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.

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.

The authors are confident that, if implemented wisely, technology can and will transform the face of health communication as we know it.

This 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

Publication Year: 2008
Edition: 1st
Author/Editor: Parker, Jerry C.; Thorson, Esther
Publisher: Springer Publishing Company
ISBN: 978-0-826-10122-8
Doody's Star Rating®: ★★★ Score: 82
Platform: Ovid
Product Type: Book
Speciality: Community Health & Disease Prevention
Language: English
Pages: 496
Illustrations: 0
Included In: Springer Publishing Health Policy & Administration Collection 2013