



Medical Knowledge Advertising



Medical Knowledge Discovery

*“The effective and efficient application of
known worldwide health and medical information and knowledge
will have a bigger impact on health and disease
than any drug or technology
likely to be introduced in the next decade”*

Sir Muir Gray

Director of Oxford University Institute of Health Sciences.

Medical Knowledge Advertising Platform

- Advertising placement per disease class

Advertising placement can be for all diseases in a disease class (e.g. skin cancer) or a single disease (e.g. basal cell carcinoma)

- Patient and medical context advertising

Patient context can be specified (e.g. child, adolescent, female) and medical context (e.g. treatment, medication, diagnosis, causes)

- Medical Knowledge Application sponsoring and advertising

Advertising and sponsoring can be specified for Medical Knowledge Applications ranging from disease and medication context searches to symptom search, diagnostic test search, genetics search, and navigating diseases in Ontology Views.

- Multi-media medical advertising

Advertisements are placed as sponsored links to web pages, images, animations, and video.

Medical Knowledge Advertising

Advertising Flexibility

- By disease class
 - E.g. Cardiovascular Disorders
 - E.g. Aorta disorders and diseases
- By disease
 - E.g. Abdominal Aortic Aneurism
- By patient context
 - E.g. Child Abdominal Aortic Aneurism
- By morphology context
 - E.g. Obese Abdominal Aortic Aneurism
- By medical context
 - E.g. Abdominal Aortic Aneurism Treatment

Medical Knowledge Advertising

Global / National / Institutional

By disease class	{	Global Advertising	National Advertising	Institutional Advertising
By disease		References	References	References
By patient context		Images	Images	Images
By medical context		Videos	Videos	Videos

"N" Levels of Sponsored Links



Advertising placement may be done by disease class and disease as reflected in the Medical Knowledge Advertising Base



Medical Knowledge Advertising Placement

Example of advertising placement in carcinoma of skin disease class

Metastasis to Skin

Basal cell carcinoma

Squamous cell carcinoma of skin

Scrotal Carcinoma

Paget's Disease of Skin

Carcinoma, Skin Appendage

Normal Skin	Melanoma	Sign	Characteristics
		Asymmetry	When half of the mole does not match the other half
		Border	When the border edges of the mole are jagged or irregular
		Color	When the color of the mole varies throughout
		Diagnosis	When a mole is larger than a pencil eraser

Skin Cancer Stage III

Recurrent Cancer of Skin

Normal Skin	Melanoma	Sign	Characteristics
		Asymmetry	When half of the mole does not match the other half
		Border	When the border edges of the mole are jagged or irregular
		Color	When the color of the mole varies throughout
		Diagnosis	When a mole is larger than a pencil eraser

Skin Cancer Stage II

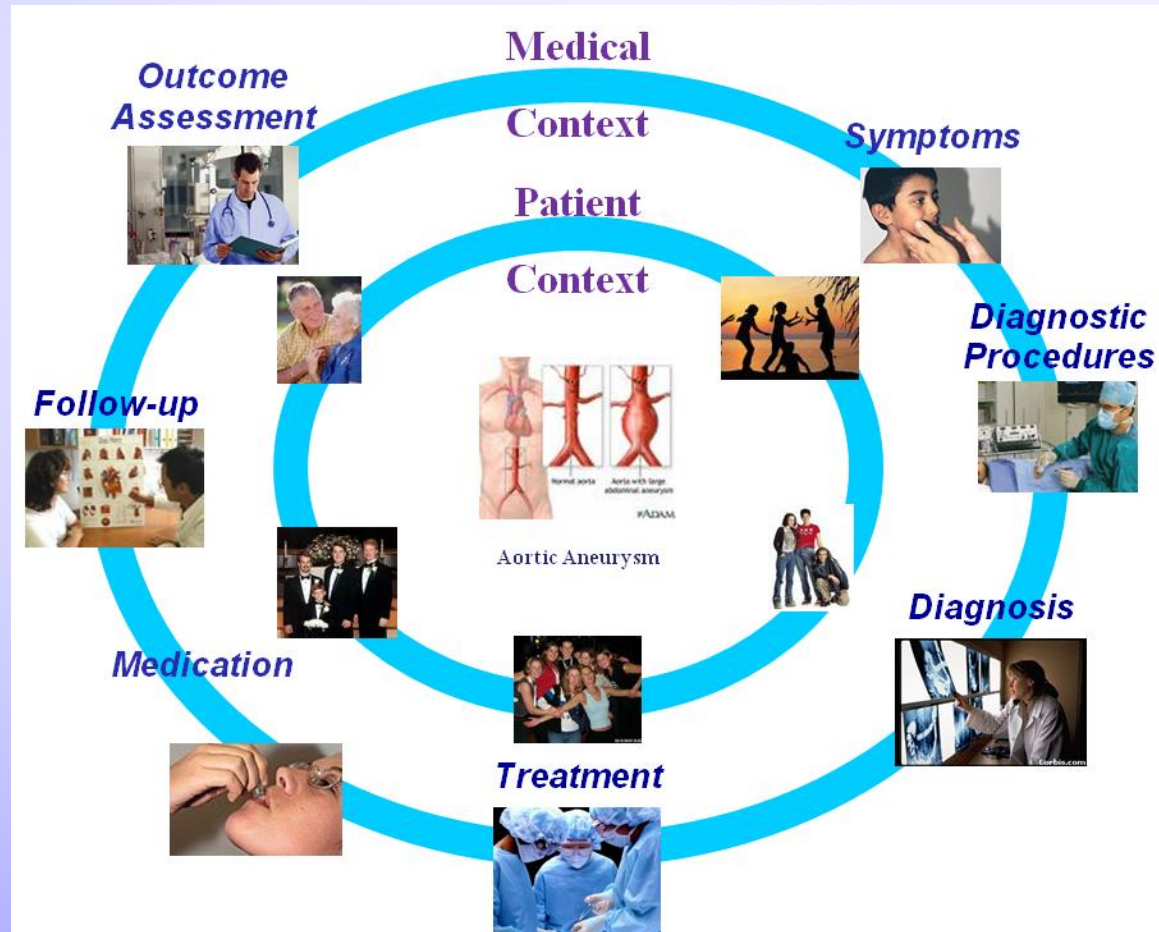
Skin Cancer Stage IV

Normal Skin	Melanoma	Sign	Characteristics
		Asymmetry	When half of the mole does not match the other half
		Border	When the border edges of the mole are jagged or irregular
		Color	When the color of the mole varies throughout
		Diagnosis	When a mole is larger than a pencil eraser

Skin Cancer Stage I

Medical Knowledge Context Advertising

Advertising placement may be done by patient and medical context



Medical Knowledge Context Advertising

*Up to 128 marketable contexts per disease
instead of a single disease*

● <i>Patient context</i>	<i>5</i>
● <i>Morphology context</i>	<i>3</i>
● <i>Medical Process context</i>	<i>9</i>
● <i>Medical Background context</i>	<i>5</i>
● <i>Medical Practice context</i>	<i>8</i>
● <i>Possible Combinations</i>	<i>128</i>

Medical Knowledge Application Advertising



Patient



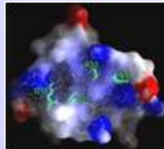
Physician



Healthcare
Professional



Disease and medical disorder knowledge



Tracking of infectious diseases



Symptom disorder references



Diagnostic test disorder references

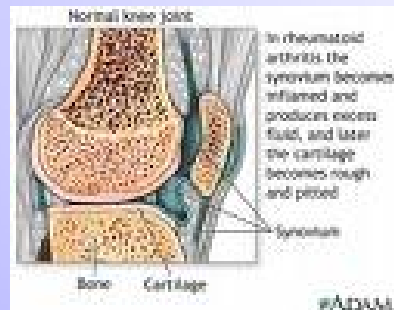


Medication knowledge

Medical Knowledge Multi-media Advertising

Advertising with targeted informational TV spots, animations or images on conditions, treatments, symptoms, medications

Images



Crystal-induced Arthritidis**

Animation



Diabetic Nephropathy**

Videos



Abdominal Aortic Aneurysm

OR Live

***ALL VERY INTERESTING..
BUT WHAT DOES IT MEAN?***

*New opportunities and competitive advantage in
healthcare and pharmaceutical industry advertising*

- 1. Advertising Flexibility*
- 2. Up to 128 marketable contexts per Disease*
- 3. Relevant Medical Advertising*
- 4. New Advertising Products*

Patient Targetted Sponsored Links

*Precision fine tuned advertising
addressing the patient profile
"The ultimate targetted advertising"*

Disease Reference Examples

[Overweight Elderly Artherosclerosis Outcome Assessment](#)

[Female Multiple Sclerosis Symptoms](#)

Medical Symptoms Reference Examples

[Overweight Female Sleep Disturbance Causes](#)

[Male Back problems and injuries Treatment](#)

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