

Medical 2.0 and Health 2.0: Contemporary Information and Communication Tool- A Conceptual Study

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ABSTRACT

Web 2.0 is an important name in today's age of Advance Communication. Web 2.0 is actually a platform which is responsible for advance communication among the author and group of people. Though web 2.0 supported or enriched website any one can join and share their views, information, videos, audios and other content depending upon need. Commonly web 2.0 websites are popular as social networking site. Application ad integration of web 2.0 was the reason of creation for some more web 2.0 dimension; out of which Medical and Health 2.0 treated as most popular. Virtually, Medical 2.0 is a wonderful name for proper medical information sharing and medical treatment. This paper is talks about Medical 2.0 and Health 2.0 which includes their characteristics and values, contemporary role of medical 2.0 in medical world and so on. Paper also compares some aspects between medical 2.0 and health 2.0, briefly.

Keywords: Medical 2.0, Medical, Health 2.0, Health Science, Information Transfer Cycle, Information Science, Medical Informatics, Doctor 2.0, Web 2.0 Application, Social Networking

INTRODUCTION

Medical 2.0 is actually application and utilization of Web 2.0 in Medical Science. This field is closely related with Health 2.0. This is the platform where one user may join or share with each other or others through online dedicated blog or wiki's. This is the platform of communication and information sharing; by this Information, data, recorded video, knowledge, books are possible to share among the professionals deals with Physician, Dentist, Surgeon job and allied medical science[01, 08]. That means, Medical 2.0 is mainly closely associated with Doctor and its surrounding including Physician Assistant. As because, this domain is closely associated with Doctor's commonly; thus it may also treated as Doctor 2.0. Virtually Medical 2.0 is smaller gradients of Health 2.0 and both these are backed by the web 2.0 sites which is dedicated or responsible for sharing of general information, content,

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material, A/V resources of various topic and field among the common topic lies on dedicated social networking enriched website. Medical 2.0 is allows to share group of people of medical field to stay communicate together and helps to share text, graphics, picture and even recorded operation and other medical content[02, 03,10].

OBJECTIVE

The main aim and objective of this paper is includes; but not limited to as follows:-

- To learn basic about web 2.0 and allied domain includes its features and characteristics;
- To find out contemporary dimension of web 2.0 at a glance;
- To know about Health 2.0 and Medical 2.0 and their origin;
- To learn about characteristics of Medical 2.0 in Contemporary scenario;
- To find out Health 2.0 and its basic differences with Medical 2.0;
- To find out possibilities and potentials of Medical 2.0 and Health 2.0 at a glance;
- To learn and find out main challenges and issues of Medical and Health 2.0 in Indian and developing country's scenario.

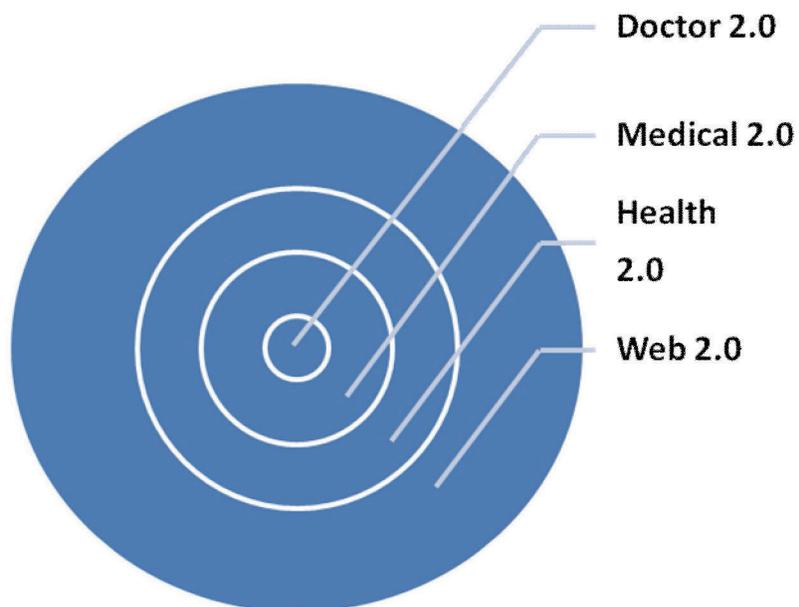


Fig. 1: The Web 2.0 Dimension in Health & Medical- From smaller to larger at a glance

Medical 2.0: Basics

Medical 2.0 is actually a social networking sites dedicated to structured information, data, knowledge sharing in the field of medical and health science among the professionals who works and associated directly and indirectly with Medical Science. However, according to some expert; Medical 2.0 is only restricted to communication between Medical Professional; not among the health or allied professionals. Thus, Doctor, Physician, Surgeon, Dentists are the main user or stakeholder of Medical 2.0. Virtually, the sharing of medical related information promotes the medical systems, treatments and sharing of ideas, views and others increase the confidence among the Medical Professionals. Though today apart from user or delegates doctor or physician, it is also an important platform of other allied and paramedical professionals; indirectly. The professionals are Pharmacist, Radiographer, Clinical Researcher, Medical Scientist, and Medical Researcher and so on[04,12].

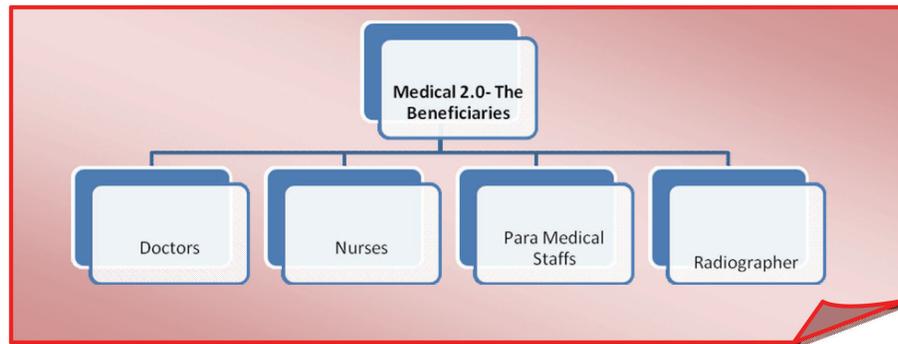


Fig. 2: Some Basic user community of Medical 2.0

Health 2.0: Basics

Health 2.0 and Medical 2.0 are more or less same but they have some disparities that's why, Health 2.0 is treated as another domain of Web 2.0. Health 2.0 is wider circle of Web 2.0 application in health domain. Health 2.0 is includes Doctor and Physician, Paramedical and Allied Medical staff and common people or patient. Thus it has larger scope than Medical 2.0 which is only *[most of the cases]* restricted to Physician and Doctor's community. Health 2.0 is an important tool for professional communication in between medical staffs along with general masses or common people. Health 2.0 is commonly uses to store information about a medical domain, treatment of particular diseases and so on. Here communication is possible between patient or user, common people, patient and physician, patient and allied health workers and son on [05, 06, 10].

Technologies Behind Medical and Health 2.0

Medical 2.0 and Health 2.0 are basically responsible for several activities that we already learn. Now talks about some technologies responsible and dedicated to

building Medical and Health 2.0. Virtually, Medical and Health 2.0 are originated from Web 2.0 and which is developed from the combination of some tools and technologies. These tools are mentions as follows:-

Web Development Language- For Building any kind of Web 2.0 or Social Networking site or Web Applications, Web Development language is essential. Some of these are like-HTML, DHTML, XML. In this regard these are useful depending upon nature of the web 2.0 sites [05, 09].

Scripting Language- Scripting language is needed for building healthy and sophisticated Web 2.0 and client server connected sites.

Multimedia Packages-Multimedia is another tool needed for building attractive and interactive websites; some software such as Flash, Photoshop, 3D, Dreamweaver are most useful and popular Multimedia Packages.

XML, JSON are also useful for structured Data Format. DOM is needed for Dynamic Updating Web page. Adobe Flex is basically require in large data grid and chart and other large file uploading and sharing. Apart from these, Cloud Computing are today useful tool for building virtualization enriched website and similar packages.

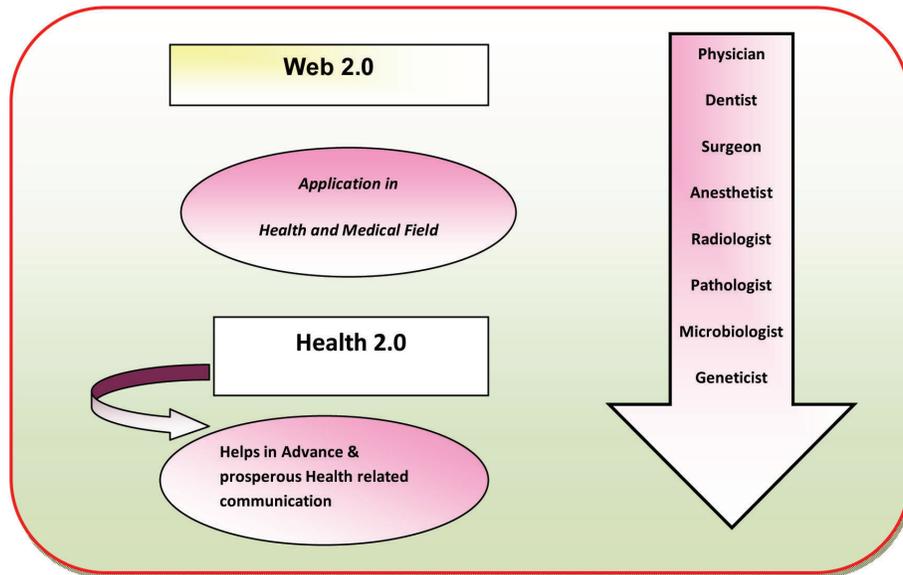


Fig. 3: Creation of Health 2.0 at a glance and Beneficiaries at a glance

Medical 2.0 and Background

The main background of Medical 2.0 is Health 2.0; and where as Health 2.0 is originated from Web 2.0. Web 2.0 is a mechanism and social networking sites used for personal and professional communication and able to share information, views, ideas and content on various topic and format. The dimension of Web 2.0 is increased

and today so many fields are come out like Education 2.0, Politics 2.0, Social Work 2.0, Business 2.0 and even Pornography 2.0 enable sites. The smallest branch and dimension of Medical 2.0 is Doctor 2.0. Thus, the development and background of Medical 2.0 and allied fields are as Web 2.0 'Health 2.0' 'Medical 2.0' 'Doctor 2.0'. One of the important feature of Medical 2.0 is, it is not only allows content but also fall audio and video for further treatment to other Doctors; online any time and from any where. However, apart from Medical 2.0 it is also known as Med 2.0.

Medical 2.0: Contemporary Utilization

Medical 2.0 is one of the important communication medium for medical professionals and doctors. However, as far as academic community is concerned, Medical 2.0 is helpful for the development of interdisciplinary Medical Science, Medical Information Science, Medical Informatics and other domain. Medical 2.0 is useful in so many cases some of them are as pointed here with:

- Medical 2.0 and mainly Health 2.0 allow sharing views and ideas and content among the medical professionals including common people or patient around the world at a time and from any where;
- Sharing audio and video content which including conference sharing and operation of live or recorded video is possible to share between Doctors by Medical 2.0 applications;
- Health 2.0 promotes and helps in decision making among the doctor during any critical case; through proper communication and web 2.0 platform;
- To promote the use of computers and information systems among the medical professionals, allied health professional and overall Medical Informatics[04, 09];
- To know the global trends of medical science, Allied Health Science, Dentistry and some other needed fields;
- To promote the Health and Bio Informatics and its proper utilization depending upon time or need;
- For personal communication in between doctors and Medical Boards development and utilization[23];
- To create virtualization of Medical content including operation (*excluding of biased or very much critical*) videos;
- Advance Intelligent System allows decision support system building with the help of Knowledge engineering weapons;
- To promote tele-medicine system and tele-conferencing in India;

Medical 2.0 and Health 2.0: Comparative Study

- The Health 2.0 is concerned as big or large than that of Medical 2.0 as far as contemporary study is concerned;
- Medical 2.0 is actually for the Medical Community; which includes doctors, paramedical staffs and medical professionals and so on; where as Health 2.0 is for professional communication in between medical staffs along with general masses or common people;
- As far as tools and technologies are concerned, Health 2.0 is much more attractive, interactive than that of Medical 2.0;
- Still Health 2.0 is widely used and running web 2.0 platform and used most of the cases; as it has larger user community; compare to Medical 2.0;
- The technical and medical term is widely used in Medical 2.0 than that of Health 2.0; as it is a communication platform of common masses;
- Clarification of any content and any topic is possible to know by the Health 2.0 and this is promoting Medical Awareness;
- As far as Tele-Medicine is concerned, Health 2.0 has narrower role than that of Medical 2.0; as it is professional communication.
- Any patient from remote places and any time may communicate with doctor/s or clinical houses depending upon requirement and adjustment;
- As far as Ethics is concerned, It also promotes the medical ethics and helps the modern medicine;
- The primary and 'First Aid' medicinal application is also possible by Health 2.0 as it for any one and especially for common people;
- It may be applicable in further consultancy on medical related matter with doctors with patients;
- Joint decision, joint medical treatment, medical board formation become easier and transparent with health 2.0 application;
- Researcher community, conference of medical topic and even online webinar is also possible with Health 2.0 with minimum cost and with out any such devices.

Findings

- Medical 2.0 is the part of Health 2.0 and familiar with only doctors and medical professionals where as Health 2.0 deals with bigger scope and reach common people, allied health professionals and so on;
- Medical Professional around the world using Med 2.0 for further decision making and promotion of better treatment as it is easy and sophisticated;

- It is also promoting the concept of Medical Tourism and Tele-Medicine facilities among the common mass and promoting health awareness many cases;
- Promoting R/D activities among the medical professionals by sharing Information related to medical field and allied domain.

Suggestion

- Technologies like PHP, Ajax, Perl are needs to be introduce for sophisticated, Healthy and usable Human Computer Interaction based Health 2.0 designing and development;
- Still in India, and other developed countries Health 2.0 and Particular Med 2.0 and its utilization is very minimum, due to lack awareness and of IT orientation of Medical practitioners; so we need to introduce Medical 2.0/ Health 2.0 and Medical Informatics in Medical curriculum and organization of seminar, conference among the medical professionals;
- There should be proper awareness about health 2.0 and its benefit among the common masses;
- The patient party should aware or remember that, it is just the health consultancy from remote places; so further treatment is absolutely required for so many cases, people and doctors need to aware about actual diseases identification and so on

CONCLUSION

Health 2.0 and Medical 2.0 both are promotes the medical tourism; as one may able to know any information about any topic and any where affordable way. Health 2.0 also helps in 'Tele Medicine' where one party to another may communicate with data or even online or stored audio or video at a time; thus no need to install healthy and sophisticated Electronics Gadgets and accessories. This is most cost effective method for Tele-medicine than that of using separate individual satellite or VSAT. The increasing role of IT in health sciences also responsible for a new facet or concept Med 2.0 which is mainly deals with practicing among the practitioner, medical researcher; Physician, Dentistry, Surgeon and Medical Researcher. Ultimately Medical 2.0 and Heal 2.0 is helpful for building Health Systems properly. Indirectly Medical 2.0 also promotes better and useful Health Informatics, Many ways.

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