



# Health Communication in the New Media Landscape

*Dr. Jerry C. Parker PhD*

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"This is a timely discussion of using new information technologies and media for communicating diverse health information to diverse audiences. This book is useful, readable, current, well organized, and seems to be a unique contribution."

--*Doody's*

"In this volume there are examples of how advances in technology not only empower individuals in their interactions with a health system but also enable health professionals to better tailor their work and time for the benefit of patients and clients."

**-Paul R. Gully, MB, ChB, FRCPC, FFPH, World Health Organization, Geneva Switzerland (From the Foreword)**

To date, little guidance exists for health care professionals who want and need new ways to communicate health information with each other, their patients, and the general public. To address this need, *Health Communication in the New Media Landscape* presents innovative, media-based methods of communication to graduate students, educators, health care professionals, public health officials, and communication experts.

*Health Communication in the New Media Landscape* demonstrates the extent to which modern, digital technology can serve as the most practical and efficient form of distributing health-related information. The authors are confident that, if implemented wisely, technology can and will transform the face of health communication as we know it.

This unique book addresses the following:

- The role technology can and will play in health communication
- How new media can be used to improve health literacy
- How patients can learn about health-related issues and health care
- New ways practitioners will be able to communicate with their patients
- How persons with chronic diseases learn about resources, support systems, and rehabilitation
- The impact of the new media landscape on health care providers, insurance companies, and health care policies



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