

**CONTACT: Dmitriy Kruglyak**  
Publisher  
The Medical Blog Network  
Phone: 650.329.0397  
E-mail: [dkruglyak@healthvoices.com](mailto:dkruglyak@healthvoices.com)  
Website: [www.healthvoices.com](http://www.healthvoices.com)  
Manifesto: [www.healthvoices.com/manifesto](http://www.healthvoices.com/manifesto)

## **HealthTrain, the Open Healthcare Manifesto, is Launched by a Community of Healthcare Bloggers and Industry Leaders**

*HealthTrain Manifesto kicks off a grassroots awareness campaign for transforming the healthcare system by empowering individual consumers and professionals through blogs and social media*

**October 30, 2006**

### **NEWS FACTS**

- **Impact of Open Publishing Media** is only beginning to be felt in healthcare. Fundamental transformation of politics, news, entertainment and technology sectors shows the shape of things to come.
- **HealthTrain Manifesto** is the first attempt to outline a set of principles to safeguard open health media, while preserving and promoting its unique benefits. The stakes of integrity are high in healthcare, but the risks can be overcome, raising the credibility bar even higher.
- **Version 0.1 is the First Public Draft**, designed to engage all healthcare stakeholders in a dialog. The intent is eventual update of the eHealth integrity standards (think "**HONcode 2.0**") to reflect the opportunities and risks presented by the open health media.
- **Supporters of the Manifesto** represent a broad cross-section of healthcare stakeholders, already extending beyond bloggers.
- **A Grassroots Campaign** is launched to disseminate the vision, build public support and advocate for greater openness by all healthcare stakeholders. Visit Manifesto website to view the list of supporters and provide your input ([www.healthvoices.com/manifesto](http://www.healthvoices.com/manifesto)).
- **Healthcare Blogging Summit 2006** taking place in Washington, D.C. on December 11 ([www.healthvoices.com/conference](http://www.healthvoices.com/conference)) will feature in depth discussions of HealthTrain implications for the healthcare industry.
- **The Medical Blog Network (TMBN)** is the world's largest community of healthcare bloggers. TMBN offers services connecting healthcare bloggers, consumers, professionals and institutions through open media.

## TAKING ACTION

To download, comment on or support HealthTrain visit Manifesto website at [www.healthvoices.com/manifesto](http://www.healthvoices.com/manifesto). Please consider using provided web widget or logo to link to the Manifesto from online articles and blog sidebars.

## QUOTES

### **F. Nicholas Jacobs, CEO, Windber Medical Center & Research Institute**

- The American Health System must begin to demystify itself. We need to be transparent, honest and supportive. How does one achieve this in an environment that is completely litigious? We need to treat our patients as partners in every way. We need to openly share our challenges with them and manage their expectations through honest communication. It is amazing how tolerant and supportive human beings can be when they are being treated as respected peers.

### **Paul Costello, Executive Director, Communications & Public Affairs, Stanford University School of Medicine**

- Sophisticated questions of biology will confront each and every American in the 21st Century. Social media has the potential to change the paradigm by empowering the health care consumer with vast amounts of knowledge about breakthrough cutting edge biomedical research. Everyone will benefit when the impenetrable walls protecting health care knowledge come tumbling down.

### **Dmitriy Kruglyak, Publisher, The Medical Blog Network**

- Rapid rise of the blogs and social media leaves healthcare consumers, professionals and institutions no choice but to pay attention. The new forms of media are steadily gaining credibility and shaping reputations of healthcare leaders, vendors, providers and other industry players. HealthTrain Manifesto will help grow and cultivate this online ecosystem.

## ABOUT THE MEDICAL BLOG NETWORK

The Medical Blog Network (TMBN) is the world's largest community of health & medical bloggers. TMBN offers services connecting healthcare bloggers, consumers, professionals and institutions through open media. We are building a next-generation eHealth resource, based on open publishing of healthcare information by both consumers and professionals.

Visit [www.healthvoices.com](http://www.healthvoices.com) for more information about TMBN.

# # #