

Empowered decision making. Using the Internet for health care information--and beyond.

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Why do Americans look for health information on the Internet? There are several reasons, but convenience is paramount. Users can access Internet health information at any time. In addition, the information retrieved online is often more detailed than what harried physicians and health care workers can provide. The Internet also offers a means to get a "second opinion" without the hassles of a referral, and can provide a way to communicate with others in similar situations or with similar problems.