

Internet becoming key health info spot

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For 31.6 million U.S. adults, the Internet is their first stop for healthcare decisions, a new survey reported Monday.

According to Manhattan Research, the population of consumers using the Internet as their primary learning channel for health information continues an upward trajectory in 2005 with 31.6 million consumers reporting the Internet as their first stop when seeking more information.

"The health industry is adjusting to a world where the promises of 10 years ago, at the launch of the Internet generation, are finally becoming a market reality," stated Mark Bard, president of Manhattan Research.

"The intersection of broadband, consumer-driven health, community and content, has created the perfect storm for the next generation of e-health. Consumers are in control and are increasingly seeking timely and efficient access to the information and tools that will help them manage their personal health and that of their friends and family."

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