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
- By disease
- By patient context
- By medical context

Global Advertising
- References
- Images
- Videos

National Advertising
- References
- Images
- Videos

Institutional Advertising
- References
- Images
- Videos

"N" Levels of Sponsored Links
Medical Knowledge Advertising Placement

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
- Skin Cancer Stage III
- Recurrent Cancer of Skin
- Skin Cancer Stage II
- Skin Cancer Stage IV
- Skin Cancer Stage I
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

- Patient context: 5
- Morphology context: 3
- Medical Process context: 9
- Medical Background context: 5
- Medical Practice context: 8
- Possible Combinations: 128
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

<table>
<thead>
<tr>
<th>Images</th>
<th>Animation</th>
<th>Videos</th>
</tr>
</thead>
<tbody>
<tr>
<td>Crystal-induced Arthritidis**</td>
<td>Diabetic Nephropathy**</td>
<td>Abdominal Aortic Aneurysm OR Live</td>
</tr>
</tbody>
</table>

6 March 2009  Medical Knowledge Discovery Project © 2009
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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