our solution #1: Curated Selections

The curated medical social media channels [Webicina](#) features are available

1. On the [website](#) as directories
2. On a [dynamic and multi-lingual platform](#)
3. And as free award-winner [mobile apps](#)



Our solution #2: Multi-lingual, embeddable platforms

19 languages are covered by our dynamic and multi-lingual platform, [PeRSSonalized Medicine](#).

It means by clicking on e.g. the German flag, the platform will be in German; and the curated medical journals, news, Twitter users, blog, etc. are the best German resources.





Our solution #3: Digital course with gamification

We launched [The Social MEDia Course](#), a free course based on an elective course at Semmelweis University that aims at including digital literacy in medical education globally with a system using gamification designed for medical students, physicians and even patients..



Financial opportunity #1: Curated advertisements

Uniquely focused and engaged audience!

Cardiology in Social Media

Cardiology is one of those medical specialties that are broadly covered online. Here we collected the best blogs, community sites, mobile applications and more dedicated to cardiology.



news



blog



podcast



community



twitter



wiki



video



mobile phone



search engine



other
resources

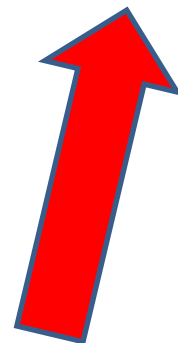


slideshow

featured in



EUROPEAN
SOCIETY OF
CARDIOLOGY





Medicine. Social Media. Quality. For Free.

Financial opportunity #2: PeRSSonalized Medicine



PeRSSonalized
Medicine

Free and simple aggregator of
quality medical social media resources



An easy-to-use, customizable, curated, social media and medical literature aggregator in your language with your selected resources embedded on your own website!

Webicina.com/perssonalized

Webicin@

Medicine. Social Media. Quality. For Free.

Sponsored resources on PeRSSonalized Medicine

PeRSSonalized Cardiology



Choose Category:

PeRSSonalized Cardiology

CHANGE

Search in the Resources:

SEARCH

PeRSSonalized Medicine is the simplest, free, customizable, multi-lingual aggregator of quality medical resources in social media. *Please let us know* if you have suggestions and *watch the tutorial*.

HOME

F. A. Q.

Set this as my starting page

Choose your language:



Browse this category on



Webicina Web 2.0 Packages

Share this page



Share |    

Suggest a site

Site URL:

SEND



Do you need an easy-to-use, customizable platform in your language, with your resources for your clients?



follow this page (this section)



follow this category (the whole topic)

MEDICAL JOURNALS

MEDICAL BLOGS

MEDICAL NEWS

WEB 2.0 TOOLS

personalize it

Follow the latest PubMed articles in your field

Add the term of Your interest.

SEARCH

BMC Cardiovascular Disorders

Predictive factors for pacemaker requirement after transcatheter aortic valve implantation

Cardiac structure and function in relation to cardiovascular risk factors in Chinese

RHYTHM-AF: design of an international registry on cardioversion of atrial fibrillation and characteristics of participating centers

Comparison of zotarolimus-eluting and sirolimus-eluting coronary stents: a study from the Western Denmark Heart Registry

American Heart Journal

Predicting the risk of unplanned readmission or death within 30 days of discharge after a heart failure hospitalization

Use of alternative methodologies for evaluation of composite end points in trials of therapies for critical limb ischemia

Rationale and design of the first randomized, double-blind, placebo-controlled trial of intramyocardial injection of autologous bone-marrow derived Mesenchymal Stromal Cells in chronic ischemic Heart Failure (MSC-HF Trial)

A proposal for new clinical concepts in the management of atrial fibrillation

Webicin@

Medicine. Social Media. Quality. For Free.

Our clients: Mayo Clinic
(3,6 million daily page views)

The screenshot shows the Mayo Clinic website's social media newsfeed. At the top, there is a navigation bar with links for Patient Care, Health Information, MAYO CLINIC (with logo), For Medical Professionals, Research, and Education. Below this is a secondary navigation bar with links for Request an Appointment, Find a Doctor, Find a Job, Log in to Patient Account, Give to Mayo Clinic, and social media icons for Facebook, Twitter, and YouTube. A search bar and a blue navigation bar with links for Disease & Treatments, Doctors & Departments, Patient & Visitor Guide, Online Services, and For Medical Professionals are also visible. The main content area is titled 'Social Media' and features a sidebar with links for About, Message from Dr. Noseworthy, Mission & Values, Addresses & Phone Numbers, Facts & Statistics, Annual Report, Governance, Newsroom, News Releases, Medical Edge, Blogs, RSS Web Feeds, Social Media, and Podcasts. The main content area has tabs for BLOGS, RSS, TWITTER, and SOCIAL, with a 'personalize it' button. Below the tabs are two columns of social media posts. The left column is titled 'Clinica Mayo' and contains three posts in Spanish. The right column is titled 'Mayo Clinic' and contains three posts in English.

Mayo Clinic Social Media Newsfeed

CLINICA MAYO

- ClinicaMayo: Nuevos factores de riesgo de enfermedades neuro...
- ClinicaMayo: Asocian la masa muscular con la #salud de los h...
- ClinicaMayo: RT @GEPAC_: "El paciente informado está mejor c...

MAYO CLINIC

- MayoClinic: Stress management: Stay healthy to stay in the g...
- MayoClinic: Mayo Clinic Uses New Approach to Reverse Multipl...
- MayoClinic: What have they learned? Find out Sat., June 30, ...

<http://www.mayoclinic.org/social-media-newsfeed/>



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Financial opportunity #3: Curated customized collections

We create curated social media collections focusing on medical conditions and specialties in the language, focus area and target audiences the client describes.

Our Clients



Financial opportunity #4: Curated RSS feeds

Quality RSS feeds of curated medical resources focusing on over 110 topics.

Choose your language:



Browse this category on

Share this page

Suggest a site



Webicina Web 2.0 Packages



Share



Site URL:

SEND



Do you need an easy-to-use, customizable platform in your language, with your resources for your clients?



follow this **page**
(this section)



follow this **category**
(the whole topic)





info@webicina.com

Skype: ncurses

LinkedIn profile with recommendations

