

New HON Report: **Distinction of HONcode certification**

Over the past 12 years, HON has continuously developed in all aspects to provide better services, with the ultimate goal being the improved quality and reliability of online medical information for consumers.

One of the latest such endeavours is the paper version of HONcode certification.

Until now, upon HONcode certification, a website was awarded an online HONcode certificate, accessed by clicking on the HONcode logo displayed on that site. This certificate along with the HONcode logo was proof of HONcode certification.

HON recently developed a paper version, which is in a way, a reward to those sites which comply by the HONcode principles and would be paper proof of HONcode certification.

Purpose of paper proof of HONcode certification

- Provides further proof of quality and reliability of the onsite medical information
- It is a hard copy of HONcode certification
- Provides improved visibility of the HONcode certificate and HONcode certification

Methodology

A questionnaire was developed and sent to webmasters of HONcode certified sites to find out their view point and their opinion on how useful it would be to them.

- The questionnaire was sent as an email. Attached to this email was the downloadable certificate, unique to each site
- 143 sites certified in February 2007 were sent this email in July 2007



Results

- 100% of webmasters who answered the questionnaire thought the certificate would be helpful
- 93% liked the format and look of the certificate
- 73% thought it was sufficient to receive the certificate electronically (as opposed to both electronically and postal)
- 40% of webmasters to whom the email was sent, downloaded their certificate

Out of the above obtained results, it can be seen that this new paper proof of HONcode certification is generally thought to be useful.

Based on these results, we have decided to make this certificate available to all the webmasters of HONcode certified sites, which have been certified for one year or more, providing further proof of the continuing reliability and quality of the information provided.