

## Review

# Prescription Drugs and the Health 2.0 Opportunity

*The eDrugSearch.com Community*

By John Mack

Cary Byrd—eDrugSearch founder—was a guest on the March 20, 2007, *Pharma Marketing Talk* podcast “Can You Find Reputable Canadian Drugs Online?” Listen to the audio archive [here](#).

“U.S. consumers who want access to prescription drugs at fair, affordable prices have long had the odds stacked against them,” says Cary Byrd, president and founder of eDrugSearch.com, a San Antonio Health 2.0 community and search engine for U.S. consumers seeking prescription medications from prescreened Canadian and other international pharmacies.

### Health 2.0 Defined

Unity Stoakes, co-founder and president of OrganizedWisdom Health, defines Health 2.0 to be “simply about a new wave of innovation in health care as a result of changing trends in technology, consumer empowerment, and growing entrepreneurialism at a time when the health care system is spiraling out of control. ... Health 2.0 is about coming up with new ideas and rethinking what’s possible.”

OrganizedWisdom, based in New York City, claims it helped ignite the Health 2.0 revolution with several “firsts” including the first company to assemble a team of health guides and physicians to organize the world’s best health wisdom from across the Web. Today, OrganizedWisdom continues to bring innovation to online health care by leveraging social media and the power of collaboration technologies to improve the quality of health search.

Perhaps one of the most well-known Health 2.0 enterprises is Revolution Health, which was founded in March 2005 by Steve Case, best known as the co-founder and former chief executive officer and chairman of America Online (AOL). Revolution Health’s goal is “to create products and services that empower people by putting them at the center of the health system.” You can listen to a Pharma Marketing Talk podcast interview of Jay Silverstein, President and COO of Revolution Health, [here](#).



Figure 1: Revolution Health Member Rating of Viagra. Visitors can rate drugs in terms of effectiveness, side effects, ease of use, and cost effectiveness.

### eDrugSearch.com Community

Now eDrugSearch has expanded its mission by unveiling its own Health 2.0 venture: the eDrugSearch.com Community, which is a new social network for prescription drug consumers. The eDrugSearch.com Community hopes to help members make choices that save them money, and keep them safe, when buying drugs online.

“Prescription drug consumers have shown significant interest in social networks on general health sites, indicating an unmet demand for a niche community,” according to Byrd. “Drug consumers relish the opportunity to share their experiences—and often their frustrations—with one another,” Byrd said. “These individuals are turning to each other, and other data points on the Web, rather than simply relying on pharmaceutical company advertising for their information.”

### Strangers Sharing Stories

The eDrugSearch.com Community depends on its members to share information about their experiences with specific pharmacies, medications and health conditions. This “wisdom of the crowd” helps site visitors make better health-related decisions.

*Continues...*

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**Drug Ratings & Reviews > Accutane**

**Drug Name: Accutane** [Add to Medication Interested In](#)

[Click Here to Add Your Own Review of Accutane](#)



**Accutane Ratings and Reviews**

- 100 % of our Members who reviewed Accutane had a positive experience with Accutane
- 1 out of 1 Members who reviewed Accutane would recommend Accutane.

Accutane Ratings and Reviews from **1** eDrugSearch.com Member since February 26, 2008.

<p><b>Overall Rating</b></p>  <p>Overall Rating</p> <p>★★★★★</p> <p><b>4/5 Stars</b></p>	<p><b>Average Drug Ratings</b></p> <p>Overall <input type="checkbox"/> ★★★★★</p> <p>Effectiveness <input type="checkbox"/> ★★★★★</p> <p>Side Effects <input type="checkbox"/> ★★★★★</p> <p>Convenience <input type="checkbox"/> ★★★★★</p> <p>Value <input type="checkbox"/> ★★★★★</p>	<p><b>About Drug Ratings</b></p> <p>Very Positive ★★★★★</p> <p>Positive ★★★★★</p> <p>Neutral ★★★★★</p> <p>Negative ★★★★★</p> <p>Very Negative ★★★★★</p>
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**Most Recent Reviews of Accutane by eDrugSearch Members**

Name: [gbyrd](#) Age: 24 Overall Rating: ★★★★★

 <p><b>Rating Review Added</b> February 26, 2008</p>	<p><b>Positive Aspects of:</b> Reduces acne quickly</p> <p><b>Negative Aspects of Accutane:</b> Harsh side effects</p> <p><b>Reason for taking Accutane:</b> to cure acne</p> <p><b>Additional Comments:</b> I used Accutane to cure my acne. It worked quickly and was does cure acne, however I had to discontinue use do to side effects. I was playing basketball in school and it made my knees and joints ache. It also dried out my skin and would burn if I sweat excessively, or was out in the sun. It is affective at curing acne, however I would advise cutting down physical and outdoor activities while on the medication. Other side effects I read about include: bleeding and redness or swelling of the gums; changes in menstrual flow; chapped lips; decreased tolerance to contact lenses; dizziness; dry eyes and mouth; dry nose that may lead to nosebleeds; dry or peeling skin; fatigue; flushing; general body discomfort; hair thinning; headache; itching; lack of energy; nervousness; respiratory tract infection; sleeplessness; sweating; temporary worsening of acne; voice changes. Also you can not take Accutane if you are pregnant.</p>
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[Add Comment](#)

Figure 2: Drug Ratings & Reviews Section of the eDrugSearch.com Community.

Members of the eDrugSearch.com Community are able to:

- **Rate and review pharmacies.** Members can rate and contribute candid reviews of participating pharmacies, providing firsthand accounts of their experiences.
- **Rate and review drugs.** Members can share their experiences with specific medications, sharing information on efficacy, side effects and value.
- **Track medications.** Members can monitor the latest news, member comments, and price changes for the medications they take regularly.
- **Make friends and join groups.** Members can add to their knowledge of specific conditions and medications by forming interest groups and adding friends.
- **Ask the community.** Members can ask questions of the community and rate the answers received.
- **Earn drug discounts.** By participating in the eDrugSearch.com Community, members earn points that soon will be redeemable for drug discounts at participating pharmacies.

#### Should Pharma Marketers Participate?

In the Drug Ratings and Reviews section of the eDrugSearch.com community, you find this introduction: "In a world where pharmaceutical companies spend \$60 billion annually to promote the use of their drugs, it can be difficult to find objective information" (see Figure 2, previous page).

I haven't asked Byrd where he came up with that \$60 billion annual figure for drug promotion, but he did express the hope that ultimately, the eDrugSearch.com Community will be a valuable resource for pharmaceutical marketers, primarily as a source of consumer viewpoints and conversations regarding brand medications. "In fact," says Byrd, "we encourage pharma marketers to participate in the community—helping to answer consumer questions about popular drug brands, respond to complaints, and perhaps even accept an occasional compliment!"

Much as pharmaceutical marketers may wish to engage consumers in discussion on Health 2.0 sites like the eDrugSearch.com Community, they are extremely afraid of coming across adverse events that they would have to report to the FDA.

#### Other Benefits

Even if you have a good relationship with your doctor, says eDrugSearch.com, "those appointments can feel very rushed. "eDrugSearch.com provides a forum where people like you can provide independent ratings and reviews of the prescription drugs they take, covering issues like drug effectiveness, side effects and value. Share what you've learned, and learn from the experiences of others—that's what the eDrugSearch.com Community is all about."

In addition to its emphasis on safety, eDrugSearch.com offers up-to-the-minute price search, detailed drug information, and other features that make it the most advanced search engine for online prescription medication shoppers. eDrugSearch.com's search features enable members to identify pharmacies with specific licensing requirements, third-party accreditations, Better Business Bureau memberships, and more.

Pharma Marketing News



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[www.talk.pharma-mkting.com](http://www.talk.pharma-mkting.com)

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## Experts Consulted

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The following experts were consulted in the preparation of articles for this issue.

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- **Members of the Pharma Marketing Roundtable**, [JOIN HERE!](#)

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## Resources

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See articles for citations.

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### Pharma Marketing News

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