

Country case Denmark

Birgitte Lolan Ravn, sundhed.dk

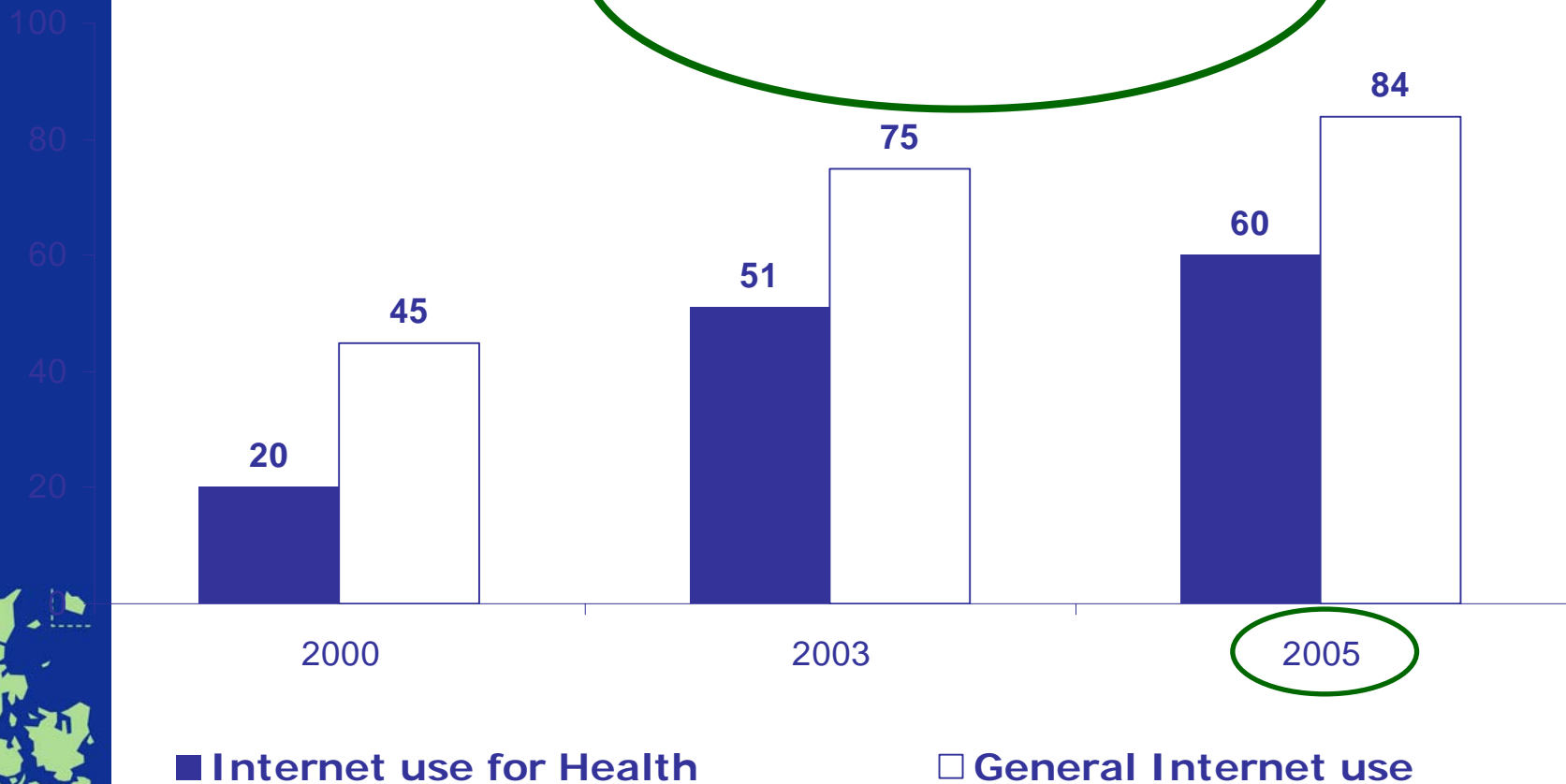
&

Janne Rasmussen, MedCom



Development in use of the Internet for health

In 2007 72% / 90%

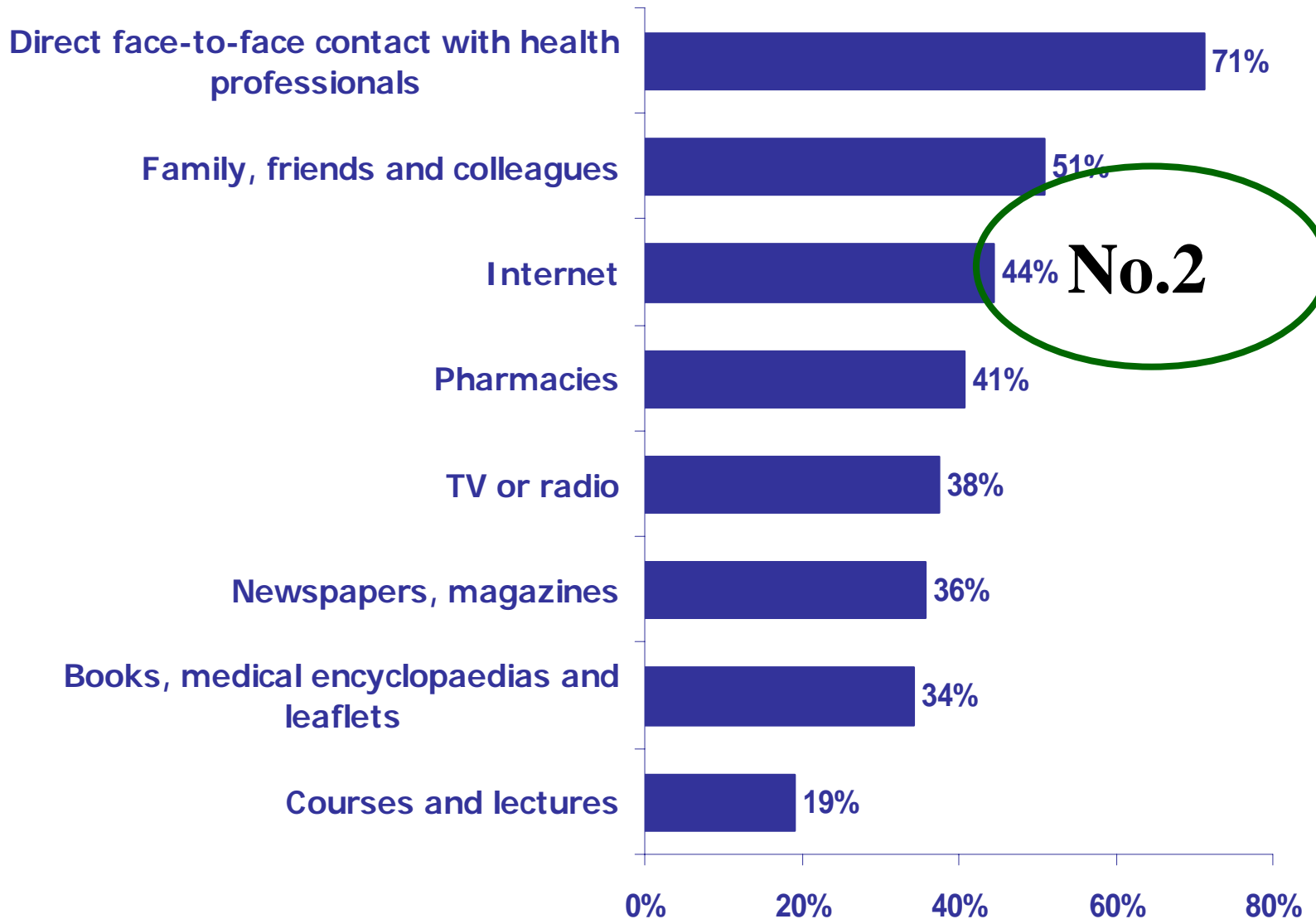


User profile

- Young
- **(Well-educated)**
- **Woman**
- White collar work
- ~~**Poor health**~~
- ~~**With children**~~
- Urban



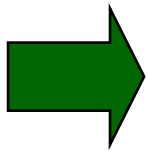
Importance of different sources of health information



Online Consumer Pattern



Online communication with GP



Use of other interactive services



Expected use of both in the future



Conclusions

- Internet usage in general increases
- More Internet health users
- User characteristics are diminishing
- Internet is an important source
- Online interaction increasing

