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LWW.com Inside Quote

Men occasionally stumble over the truth, but most of them pick themselves up and hurry off as if nothing ever happened. -- Sir Winston Churchill

THE NEW LWW.COM IS HERE! To commemorate the launch of the brand new LWW.com, we are offering FREE SHIPPING* on every purchase you make on LWW.com through Labor Day (September 2, 2002). *Not applicable to international and subscription orders.

LWW.com Inside Question
Do you have a site to help with the detection of plagiarism?
LWW does not host a site that helps with the detection of plagiarism, but we found several sites and universities that do.
A few of them are listed below.
www.wordchecksystems.com
The Plagiarism Resource Site
How to Detect Plagiarism.
This month's Inside Question submitted by Denise Nobel, Instructor at Indian Hills Community College, Ottumwa, Iowa.
Send us your question about Insider or LWW.com, and we will feature it in an upcoming issue!

Greetings LWW.com Subscriber!
If you haven't yet noticed, we have made what is probably the most extensive change to date at LWW.com. We've been completely refacing and remodeling the site! Well, the plastic is off the floor, and we are ready to unveil the finished product to you! Many of you have probably been to the site already and have had a chance to admire the new content, additions, speed, and search capabilities that now decorate LWW.com. For those of you who haven't, take this opportunity to see what we've been doing. Go to the site or read about what we've been up to in this edition of the Insider.
While you're at it, find out what's going on with the revision of Esther Wilkins' Clinical Practice of the Dental Hygienist 8th Edition in a brand new feature: From the Author. How much water does the body need? Are you getting enough? You'll get the answers in the Insider's FastFacts: A Body of Water. Some of your favorites are also in this issue: Antidotes & Anecdotes, Web Watch, Short News, Complementary & Alternative Medicine, and a special report on consumers' behavior in searching for medical information on the web.

We aren't finished making improvements to Insider and LWW.com. More enhancements are planned for the last half of the year, so keep your browsers open!
The Editors at LWW.com Insider
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From the Author: Esther M. Wilkins

Author of Clinical Practice of the Dental Hygienist
Greetings from the Author and Publishing team of Clinical Practice of the Dental Hygienist! We hope the Eighth Edition of the textbook is exceeding your expectations and those of your students.

We have recently begun the process of creating the Ninth Edition of Clinical Practice of the Dental Hygienist. We have some truly exciting plans for the textbook, including a full-color art program highlighted by brand new photographs and illustrations! We are planning to develop a student workbook to accompany the text, and web-based instructor resources with a comprehensive test bank, critical thinking and case-based exercises, PowerPoint lecture slides and an image bank. And this is just the start of an entirely new 'learning package'!

One of our goals for the Ninth Edition of Clinical Practice of the Dental Hygienist is to create a product that closely meets your needs as dental hygiene educators and students. To that end, we are inviting you, our customer and colleague in education, to help us build the next edition of the 'Gold Standard' of dental hygiene education. Please tell us what new tools and innovative features you feel should be included in the Ninth Edition:

- What features and tools will make your job as an educator easier?
What can we do include that will help you to be a more effective educator?
What can we do to help your students learn better?
How can we help you make learning more enjoyable?

Please contact us with your thoughts and suggestions for the Ninth Edition. You may contact Esther Wilkins directly at EstherWilkins@aol.com or you may reach the Lippincott Williams & Wilkins editorial staff at jgoucher@LWW.com. We look forward to hearing from you!
Thank you for your loyalty to this landmark textbook for over 43 years and 8 editions. Expect the Ninth Edition of Clinical Practice of the Dental Hygienist to be the best yet!

Antidotes & Anecdotes

A nurse called a resident at 3 am. "Come quick," she said. "Your patient, Mrs. Parks, just swallowed a thermometer." The resident hung up the phone and put on his jacket, but before he could get out the door the nurse called back. "Nevermind," she said. "I found another one."
Residents, visit the new Student Resource Center, where we have created a page full of resources just for you!

After breaking away from a patient who sought his advice for a medical problem, a doctor finally got to his restaurant table. "Do you think I should send her a bill?" the doctor asked the lawyer who was sitting next to him. "Why not?" the lawyer said. "You rendered professional services by giving advice." "Thanks," the doctor said. "I think I'll do just that." When the doctor went to his office the next day to send out the bill, he found a note from the lawyer. It read, "For legal services, \$50."

To bill or not to bill: Hands Heal, published in November 2001 provides information needed by manual therapists for patient documentation and effective communication with the traditional medical environment, including basic insurance communication and billing.
Attribution: The Best of Medical Humor by Howard J. Bennett, MD
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FastFacts: A Body of Water
If all the water were drained from the body of an average 160-pound man, the body would weigh 64 pounds.
If you never get thirsty, you need to drink more water. When the human body is dehydrated, its thirst mechanism shuts off.
It is possible to drown and not die. Technically, the term 'drowning' refers to the process of taking water into the lungs, not death caused by that process.
Pigs, dogs, and some other animals can taste water, but people cannot. Humans don't actually taste the water; they taste the chemicals and impurities in the water.
Sweat cools the body off by releasing warm water from the body. As the moisture evaporates off the skin, it cools the skin.
A loss of 20 percent of the body's water would result in certain and painful death. Ordinarily the body cannot go more than a week and a half without water; the longest recorded time anyone has gone without water is eleven days.
Eighty percent of the average human brain is water.
Fingers and toes get wrinkled like prunes when you soak them in water too long because the skin cells have absorbed some of the water. Fingers, toes and the soles of feet are covered in a thick layer of tough skin. When it absorbs the water, the skin on these body parts has nowhere to expand to, so it buckles into wrinkles.
The average human body holds 10 gallons of water.

LWW.com is Brand New!
The new LWW.com is here! The new site has a fresh and contemporary look and a more intuitive, more scalable navigation structure. The principal goal of our redesign was to improve the customer experience by creating a more responsive and modern site. Some of the features of the new site include:

Fresh Look - LWW.com's new colors, shades of cobalt dappled with gray and golden highlights, offers a more robust architecture while creating a fun, ready-to-help environment. New, vivid colors were an important consideration in the redesign, as they are known to have a profound effect upon the mood, activity, and decisions people make about their environment, other people, and even merchandise.
Faster and Easier to Use - The load time for the site is now only 1.5 seconds for broadband users, a time that is right in line with the top sites on the Internet. Since the site is faster, it is easier for customers to read and use.

More Search Capabilities - The new LWW.com offers several ways to search for information. In addition to searching by title, author, ISBN/ISSN, or keyword, yellow media tabs have been added to the top right of the site, allowing users to select the media type (books, journals, EDA's, etc.), then select the specialty they would like to see those types of products in. The beauty of this feature is that once a user selects a specialty, any other tab can be selected and products in that same specialty will appear. The ability to browse all products by specialty is still available on the left side menu.

Better Navigation - The site's menu has been relocated to the left side of the page. All of the content from the former site is still there, but it has been grouped into more logical categories. We have added LWW Stores and LWW.com Insider to the menu. Products & Services are now grouped under one category to include all for-sale items. On subpages, such as the Faculty Support Center, indexes have been added to the right side of the page in order to make navigation convenient and simple.

Refreshed Content - With the new design also comes new and enhanced content. You will find many new items on the site including a content lending center, which contains information on permissions, reprints, translations, and licensing; student resource center; archive of the LWW.com Insider, as well as revised ordering help and other online help tools. LWW.com also welcomes new special stores: Med Student store, Stedman's & Company, Massage Therapy.
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Web Watch: Disease-Management Programs Online

The Joint Commission on Accreditation of Healthcare Organizations (JCAHO, www.jcaho.org) recently announced the first "disease-specific" plan -- more commonly known as a disease management program -- to qualify for new JCAHO certification.

WellStar Health Systems (www.wellstar.org) is the first integrated health care network for multiple diseases--including pediatric and adult asthma, chronic obstructive pulmonary disease, diabetes, and congestive heart failure--to receive Disease-Specific Care Certification from JCAHO.

"It Was a Learning Experience"
This was the best survey I've ever been through," Tricia Hart, RN, the manager of the WellStar program, told Internet Medicine. "It was a learning experience, truly." JCAHO suggested that WellStar consider changing how it gathered its data, she said, but otherwise, there were no criticisms of the program. Hart said participating in the certification process was exciting because she hopes it begins the process of communicating with other disease management programs. "We would like to benchmark to see what kind of outcomes they are getting," Hart said.

The program, however, makes minimal use of the Internet, though WellStar does recommend websites for patients in its programs to visit, choosing "reputable, national sites," according to Hart. "We do not use e-mail internally, but we don't go outside of our WellStar group," she said. "But we are working on getting a secure site for patient e-mail. We just don't feel that we should use outside e-mail with the HIPAA (Health Insurance Portability and Accountability Act) considerations."

Benefits of Internet Disease Management
The HIPAA privacy requirements should make providers cautious about use of the Internet, but the results are proving effective according to a recent California Healthcare Foundation (CHF, www.chcf.org) report called "E-Disease Management". The report examines four successful online programs that have comparative data. The Congestive Heart Active Management Program (CHAMP) uses a commercially available program, Health Hero (www.healthhero.com). It had used telephone-based case managers, and decided to provide a "Health Buddy" home monitoring device to half of the program's 400 patients to respond to questions, but required only dial-up connections. CHAMP had already found that case manager use of the telephone improved outcomes, reducing hospitalizations and ER visits by 66% and costs by \$7855 per patient per year when compared with ordinary care. However, reporting by the Health Buddy reduced hospitalizations and ER visits by 73% and costs by \$9151 per patient per year.

LifeMasters (www.lifemasters.com), a vendor disease-management program, measured the difference between the results of a group of patients with congestive heart failure who used PCs and the Internet against those of others using the telephone and a case manager. Once again, the web group had lower hospitalizations and better reporting of their vital signs--even though it took a little longer. (The difference in the cost of care was not significant.) ComputerLink (which has no publicly accessible website) is into its second decade as a network in Cleveland for caregivers of patients with Alzheimer's disease. It provides peer support, professional advice, education, and counseling over a free, public-access community network. The CHF's "E-Disease Management" report said that its use of the computer brought down the traditional costs of community-based care. Another older disease management program is the Comprehensive Health Enhancement Support System (CHESS), a support system for which researchers have found a direct correlation between frequency of visit to its site and quality of life.

Why Do Physicians "Buy In"?
Most physicians like patient contact--and get paid for it. Why do doctors like some of these systems? Visit LWW.com for the answer.

Partial reprint from Internet Medicine, a monthly newsletter from LWW. Subscribe today!
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Coming Soon!

Physical Therapy Store. Soon, we will be adding a new store to LWW.com that will include information and products specifically for those interested in disciplines related to Physical Therapy. Products will be segmented into over 15 areas of physical therapy and rehabilitation. Also included on the store will be Physical Therapy journals online, links to LWW.com's faculty and author support centers, new and upcoming releases, top 10 PT titles, online brochures, related web sites, an instructor survey, special offers, and more! Look for the new Physical Therapy Store in August!

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Short News: Complementary & Alternative Medicine (CAM)

Case reports for hormone replacement therapy. Millions of women who use hormone replacement therapy (HRT) for the relief of menopausal symptoms have been left confused and upset by the results from a new study. That study, published in the Journal of the American Medical Association (JAMA), was to continue until the year 2005 but was prematurely halted after researchers found that the hormones increased the risk of heart disease by 29%, stroke by 41%, and breast cancer by 26%. Women who are considering discontinuing hormone replacement therapy should consult their medical or naturopathic doctors to discuss options. Many women are interested in alternative therapies. Although many show promise, results are frustratingly inconsistent and large randomized controlled trials are needed. Here is a review of four popular supplements:

Table with 5 columns: Supplement, Suggested Use, Potential Toxicity, Potential Drug Interactions, Comments. Rows include Soy, Red Clover, Black Cohosh, Vitamin E.

All you need to understand CAM, Essentials of Complementary and Alternative Medicine provides you with the information you need to understand this phenomenon.

How to Choose Quality Herbs & Supplements. About.com posted an interview between Cathy Wong, Dipl.Ac., N.D., an acupuncturist and naturopathic doctor, and Paul Saunders, ND, who just recently served as an advisor to the federal U.S. government in establishing regulatory standards for herbs and supplements. Cathy asked several common questions consumers generally ask about obtaining and using herbs and supplements, including where consumers should go to buy reliable, quality herbs and supplements; how much consumers should pay; why there are different forms of herbs, and which is better; and if the smell of an herb can provide any cues to its quality. Paul responded by saying that he offers herbs to his patients through his practice, but generally refers people to a reliable health food store, drug store, or grocery store that will refund a product if it is unsatisfactory. Don't buy the cheapest, he says, because they are often the ones that are examined in the studies comparing the amount stated on the label to the actual amount in the bottle, and have been found to contain little or nothing. As a general rule in the herbs and supplement market, you get what you pay for. In regards to different forms of herbs, Dr. Saunders says the reason is merely taste buds and culture. Most people absorb alcohol extracts best. Capsules and pills are often used by people who do not like the taste of herbs. Tablets are harder to absorb, because the materials are highly compressed and may have an added binding ingredient. Tea is a traditional form in many Eastern cultures. When brewing or steeping tea, the container must be covered otherwise the valuable essential oils will evaporate away. No one form is really preferable over the other, but it's important to note the form of magnesium that is part of the herb or supplement. Avoid magnesium stearate, which only acts as a binder and preservative. It is a quality product. Most consumers aren't able to judge quality this way, so he recommends finding a reliable manufacturer or simply ask a friend. Always use price as a rule of thumb when you are not sure.

LWW's popular 5-Minute Series will welcome The 5-Minute Herbs & Dietary Supplements to its collection in November 2002. Written by Adriane Fugh-Berman, MD, this book gives health-care professionals a quick reference to herbs, minerals, vitamins, amino acids, probiotics, enzymes, over-the-counter hormones and other dietary supplements commonly used by consumers.

Embryos Needle Little Love. Women undergoing fertility treatment could have their chances of success boosted by acupuncture. German researchers said they have increased success rates by almost 50% in women having in vitro fertilization (IVF). The theory is that acupuncture can affect the autonomic nervous system, which is involved in the control of muscles and glands, and could therefore make the lining of the uterus more receptive to receiving an embryo. But the scientists admit they do not know for certain why the complementary therapy helped, and plan to carry out more studies in a bid to find out. Fertility techniques are used to help couples who cannot conceive naturally. A report published in the journal Fertility and Sterility found the pregnancy rate in the group receiving acupuncture was 42.5%, compared to the group which did not receive the therapy, where the rate was 26.3%. Of 160 women undergoing IVF, half received standard in vitro fertilization, while half were given acupuncture treatments before and after. They used needles to stimulate meridians involving the spleen, stomach and colon, to improve blood flow and create "more energy in the uterus." "The research team, led by Dr. Wolfgang Paulus, wrote in the journal, "Acupuncture seems to be a useful tool for improving pregnancy rate after assisted reproductive techniques. To rule out the possibility that acupuncture produces only psychological or psychosomatic effects, we plan to use a placebo needle set as a control in a future study." Dr. Sandra Carlson, president-elect of the American Society of Reproductive Medicine, which publishes the journal, said: "If these findings are confirmed, they may help us improve the odds for our [IVF] patients achieving pregnancy."

The first-of-its-kind, Gynecology: Integrating Conventional, Complementary, and Natural Alternative Therapy describes the roles of conventional medicine, complementary therapies, and natural alternative therapies in the treatment of gynecological disorders.

Why the Public Uses CAM. The alternative medicine movement has clearly been a public-driven process that has spanned decades. It was initially thought that this movement was primarily the result of dissatisfaction with conventional medicine. Recent studies have shown that this is not the case. Patients continue to see their conventional practitioners while using complementary and alternative medicine (CAM) therapies. A disturbing observation is that most patients neither disclose their use of alternative therapies to their physicians nor are ever asked about CAM use by their physicians. Many patients also feel need to inform their CAM use, but they believe that their physicians would be unable to understand and incorporate that information into their treatment plan. Other factors have also stimulated public use of alternative medical therapies: many CAM modalities emphasize natural forms of healing, which seems to form the fundamental basis for its use; many patients desire a more holistic approach to their medical care; or they may feel that conventional medicine focuses excessively on the suppression of symptoms rather than addressing the root cause of symptoms. Media hype, direct-to-consumer marketing, and the widespread availability of information over the Internet have all played roles in the popularity of CAM. Below is a summary of some commonly used herbal dietary supplements:

Table with 5 columns: Herb, Suggested Use, Potential Toxicity, Potential Drug Interactions, Comments. Rows include Black cohosh, Cranberry, Echinacea, Ephedra, Evening primrose, Feverfew, Ginger, Ginkgo biloba, Ginseng, Kava Kava, Saw palmetto, St. John's Wort.

In 1976, the German government established an expert committee, the Commission E, to evaluate the safety and efficacy of herbs and herb combinations sold in Germany. Commission E published official monographs that give the approved uses, contraindications, side effects, dosage, drug interactions, and other therapeutic information regarding the use of 300 herbs and phytonmedicines. These monographs have now been translated into English as the Complete German Commission E Monographs: Therapeutic Guide to Herbal Medicines and are now published through LWW. The Expanded Commission E Monographs is also available.

Attribution: About.com, BBC News, Medscape

Next Month: Neurology and Neuroscience

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Special Report: Are Consumers Going the Extra Mile to Find Trustworthy Medical Advice Online?

from the Wall Street Journal
There are more tools than ever before to help evaluate the quality of the Internet health data, from a "seal of approval" program for health sites to web-searching guidelines from advocacy groups such as the National Association of Breast Cancer Organizations and the AARP. Still, a surprising number of consumers still aren't taking the time or making the effort to vet the data they find online, according to "Vital Decisions," a new survey by the nonprofit Pew Charitable Trust's Internet and American Life Project.

Even though about six million people go online for medical advice in a typical day -- more than actually visit health professionals -- only about one-quarter found recommended guidelines for thoroughly checking the source and timeliness of information or are vigilant about verifying the information's accuracy. Half the survey respondents said they "only sometimes," "hardly ever" or "never" check the source or date of the information they read online -- and most seem inclined to believe whatever they find. But the Journal of the American Medical Association in May said 70% of recent research studies on the quality of health information on the Web found "significant problems" with the health content they evaluated.

To help consumers do better, Pew asked the Medical Library Association to provide a user's guide to finding information, as well as a list of the top 10 consumer sites (now picks include the MayoClinic site and Medem, a joint venture of the leading medical societies.) MLA President Carol Jenkins says her group is now looking at ways it can better educate consumers on how to translate medical literature and understand how clinical-trial research is analyzed.

"As health information professionals, we want to make sure that anyone who needs health information knows how to evaluate it," says Ms. Jenkins.

Among the MLA's guidelines: Make sure any site with a dot-com address discloses the sponsor, check the date that the information was last updated or revised, and make sure it can be verified by a primary source such as medical studies, abstracts, or links to other web pages. For those confused by medical terms, the MLA site includes a "MedSpeak" glossary. [You can also look up medical words that stumble you using Stedman's Online Medical Dictionary on Stedmans.com.]

Another program consumers can use to evaluate a website's overall credibility is the new accreditation program launched last year by the American Accreditation HealthCare Commission (URAC). The nonprofit group, which accredits managed-care companies, has awarded a "seal of approval" to 16 health websites. Approved sites have to pass muster on URAC's standards for content, financial disclosure and privacy to attract visitors, a mechanism for consumers to make complaints.

Some critics don't feel URAC should have any special authority to rate sites and don't want to pay the fees required to cover the costs of URAC's review. "But the program is expanding: 160 dozen more health sites are undergoing the accreditation process now. Last month, Medlineplus.gov, the consumer website of the National Library of Medicine, was the first government-sponsored site to seek and win accreditation. (A list of accredited sites is on the urac.org site, along with detailed descriptions of what websites have to do to get the seal.)

Whether consumers will rely on the seal is still unclear. The Pew study says just 19% of Internet users describe a seal of approval as "very important" when it comes to deciding whether to visit a site. By contrast, 80% said it is "very important" that a site be easy to navigate. "E-patients are often in a hurry and want good information, fast," says Susannah Fox, Pew's director of research. Consumers are interested in such accreditation programs, she adds, "but seals of approval are not the Holy Grail for health websites."

Guy D'Andrea, senior vice president of URAC, notes that the program is only six months old, and says Pew's study is consistent with his group's findings that a sizeable group of "core" health consumers place a high value on seals of approval. Of greater concern, he adds, is that consumers tend to go first to general search engines rather than specific medical sites to start looking for health information -- and research generally shows search engines "aren't doing a great job" of guiding consumers to the most reliable data.

URAC recently reached an agreement with a small, health-focused search engine vitalseek.com that will allow searches to filter out information from sites not accredited by URAC. Vitalseek, which pitches itself as a "health concierge" to help people sort through medical information online, already allows consumers to personalize their searches by using various filters. For example, in looking for information on children's asthma, a user can ask that results be limited to sites that have a higher degree of privacy protections, are not commercially sponsored, adhere to traditional rather than alternative medical practice and are at a more moderate reading level.

The Pew study did include some encouraging data about online "health seekers." While 68% said their latest search for information affected a decision related to their own or a loved one's care, nearly three-quarters have at some point rejected information found in a health search, either because a site was too commercial, too self-promotional, or clearly not reliable. And despite concern in the medical establishment that patients are self-diagnosing and self-medicalizing with information they find online, Pew found, only one in five patients have done so without consulting their doctor.

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Upcoming Events

In the month of September, Lippincott Williams & Wilkins will be hosting an exhibit with the following meetings and conferences. If you would like Lippincott Williams & Wilkins to be a part of your society's or university's meeting, contact LWW Exhibits.

- Basic Science
International Hearing Society
September 11, 2002 - September 15, 2002
Reno, Nevada, USA
Nursing
Emergency Nurses Association
September 19, 2002 - September 21, 2002
Booth: 1412
Ernest M. Morial Convention Center
New Orleans, Louisiana, USA
Interscience Conference on Antimicrobial Agents & Chemotherapy
September 27, 2002 - September 30, 2002
San Diego, California, USA
National League for Nursing
September 19, 2002 - September 22, 2002
Anaheim Marriott Hotel
Anaheim, California, USA
Cardiology
Transcatheter Cardiovascular Therapeutics Research
September 24, 2002 - September 29, 2002
Washington, DC, USA
National Association of Nurse Practitioners in Women's Health
September 25, 2002 - September 28, 2002
Scottsdale, AZ, USA
American Association of Cardiovascular & Pulmonary Rehabilitation
September 26, 2002 - September 29, 2002
Charlotte Convention Center
Charlotte, North Carolina, USA
Otolaryngology
American Academy of Otolaryngology
September 22, 2002 - September 25, 2002
San Diego Convention Center
San Diego, California, USA
Dermatology
17th Annual Clinical Symposium on Advances in Skin & Wound Care
September 21, 2002 - September 24, 2002
Hyatt Regency at Reunion
Dallas, Texas, USA
Physiology
American Society for Bone & Mineral Research
September 20, 2002 - September 24, 2002
Henry B. Gonzalez Convention Center
San Antonio, Texas, USA
Information Management
American Health Information Management Association
September 23, 2002 - September 25, 2002
Washington, DC, USA
DON'T MISS US!
Get the complete listing of meetings where LWW will be exhibiting.
Dates above reflect convention dates. Exhibit dates may differ. Check convention schedules for logistics.

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