

HON Wins WSIS Award for the Best Content in eHealth category

6th of May 2004

HON is the winner of the Best Content in e-Health category of the World Summit Awards for a comprehensive overview on best practice in e-content and creativity on the Information Society.

Health On the Net (HON) participated in the WSIS (World Summit of the Information Society) from 9th to 13th December associating with the Geneva University Hospitals for the ICT4D Platforms projects. HON has been involved in the content aspect of the projects set up by the Geneva University Hospitals, contributing its advanced search-engine technologies and its experience with natural language processing and distributed database access.

HON online tools for users include the HONcode certification system for online information quality, HONselect directory and MedHunt search engine containing resources for over 33,000 health and medical subjects, and WRAPIN: HON's next-generation search application to guide

consumers to trustworthy sources, analyzing online medical content to help lay users deal with the ever-increasing number of health-related web pages.

At WSIS, governments and other stakeholders have discussed the controversial subject of control over e-content. To address this critical issue, HON pioneered a voluntary approach: a code of ethical conduct, the HONcode, which information providers can adopt to distinguish their web sites as trustworthy sources.

Identifying information as credible is just the first step; quality information needs to be made available to those who seek it. General-purpose search engines can help, but they stop short of verifying the information or the credentials of its authors, and their ranking criteria are kept secret from the public for business reasons. Specialized expertise, human intervention and neutrality remain essential. HON has developed a range of tools to help Internet users find trustworthy information, and to help information providers by setting minimum standards for health and medical web sites.

