



## The Health on the Net Foundation (HON)

HON is a not-for-profit, non-governmental organization dedicated to guide the growing online community of healthcare consumers and information providers to sound, reliable medical and health information and expertise.

To achieve this mission, HON established a **criteria for trustworthy health information websites, the HON Code of Conduct - HONcode**, reached by a consensus among webmasters, citizens and medical experts. HON develops vertical health search engines to provide access to quality and adapted online health information with the HONcode certified websites forming a "confidence-space" where citizens can safely explore and search their information options.

**Statistics** We conducted a study on 174 non-HON certified websites and 165 HON-certified websites. Only three percent of non-HON certified websites fully comply with the eight HONcode principles. (source: survey published in 2009 to show the impact of the certification on the quality of certified health websites)

### The HONcode

1. Authority
2. Complementarity
3. Privacy
4. Attribution
5. Justifiability
6. Transparency
7. Financial disclosure
8. Sponsorship

The **HONcode** is the oldest and the most used ethical and trustworthy code for medical and health related information available on Internet. The HONcode is designed for three target audiences: the general public, health professionals and web publishers, actively involved in the process of certification.

### The HONcode certification

**Voluntary and free of charge!**

- 1<sup>st</sup> step:** the webmaster requests the certification on the HON website. The application process includes a HONcode self-evaluation step;
- 2<sup>nd</sup> step:** the HONcode Review Committee conducts a thorough inspection of the site based on the HONcode guidelines and provides recommendations;
- 3<sup>rd</sup> step:** when the site is compliant with the 8 principles, the HONcode seal is delivered. Then, the site displays a unique dynamic HONcode seal valid for one year.

### Active certification

- Demonstration** of the HONcode respect;
- Transparency** of the certification: excerpts of proof
- Dynamic** and unique HONcode seal;

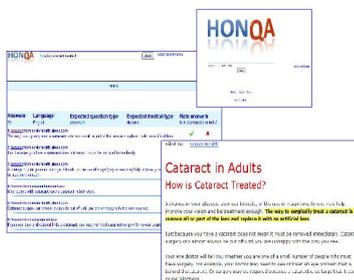


### Regular Monitoring

- Annual** systematic audit
- Automatic** continuing monitoring
- Re-evaluation** after a complaint submission



**HAS** **HON** *HON, the official certifying body for health websites in France*  
 In France, the High Authority of Health (HAS) has asked the HON Foundation to certify health websites in France, rather than developing its own standard. Since 2007, nearly 1,000 French health websites have been certified.



Answer in context

### New generation of search engine: Health question answering (QA) tool

This QA tackles the limitation of classical search engines which submerges the user with thousand of links to documents which perhaps contain the answer

**HON Health QA tool** provides relevant answers to a question posed in natural language with the document justifying the answer.  
**Ask your question** and get the answer extracted only from certified trustworthy websites!

### Powerful HON search tool: WRAPIN

*Worldwide online Reliable Advice to Patients and Individuals*

Automatic verification of the reliability of medical and health documents (HTML, PDF, etc.) with selected trustworthy medical databases.



**Appropriate** scientific knowledge based on related medical and health information;  
**Presents results in context** and pinpoints pertinent information to help citizens make informed decisions.



Affiliated with IMIA

State of Geneva

