

# The **Krū** Report: e-Patient Connections

Reach, Engage and Educate Empowered, Digital Health Consumers

February, 2010 Volume 1.8

## Nyquil Nation: 100,000 Fans Sleeping For Swag

How do you get 100,000 fans on Facebook? Give away free t-shirts. People love free stuff. They also seem to love putting their photos online, even when they're not looking their best. And Nyquil is taking full advantage. They're giving away something for free, and they have more than 101,000 fans to prove it.

### An App With Results

A Facebook app launched in December 2009, countless fans have joined "Nyquil Nation," a community of people who claim they've found sleep (even though they had a cold), with the help of the well known "nighttime, sniffing, sneezing, coughing, aching, fever, best-sleep-you-ever-got-with-a-cold medicine." The premise is simple, upload a photo of yourself sleeping when you've got a cold, get 5 friends to vote for it (by signing up themselves), and you get a free T-Shirt. The person interested in the free shirt gets their photo posted online and the free T, and Nyquil gets 5 more visitors to the page. It's a fun and quirky blend of community, self-promotion, and support for the product—and all rolled together it becomes a self-perpetuating



*"They're giving away something for free, and they have more than 101,000 fans to prove it."*

buzz machine. According to a message posted on Nyquil's wall, Nyquil Nation even has photos of sleeping Olympians—speedskater Apolo Anton Ohno, and snowboarder Lindsey Jacobellis.

When you add in the fact that every user who gets his or her free shirt might wear it around town advertising Nyquil to everyone they see, it's easy to see how that free T-shirt has paid for itself many times over.

### Old Tricks, New Mediums

While the medium Nyquil is using is new, the idea isn't. For years, marketers have been going to the people, showing up in public places and hosting special events designed to showcase their products and develop customer loyalty. Nyquil Nation is doing the same thing, but instead of going to the people, it's encouraging the people to bring each other to it. We say kudos that they're on Facebook, and that they're putting a fresh face (well, maybe after the Nyquil does its job) on traditional marketing, and continuing to build awareness for the brand. And they might just be reaching a new, potentially younger, audience in

*Continued on page 8.*

## In This Issue

Nyquil Nation: 100,000 Fans Sleeping For Swag

Editor's Note: "Who the heck is that?"

Pew's Internet Updates: Latest Numbers on Online Usage

Interview: Amy Cueva, Mad\*Pow

Social Listening: Zeo Personal Sleep Coach

U.K.'s Drinks Tracker: Targeting inebriation

UMMC Makes Medical Reference Portable

## What's the "e" in e-Patient?

A term coined by Dr. Tom Ferguson to describe people who are equipped, enabled, engaged and empowered to manage their health and make health care decisions.

We're adding a few more **e's** to the definition, including **educated, expressive, expert,** and **electronic.**

## Subscribe Now

Did a friend forward you this newsletter? Make sure you don't miss future issues. Go to [www.KruResearch.com/subscribe](http://www.KruResearch.com/subscribe) and enter your email address. Subscriptions are free.



Kevin Kruse

*"How much do you know about your online patient opinion leaders?"*

The **Krū** Report: e-Patient Connections Newsletter™

**Kevin Kruse**  
Editor/Publisher

**Subscription Information:**

[www.KruResearch.com/subscribe](http://www.KruResearch.com/subscribe)

**Rate:** FREE e-mail additional \$195 annually mailed print-edition

**Phone:** 267-756-7089

**Email:** [info@KruResearch.com](mailto:info@KruResearch.com)

For more resources and information on the best ways to reach, engage and educate digital health consumers visit [www.KruResearch.com](http://www.KruResearch.com).

**Other ways to stay connected:**

**Twitter:** @kevinkruse

**LinkedIn Group:** e-Patient Connections

**Facebook Group:** e-Patient Connections

**Web:** [www.ePatient2009.com](http://www.ePatient2009.com)

The Kru Report newsletter is published monthly by:

Krū Research, LLC,  
12 Penns Trail  
Newtown, PA 18940

To contact Krū Research:  
267-756-7089  
[info@KruResearch.com](mailto:info@KruResearch.com)

© 2009 by Krū Research, LLC.  
All rights reserved.

## "Who the heck is that?"

I was talking with a brand manager from one of the world's largest pharmaceutical companies. I showed him that there was a Facebook fan page devoted to the type of cancer his drug was indicated for. The group's leader is a woman we'll just call Debra. And she was in fact talking about the pro's and con's of different therapies, mentioning the clinical trials of a specific doctor, and discussing the harsh side effects of this brand manager's drug.

"Who the heck is that?" he repeated. "Who is this Debra person?"

He was shocked when I explained that nobody knows much about her. She seems to be a single mom living in the Midwest from what we could gather from her profile. She isn't a doctor, a nurse or other healthcare provider. In fact, she says in her profile she is motivated by her father's experiences when he had cancer.

We of course acknowledge the unstoppable groundswell of online patient empowerment and encourage it. But not all e-patients have the knowledge they need to provide accurate or complete information.

I reminded the brand manager that his brands and therapeutic area are on social media sites whether he wants them there or not. If there are specific patient opinion leaders or others leading these communities, he should have a strategy to build relationships with them, even if it's an off-line relationship. How is this done?

First, find out where on the Internet people are talking about your brand and related topics. Use a listening platform to uncover this or manually search on relevant keywords on Twitter, Facebook, YouTube, and of course Google. Create a big list of each fan page, group, community, blog, etc.

Second, identify who the founder, moderator or leader is for each online destination. Create a list of these online community leaders who you'd like to stay in touch with (you don't have to reach out to the crackpots, single posters or people with no following, but there will be plenty of people who you can tell have a certain frequency and reach in communities you care about).

Third, reach out to these leaders and introduce yourself. Let them know you'd like to keep in touch and make sure they are aware of information related to your product or company. Make sure they know about the resources you have to offer the patient community, make sure they are aware of major news and developments. Maybe you can invite them to a live event, like a patient leader advisory panel or marketing advisory board.

The goal, of course, isn't to try to co-opt their message or subvert what they're doing. It's to ensure they have as much information as possible so they can provide a better service to those they communicate with. Right now Debra's posts on Facebook frequently mention the harsh side effects associated with my client's chemotherapy drug. Perhaps her followers would also benefit from knowing the efficacy of the treatment as well? Perhaps her followers would appreciate it if she shared links to educational materials related to managing chemotherapy-related side effects?

Reach out, and whether online or off-line, make the connection.

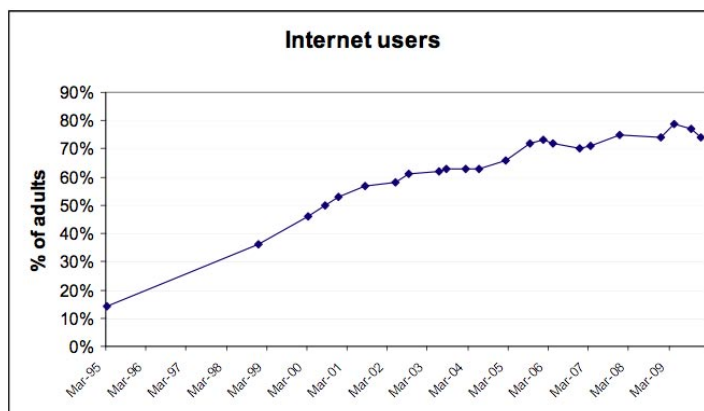
### **Kevin Kruse**

Editor, The Krū Report: e-Patient Connections  
President, Krū Research  
[kevin.kruse@KruResearch.com](mailto:kevin.kruse@KruResearch.com)

# Pew's Internet Updates: Latest Numbers on Online Usage

If you thought you were ahead of the game because you have a broadband internet connection at home or wireless on the road, The Pew Internet Project has news for you—the rest of the country is catching up. Americans in all demographics are rapidly adopting broadband and wireless, with 60% of people surveyed reporting that they're using broadband and over half connecting wirelessly.

## Overall Internet Usage Holds Steady



Source: Surveys by The Pew Research Center's Internet & American Life Project and the Pew Research Center for The People & The Press.

Pew's most recent survey on internet, broadband, and cell phone usage took place in November and December 2009, and for the first time included interviews in Spanish. The survey found that 74% of adults in the US use the Internet. Note that this is a slight drop from the same survey conducted in April 2009 which found 79% of English speaking Americans to be online.

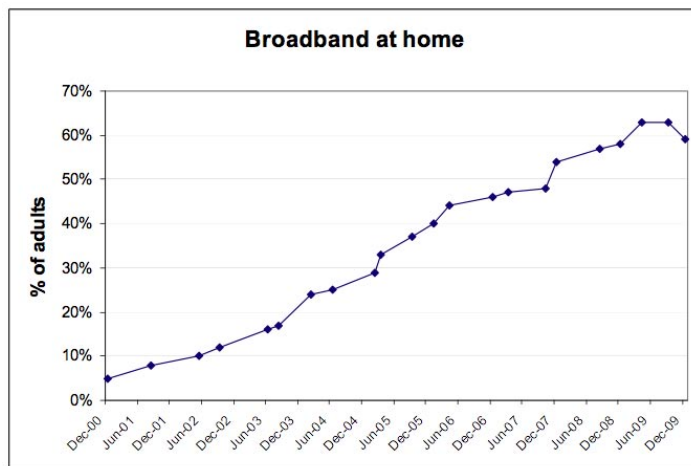
Other findings did not vary significantly between the surveys. Both found that about 60% of adults (60% in December 2009 vs 63% in April) use broadband connections at home, and that 55% of adults in the country use wireless connections (WiFi or WiMax) to connect from their smart phones or laptops.

Looking at the findings of Pew's survey of internet use over the past 15 years, one sees that while web use has increased dramatically, growth has slowed.

## Wireless and Broadband Take Off

For example, overall internet usage has leveled off (73% in 2006 compared to 74% today), leading Pew to conclude that there has been "little significant growth" in the population of people using the Internet since 2006. Broadband usage in that same period, however, has increased considerably from less than half of all households being wired for broadband in 2006 to a near 60% in 2009.

Use of wireless connections is not far behind, with 55% of surveyed Americans using wireless at least occasionally.



Among the 46% of the population who own a laptop 83% use Wi-Fi. The increasing trend toward internet access from everywhere is ongoing, and there is still plenty of room for growth. Although over 80% of those surveyed use mobile phones, only 35% have used their phones to access online content.

## Who's Using What?

People in households with incomes greater than \$75,000 a year, college graduates, and people in the 18–29 age range have much higher wireless internet use rates than others in those groups. Suburban and urban populations also showed higher rates of use (56% and 57% respectively), to the 45% of wireless users found in rural areas.

It might seem intuitive that the expense of laptops and online services would create the biggest barrier to internet and broadband access for low income users. However, it turns out that the biggest determining factor is education. Of those without a high school degree, a mere 39% are online, compared to 60% of people in the lowest income group. The only group that uses the Internet less is those over the age of 65. When it comes to broadband use, only 24% of those without a high school degree report using broadband connections, as compared to 46% for high school graduates, and 83% for those who graduated from college.

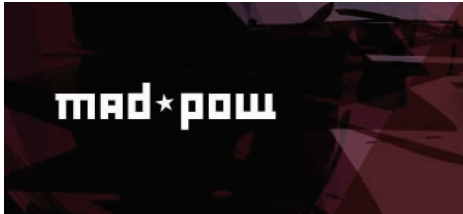
## Putting it All Together

The big picture numbers show us that 3 out of every 4 people are online, and more and more are using wireless and high-speed broadband technologies. This is great news for people searching for health information, support, or communities online. And great news for health communicators, support networks, and others who want to reach them. But there are still gaps to be filled. Assuming these findings apply to the populations of e-patients, caregivers, and other digital health consumers, there are a lot of less affluent, less educated people that need health-related support and can't access it online. **K**



## Interview: Amy Cueva, Mad Pow

We recently talked with Amy Cueva of Mad\*Pow about an area of online healthcare communications that all too frequently falls to the wayside. Namely, design. With clients including the Journal Watch, Aetna, McKesson, and Google, Amy and her team of 25 coworkers have some serious design chops. She shared some thoughts about usability and design.



**Q:** Amy, why don't you tell us about a specific case? What did you do for Journal Watch?

**A:** We wanted to understand Journal Watch's target audience—specifically, how they currently consume information, and how they might do it in the future, if it were available digitally. We needed to understand their relationship with online technology, to understand their “digital habits.” So, we took a look at everything they'd done in the past, and then did a ton of additional research to understand what makes these people tick and basically predict future information consumption.

That research helped us generate personas or archetypes of different types of doctors. So, for example, you have the “old salt,” the doctor who has decades of hands-on experience, but isn't necessarily web savvy and isn't keen on trying new technology. And on the other hand, there's the recent med school graduate who's totally wired, ready to try every new tool, and completely ready to change the world. Understanding these iconic user groups takes people out of the abstract and helped get everyone on the same page with regard to marketing.

**Q:** I'm a big fan of personas but I know others are critical of them. Did your clients find value in them?

**A:** Before you even begin the process of generating personas, you need to have the key stakeholders understand the value. They have to know that persona development is work that can be reused throughout their organization, from marketing and sales to customer service. They need to understand how it can help to coordinate everyone's thinking around the customers' experience.

One client actually used our persona results as the basis for redesigning their lobby. They knew that if their ideal customer was highly visual, their lobby better make a big impression—through color, furnishings, and other visual elements.

On the other hand, if our work showed that the target client was impressed by big client names or anything else like that, then their marketing efforts needed to reflect this learning.

*“If you generate a persona and you stick it in your desk drawer and never look at it again, that's not going to help.”*

**Q:** What are some practical tips you can give our readers for establishing their own websites and online marketing efforts?

**A:** There are three things I'd recommend. First, watch how people interact with your website. Take three people. For three one-hour sessions. One morning a month. Are they going where you want them to go? Where do they spend the most time? Do they ever get frustrated or lost?

Next, consider your audience—or the people you wish were your audience. What makes them tick? Put yourself in their shoes. Or at their keyboard. Say it's a woman, expecting her first baby. What do you think is going through her mind when she logs on and starts researching hospitals? Does she want to be able to make an appointment online? Does she want to know if her insurance company will cover the birth? Does she want to connect with other women who've chosen a particular birth center? Make a list of everything this person might want to know when she goes online. And then, make a list of what you want her to walk away knowing. Building a bridge between those two lists is the foundation of a great user experience.

And, finally, think about destination websites and about how people get to them. Chances are they don't get there by typing in a URL. They get there from Google. Or because a friend sent them a link. Or because they read about it in a blog. You may have the best website in the world, but you can't just sit around waiting for people to come and find you. You have to make your presence known. Write a newsletter, comment on someone else's blog. Send texts or tweets. Spread your message virally via social media and let people connect and share it amongst themselves.

If you consistently speak to your audience, they'll hear you, and they'll find you, in their own way, and in their own time. Your job is to make sure that you're ready for them when they get there. **K**

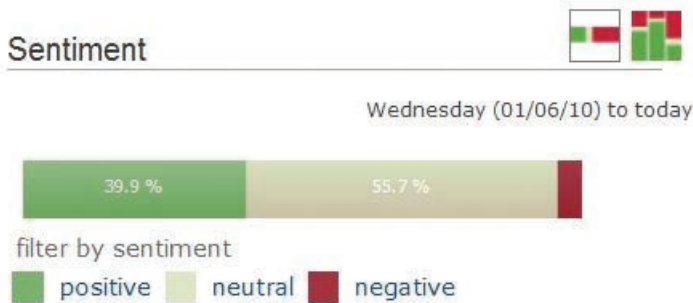
# Social Listening: Zeo Personal Sleep Coach

Personal biometrics is a hot sector right now with big business and startups alike rushing to deliver sensors, software and health coaching. One of the most widely covered stories was the launch of the Zeo Personal Sleep Coach. We wondered, was Zeo using social media effectively to market their unique product? If so, what results have they seen?

Meet the [Zeo Personal Sleep Coach](#), a little bedside device that can track your sleep and help you learn how to do it better. Here's how it works. You wear the Zeo headband each night, and it senses electrical signals produced by your brain during sleep, and records them. The Bedside Display, that thing that looks like an alarm clock, records the signals so you can see a graph of your sleep patterns. It also calculates your sleep score—called your ZQ.



Using the [ListenLogic](#) platform, we monitored 180 million websites and looked at who's talking about Zeo and what they're saying. Generally speaking, the sentiment is very good, showing much more positive buzz than negative. Over one month in early 2010, we saw almost 40% of comments showing positive sentiment, with less than 5% on the negative side. The other half of comments gathered didn't contain a positive or negative slant, and were rated neutral.



Further analysis showed that the positive sentiment is primarily related to the 'coolness' of the concept and to what the users hope it can do for them. The negative is focused around a recognized weakness of the technology in that it cannot accurately detect brief awakenings during sleep.

In terms of specific topics, the concept of human instrumentation is getting a lot of discussion, and the bulk of the conversation by users comes from early adopters who admit that they're suckers for new technology.

Another subject that came up frequently was Zeo competitor, [WakeMate](#). These comments were generally favorable for WakeMate (which is not yet available) noting that it's far cheaper—around \$50 as compared to \$249 for Zeo, and WakeMate has an iPhone synch capability.

Of most interest to health marketers, Zeo is clearly social media savvy and has a strong online presence. Zeo is tweeting (@zeo), and has a blog, a [Facebook](#) page, and a [YouTube](#) channel.

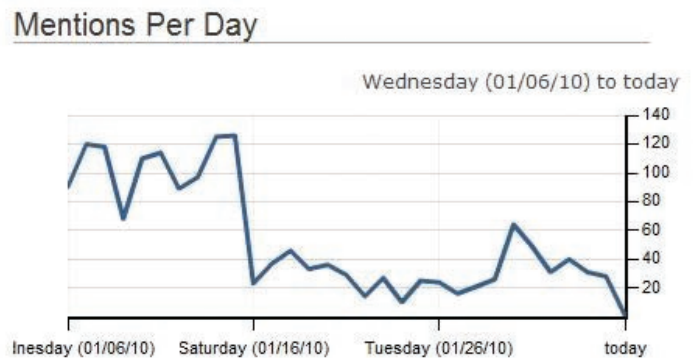
And Zeo isn't just doing one-way broadcasts, they are listening and responding to what they hear. In addition to responding to individual tweets, they're also doing online outreach to consumers with questions or concerns about the product or its performance. Here is a comment from a blogger who was contacted by Zeo. He had returned the Zeo, but was pleased with the response from the company.

A few weeks ago, I blogged about why I returned my Zeo sleep tracker — I liked it, but didn't trust the data as much as I wanted to. A few days after I posted, I was contacted by Derek Haswell, who manages a bunch of their social media ...

And here is a post from Zeo, which offers information in response to a consumer question:

Hi Patri - My name is Derek and I work for Zeo. Your blog posts just popped up in my reader, and I wanted to reach out to you to see if I could help clarify what you're noticing with your sleep & Zeo. It's a long response (so bear with me), but I hope you find it helpful... First, I wanted to mention that Zeo has been scientifically validated for accuracy. You can find more information about that here:

Zeo also did a Twitter promo. Tweepers were asked to post a tweet that includes 3 things—an answer to the question "what helps you sleep at night," a link to the Zeo webpage, and the hashtag #ZQ—for a chance to win a Zeo or a vacation. Like many things that offer a chance to get something for free, it generated buzz.



Unfortunately the level of conversation didn't last past the end of the promo. Overall mentions of Zeo dropped sharply starting on January 16, 2010—the day after the promo ended.

Zeo is clearly using a strong social media strategy to market its product, and is getting a positive result with consumers for its efforts. Judging by some of the chatter, it also seems like the company and the consumers are learning from each other. We hope the conversation will help people sleep better as much as it will help Zeo improve their product. **K**

## U.K.'s Drinks Tracker: Targetting iNebriation

The screenshot shows the 'NHS choices ALCOHOL TRACKER' interface. It has three tabs: 'Select drinks', 'Tracker', and 'FAQs'. Under 'Select drinks', there are four categories with sliders for 'Amount' and dropdowns for 'Strength':

Category	Size	Amount	Strength
Beer or cider	Pint (568ml)	0	5% average
Wine or champagne	Std glass (175ml)	0	12% average
Spirits or shots	Single (25ml)	0	40% average
Alcopop	Sml bottle (275ml)	0	5% average

At the bottom, there is a 'Clear' button, a '0' in a box labeled 'Total units on this day', and a 'Save to tracker' button.

Nobody heads out for the night with the intention of waking up with a hangover. However, as some of us can attest, it can happen. Even with the best intentions to keep alcohol consumption to a minimum, it can become all too easy after a couple of drinks to go back for a couple more, and maybe a couple more, leading to unintended and potentially dangerous consequences.

In order to help tech-savvy citizens curtail this habit, the United Kingdom's National Health Service (NHS) has unveiled an application called "Alcohol Tracker," designed to track alcohol consumption and analyze trends over time, touting it as the "first official alcohol tracker application for mobile phones."

### Mobile Awareness

Downloadable to either a user's desktop or iPhone via the NHS Choices website, the NHS Drinks Tracker app lets users enter what they're drinking, how much of it they're drinking, and what strength each beverage is. Preset selections for beer or cider, wine or champagne, spirits or shots, or an alcopop (the term used for sugary or fruity alcoholic beverages) enable the user to input their drinks and the % of alcohol associated with each. After each drink is saved, the program calculates a tally of total units consumed.

By moving from this "Select Drinks" tab to the adjacent "Tracker" tab, you can see a graph of your overall alcohol consumption, contrasted in blue against the steady red line that indicates "daily recommended units." From here you can get a feedback box comparing your drinking over the course of the week, or several, to the recommended average, with an update on potential health risks.

The app also contains a small F.A.Q. section, which provides more detail about various hazards associated with over-consumption.

The NHS Choices site describes the drinks tracker as a great app "if you want to cut down on how much you drink" and for motivated users, it has the potential to be a great tool. The interface is simple, clear, and quite easy to use.

Not only does it let you keep tabs on a single night's drinking, but also provides a graphical representation of drinking habits over time. This longer term view facilitates awareness, and it's easy to see how it can help users identify habits they might not have known they had.

### A Promising First Step For Many

It's up to the users themselves to take the next step—using this information to make better choices in the future. A solid first step to helping people become aware of their alcohol consumption, it's easy to see where additional features might be useful. As one example, the drink selection tool lets you enter drinks of different strengths, but it doesn't provide any information for helping you to figure out what those strengths might be. A list of popular beverages with pre-set alcohol content information keyed to each might be a good addition.



It's premature to pass verdict on the application's success at this point, but anything that helps people become self aware and identify harmful habits, and that provides information for making positive behaviors changes is bound to be successful for some. And the tracker's intuitive interface and its portability will certainly facilitate easier use—which is the first step for many.

American users can currently download the desktop version; for now iTunes does not support a mobile U.S. release. **K**

# UMMC Makes Medical Reference Portable



As you're walking down the street, you feel a sudden pain in your ear. You're a few blocks from home, so you step into a coffee shop, pull out your iPhone, and within half a minute find out that ear pain in adults is not usually an ear infection, and is likely to clear up on its own. You read further and discover that a warm cloth, some ibuprofen for pain, or some over the counter pain relief drops can help for the time being, and that maybe you should call your physician about some antibiotics if it doesn't clear up in the next few days. You click off your phone and head home with a firm understanding of the problem and what to do about it.

## Top of the App Pack

When it comes to accessing health information online, one of the most popular apps is the University of Maryland Medical Center (UMMC) Medical Reference for the iPhone. The application is a free mobile medical encyclopedia that, on paper, would literally be a back-breaking amount of information. The brainchild of the university's own Web Production Manager Marc Laytar, this application has achieved astonishing reach since its July 2009 release, with an average of over 1,500 downloads a day and peaking at the #3 position on the iPhone's list of most popular free medical applications.

The app doesn't contain a slick interface or flashy animations, so what's the secret to this humble app's success? Probably the fact that it has more than 50,000 pages of medically reviewed content available in both English and Spanish. Much of the content comes from the proprietary medical encyclopedia available from health-info giant A.D.A.M.

## Leveraging Proprietary Content

"A.D.A.M. content is a wonderful foundation," said Ed Bennett, director of web strategy for UMMC,

in a phone interview, but UMMC's app is its own animal. It repackages A.D.A.M's online content into a mobile-friendly format, and supplements the licensed material with additional in-house productions such as its YouTube videos. By building around a pre-existing base, the app provides a maximum of polish and utility with a minimum of sweat and hassle.

Running in a clean blue and white frame, the application offers comprehensive information on everything from juvenile diabetes to the nutritional requirements of a vegetarian diet. What's more, it manages to organize a large amount of digital information in a logical and intuitive fashion.

*"By building around a pre-existing base, the app provides a maximum of polish with a minimum of hassle."*

Articles are broken into categories based on utility, such as Symptoms, Injuries, Disease, and Nutrition with links to treatment, complications, and symptoms within each article. Just the right

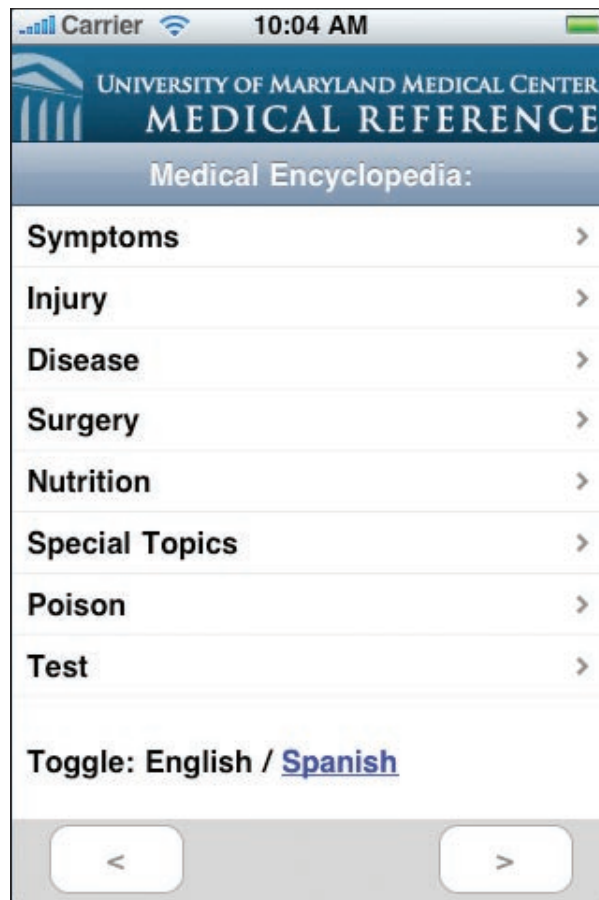
number of links within each article make it easy to navigate to related pieces without it being overwhelming.

The app even features a fascinating "Tests" section, which gives a rigorous rundown of common medical tests a patient might undergo. Maybe the most useful part is the focus on the patient's experience during a test—including information in subsections such as How the Test Will Feel, and How to Prepare for the Test.

## What's in Store

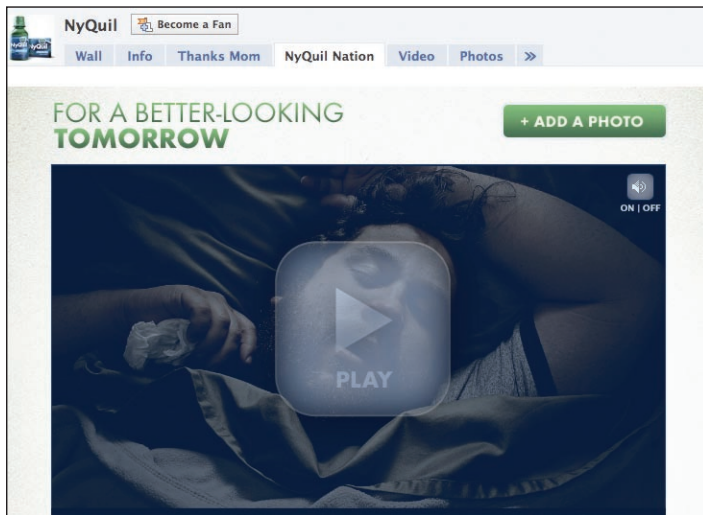
The application, by Laytar's own admission, could use some tweaking and upgrades. He specifically mentions speed and the look and feel of the application, including graphics and navigational features. We think the app could also benefit from integrating the YouTube videos more seamlessly as the section currently feels like an add-on.

However, we think these are small things—the UMMC app is a sterling example of a quality, content rich application that can be of value to many people. **K**



Continued from page 1.

the process. Nyquil is already a well-known product, with memorable TV and print advertising. It's great they're not stopping there.



### Talking in Their Sleep?

The only thing we wonder is why the Nyquil Facebook page doesn't allow messages from fans. The fans are obviously contributors to the site and its content by providing their photos and luring their friends there to sign up too. It seems unusual that they wouldn't be allowed to share their opinions. As for the posts made by Nyquil itself, they're almost exclusively focused on the Nyquil Nation promotion, which makes sense given the high level of recognition for the product. Overall this combination of offline rewards for online participation is an approach other over-the-counter remedies should consider. **K**

**e-Patient Connections 2010**

For Health Communicators and Marketers

[www.epatient2010.com](http://www.epatient2010.com)

**Hyatt Bellevue**  
**Philadelphia, PA**  
**September 27<sup>th</sup> – 29<sup>th</sup>, 2010**

From **Krū** Research

The image is a promotional banner for the e-Patient Connections 2010 conference. It features the event logo at the top, followed by the website URL. Below that is a scenic photograph of the Hyatt Bellevue hotel in Philadelphia, PA, situated on the waterfront. The text 'Hyatt Bellevue Philadelphia, PA' and the dates 'September 27th – 29th, 2010' are overlaid on the bottom right of the photo. At the bottom of the banner, it says 'From Krū Research'.

## 2010 Calendar of Events

Kru research presents workshops and conferences on a variety of topics related to social media marketing and communicating with e-patients. We also hold our annual e-Patient Connections conference each year in the fall. See below for more information about each of our events. And check back regularly as new events are being added all the time. If you have an idea for a workshop you'd like to attend, please contact us at [info@kruresearch.com](mailto:info@kruresearch.com).

### Social Media for Pharma

March 31, 2010 | 8:00 am – 5:00 pm

It's more important than ever before to stay on the leading edge of innovative healthcare communication tactics. Social media marketing for medical communications has been the subject of too much hype and too much fear.

<http://kruresearch.com/event/>

### Social Media ROI for Health Marketers

Bring this workshop in-house

This intensive one-day workshop is ideal for marketing and communication professionals in pharma, hospitals or public health organizations who want to ensure and prove that their social media efforts are generating a positive return.