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Gold standard approaches to digital health information seeking**Lubna Daraz***University of Montreal, Canada*

With the explosion of health information readily available online, most people have become dependent on those online platforms to meet their information needs. Web-based health information that is reliable can change behaviour, improve treatment adherence, reduce risks, increase satisfaction with care, reach peers in real-time, and improve health outcomes. However, with various trusted and untrusted information sources, concerns remain about the reliability of online health information. It is highly conceivable that imperfect information can harm patients/public and potentially have a significant detrimental effect on the healthcare systems. Some harms include poor health outcomes, increased anxiety, increased return visits, and tremendous resource waste. To address the lack of the quality of online health information, many have proposed strategies to assess the reliability of the information but with significant issues. No one has developed a practical and patient-friendly method validated by patients and the public. The primary objective of this research program is to develop gold standard approaches for patients/public and online health information providers. The specific methods to develop the intervention are the following: 1) systematic reviews, 2) content analysis, 3) focus groups, and 4) feasibility studies. This multi-phase project informed by theory will lead to new knowledge that is intended to inform the development of patient-friendly quality benchmarks and policy framework. The interventions will inform best practices and policies in disseminating reliable web health information, thus reducing disparities in access to health knowledge and combat misinformation online. In addition, we envision the final products can be used as gold standard for developing similar interventions for specific groups of patients or populations.

Biography

Dr. Lubna Daraz is an Assistant Professor in the School of Library and Information Science, Faculty of Arts and Sciences at the University of Montreal. Before joining the University of Montreal, Dr. Daraz served as an Assistant Professor of Medicine and Research Fellow at Mayo Clinic, Rochester, Minnesota, United States. Dr. Daraz holds a Ph.D. in Health Sciences from McMaster University and a Master's in Library and Information Sciences from the University of Toronto. Dr. Daraz has expertise in Evidence-based Practice, Knowledge Translation, Digital Health Information-Seeking, Health Literacy, Health Informatics, Implementation Science, and Disadvantaged Populations. Currently, she is developing gold standard approaches to facilitate digital health information seeking.