



# A Proposal for Sponsored Links

## Connecting Consumers to Important Health Information

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# Agenda

**1** Online for Health Information

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**2** Role of Sponsored Links

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**3** Google's Proposed Sponsored Link Ad Formats

# Search Engines Provide Access to Useful Health Information



**4.6B**  
Searches on  
Health Keywords



**111M**  
Individuals Searched Using  
Health Keywords

# Access to Information Can Improve Public Health

Google  Search [Adva](#)


Web [+ Show options...](#) Results 1 -

**Asthma in Children** Spor  
[www.PediatricAsthma.com](http://www.PediatricAsthma.com) Get Childhood **Asthma** Treatment Info Learn About A Once-Daily Option.

**Asthma Information**  
[AsthmaTreatmentOption.com](http://AsthmaTreatmentOption.com) Learn More about **Asthma** and a Treatment Option.

**Learn About Asthma**  
[www.GoBreathe.com](http://www.GoBreathe.com) **Asthma** Has Two Main Causes - Learn How To Treat Both.


**Asthma**  
[Google Health](#) [Mayo Clinic](#) [Medline Plus](#) [WebMD](#)

 **Asthma** is an inflammatory disorder of the airways, which causes attacks of wheezing, shortness of breath, chest tightness, and coughing. Symptoms: Cough with or without sputum (phlegm ...  
[www.google.com/health](http://www.google.com/health)

Google  Search

Web [+ Show options...](#) Results 1 - 10 of about 4

**Poison Control** Sponsored Lin  
[www.AAPCC.org](http://www.AAPCC.org) **Poison Control** & Education For The Public. Learn More & Support!

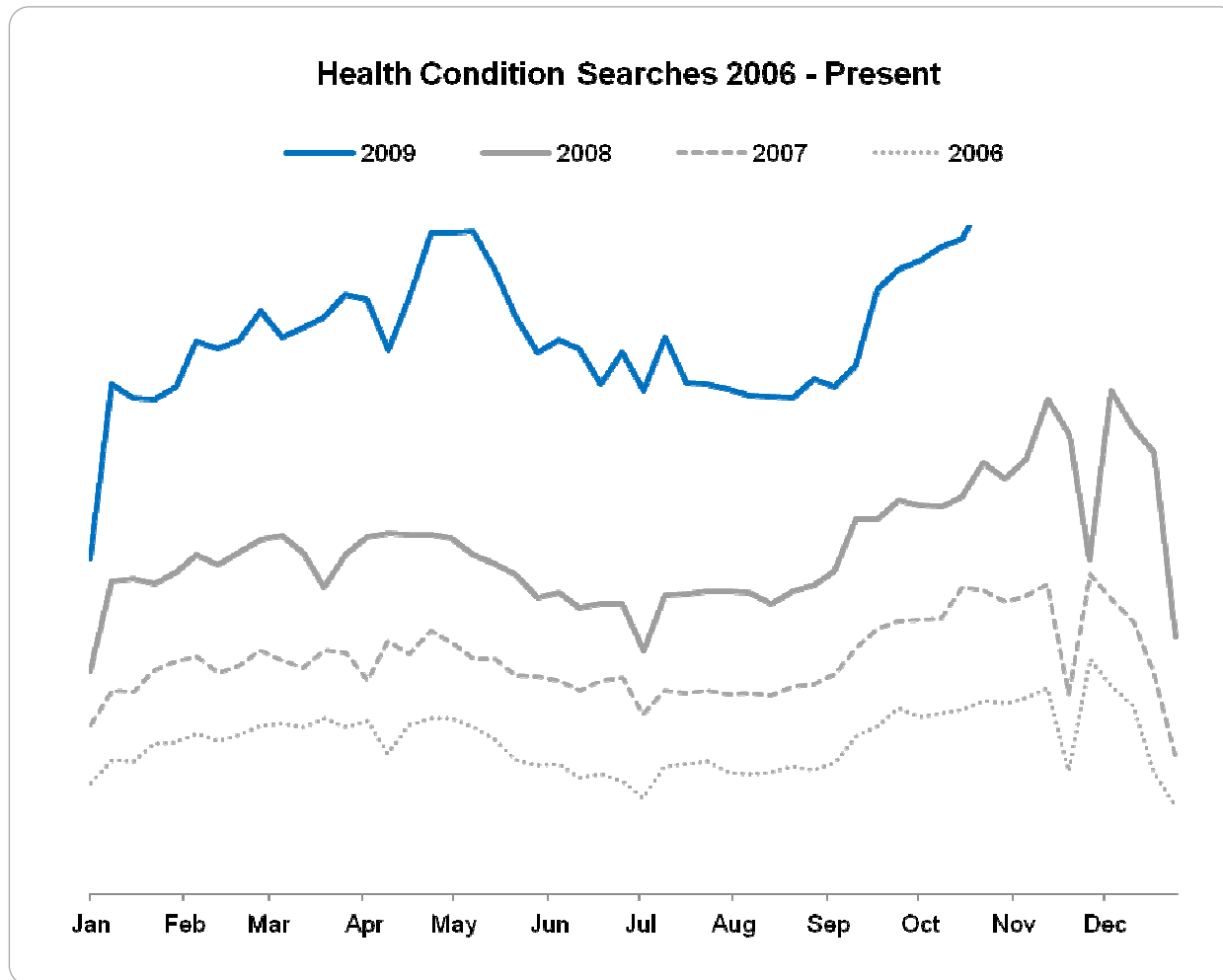
 For a **poison** emergency in the U.S. call 1-800-222-1222  
American Association of **Poison Control Centers**

**American Association of Poison Control Centers**  
American Association of **Poison Control Centers** **poison** help control carbon monoxide children national **poison** data system toxin toxins american association of ...  
[www.aapcc.org/](http://www.aapcc.org/) - [Cached](#) - [Similar](#) - [Print](#) - [Close](#)

[Find Local Poison Centers](#) [Data Requests](#)  
[First Aid](#) [Annual Reports](#)  
[FAQ](#) [Poisoning Prevention](#)  
[Child Tips](#) [Map of US Poison Centers](#)

[More results from aapcc.org »](#)

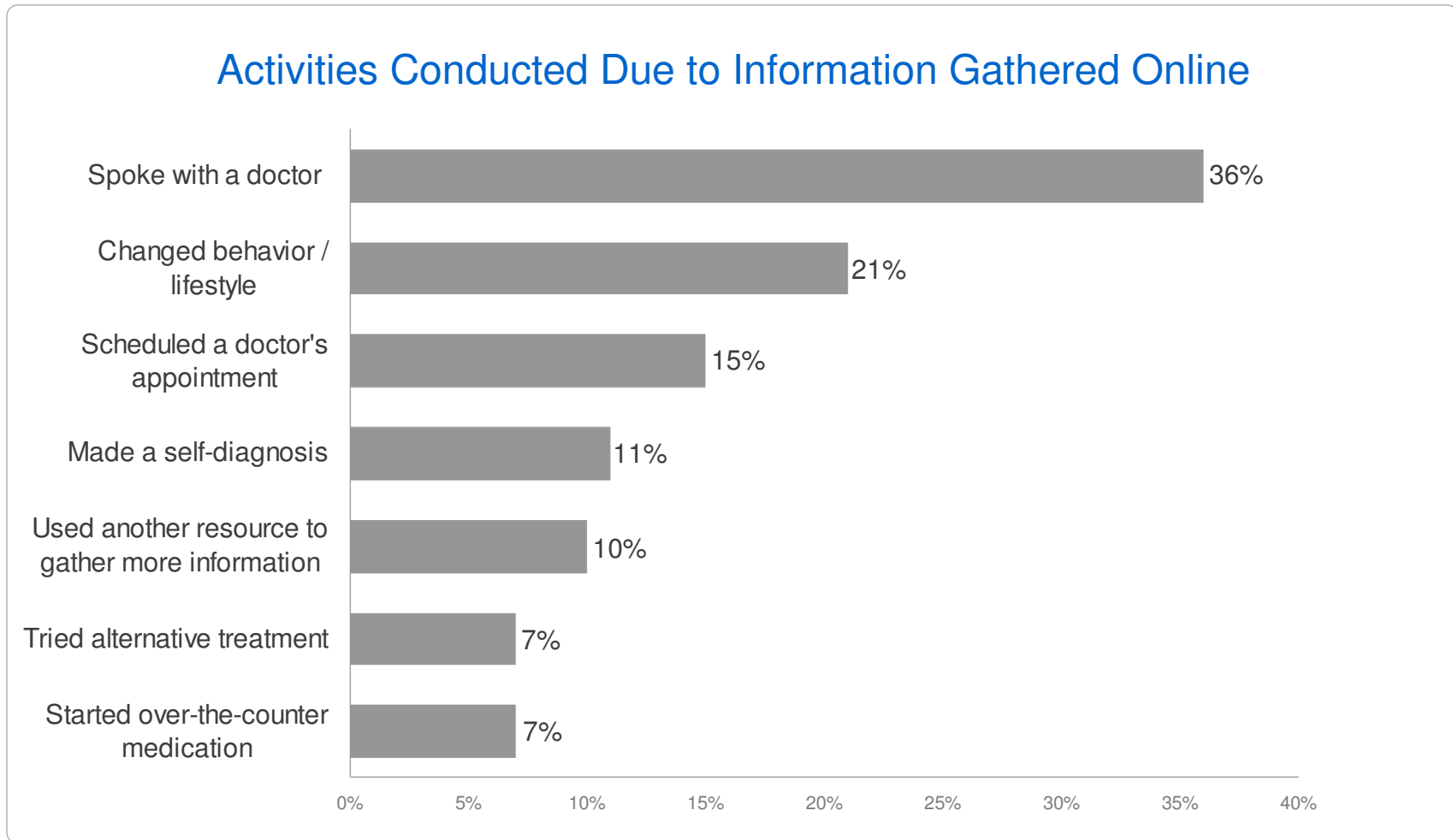
# Health Condition Queries are Growing Exponentially



Source: Google Internal Data; 3X growth from 2006-2009

Graph includes all "Health-Condition" queries EXCLUDING all "swine flue" and "h1n1" terms.

# Online Health Information Impacts Behavior



Question: Again, thinking about your most recent [CONDITION]-related question or concern, what did you/they do because of the [CONDITION] information you gathered online? Please select all that apply. More than one answer was allowed.  
Base: All Qualified Respondents (n=4,224)

Source: Harris Interactive, "Online For Health: The Impact of Online Behavior on Healthcare Decisions," 2007

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# Google is Go-To Source for Health Info

Sponsored "Paid" Advertising  
Advertisers can bid on these positions

The screenshot shows a Google search for "breast cancer". At the top, the search bar contains "breast cancer" and a "Search" button. Below the search bar, the results are categorized into "Sponsored Links" and "Organic Results".

**Sponsored Links:**

- Facts About Breast Cancer** (Sponsored Link)  
Breast-Cancer-Treatment-Options.com Diagnosed with **breast cancer**? Learn about a treatment option now.
- Breast Cancer**  
Fully integrated **Breast Cancer** services in one convenient location  
www.StVincentCancerCenter.org  
New York, NY
- Breast Cancer Radiation**  
Learn About The Treatment of **Breast Cancer** With Radiotherapy. Call Now.  
AdvancedRadiationCenters.com
- Breast Cancer**  
Info on HER2+ **breast cancer**, risk factors and a treatment option.  
www.HER2Positive.com
- Breast Cancer**  
Chat w/**cancer** experts about therapy options at our Treatment Centers.  
CancerCenter.com
- Breast Cancer Advances**  
A new approach for analyzing your **breast cancer** recurrence risk  
www.MyTreatmentDecision.com

**Organic Results:**

- Breast cancer**  
Google Health Mayo Clinic Medline Plus WebMD  
Breast cancer is a **cancer** that starts in the tissues of the **breast**. There are two main types of **breast cancer**: Ductal carcinoma starts in the tubes (ducts) that move milk from the **breast** to the nipple ...  
www.google.com/health
- News results for breast cancer**  
Video: Yoplait(R) and Celebrity **Breast Cancer** Surgeon Dr. Kristi... - 4 hours ago  
15 /PRNewswire/ -- One in eight women will be diagnosed with **breast cancer** within her lifetime; that's 12 percent of all women who will be personally ...  
Reuters - 162 related articles >  
Earthtimes (press release) Durafame Goes Pink to Help Fight **Breast Cancer** - Reuters - 63 related articles >  
Diabetes Drug Fights **Breast Cancer** - WebMD - 78 related articles >
- BreastCancer.org - Breast Cancer Treatment Information and Pictures**  
Breast Cancer Information from a Nonprofit Organization.  
www.breastcancer.org/ - Cached - Similar - [share icons]
- Susan G. Komen Breast Cancer Foundation**  
Dedicated to education and research about causes, treatment, and the search for a cure. Headquartered in Dallas, Texas.  
www.komen.org/ - Cached - Similar - [share icons]

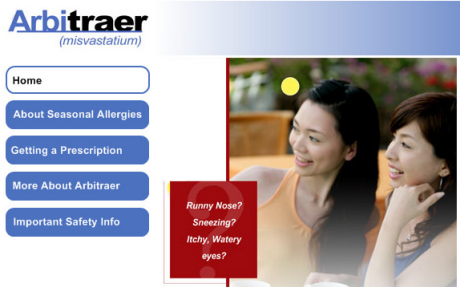
**Organic "Natural" Search Results**  
Cost free: results are based on Google ranking algorithm of relevance to search query

# Impact of FDA Letters on Sponsored Links

**Before**

[Arbitraer® Official Site](#) Sponsored Link  
[www.Arbitraer.com](http://www.Arbitraer.com) (misvastatium) 100 mg tablets. Learn about seasonal allergy treatment.

LED TO



Arbitraer.com

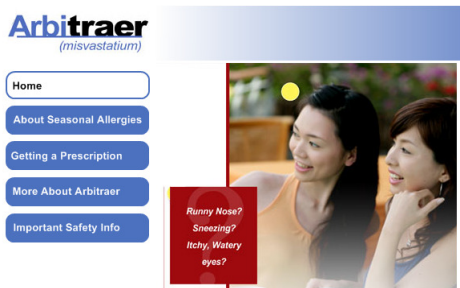
The 'Before' section shows a single sponsored link for Arbitraer.com. The link text is "(misvastatium) 100 mg tablets. Learn about seasonal allergy treatment." A blue arrow points from this link to a screenshot of the Arbitraer.com website. The website screenshot shows a navigation menu with links: Home, About Seasonal Allergies, Getting a Prescription, More About Arbitraer, and Important Safety Info. Below the menu is a photo of two women, with a red callout box containing the text: "Runny Nose? Sneezing? Itchy, Watery eyes?"

**After**

[Arbitraer® Official Site](#) Sponsored Link  
[www.Arbitraer.com](http://www.Arbitraer.com) (misvastatium) 100 mg tablets. Find important product information.

[Seasonal Allergy Treatment](#) Sponsored Link  
[www.Allergy-Info.com](http://www.Allergy-Info.com) Suffering from seasonal allergies? Learn about a treatment option here

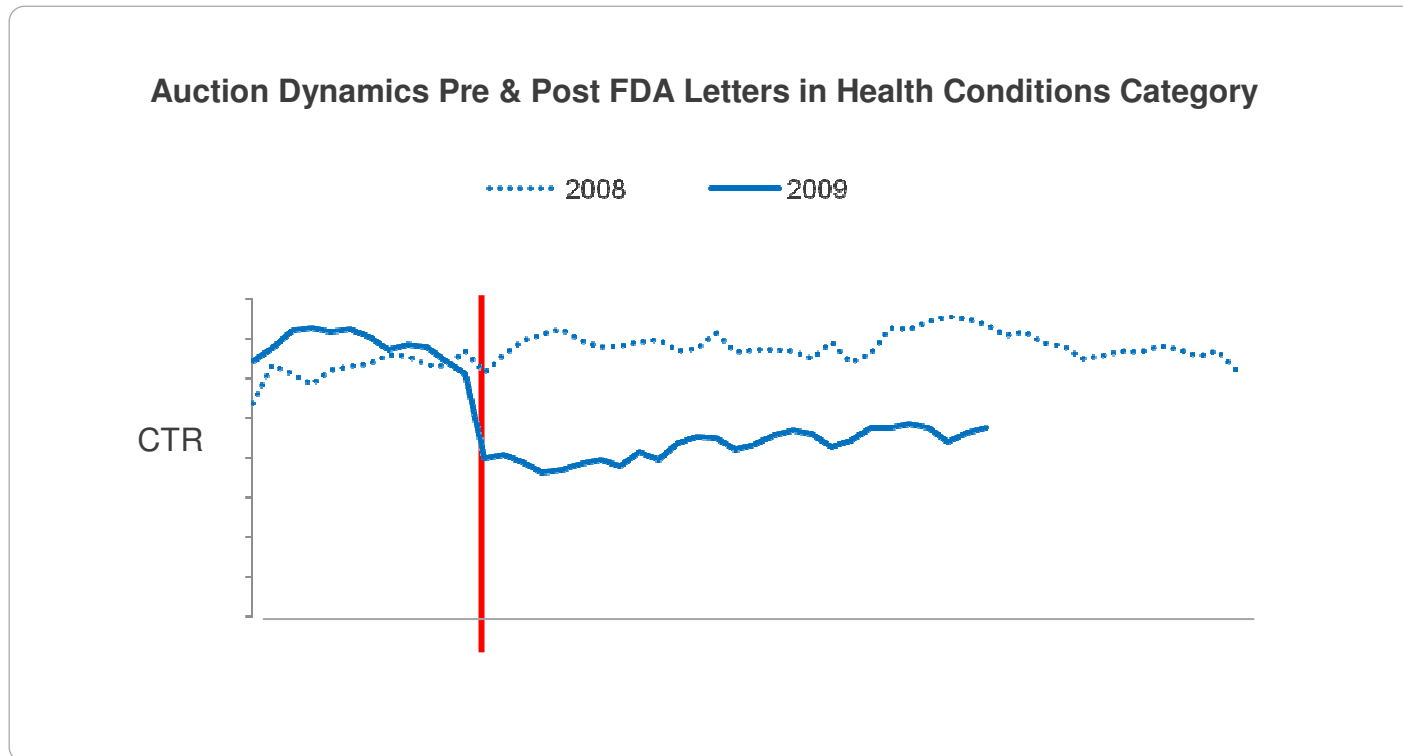
BOTH LEAD TO



Arbitraer.com

The 'After' section shows two sponsored links. The first link is for Arbitraer.com with the text "(misvastatium) 100 mg tablets. Find important product information." The second link is for Allergy-Info.com with the text "Suffering from seasonal allergies? Learn about a treatment option here". A blue arrow points from both links to the same Arbitraer.com website screenshot as in the 'Before' section.

# Post NOV Search Ads are Less Transparent and Relevant



Source: Google Internal Data, US Search aggregate trending of Pharmaceutical brand terms

CTR: Click-through rate

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# Proposed Standard for Product Claim Sponsored Links

Web Images Videos Maps News Shopping Gmail more ▾

Google arbitraer Search Advanced Search

Web + Show options... Results 1 - 10 of about 1,250 for arbitraer. (0.09 seconds)

**Arbitraer**® Official Site Sponsored Link  
[www.Arbitraer.com](http://www.Arbitraer.com) (misvastatium) 100 mg tablets. Help relieve seasonal allergy symptoms.  
Warning: Avoid if you have liver problems. Not indicated for children under 18. [More Info](#)

[PDF\] Be Smart About Prescription Drug Advertising -- Arbitraer Brief ...](#)  
File Format: PDF/Adobe Acrobat - [View](#)  
**Arbitraer** is a prescription drug called an antihistamine. **Arbitraer** is used to treat seasonal allergy symptoms, such as runny nose, sneezing, itchy nose or ...  
[www.fda.gov/downloads/Drugs/ResourcesForYou/.../ucm083522.pdf](http://www.fda.gov/downloads/Drugs/ResourcesForYou/.../ucm083522.pdf) - [Similar](#)

[Incorrect Product Claim Ad](#)  
Jun 24, 2009 ... The ad misleadingly suggests that **Arbitraer** is approved to treat children by showing an image of a young girl. Remember that these ads must ...  
[www.fda.gov/Drugs/ResourcesForYou/.../ucm082282.htm](http://www.fda.gov/Drugs/ResourcesForYou/.../ucm082282.htm) - [Cached](#) - [Similar](#)

Headline will link to designated landing page, such as the homepage

“Warning:” is fixed & cannot be modified; the remaining 62 characters can be modified

This additional “More Info” link will direct to risk information

# Proposed Standard for Black Boxed Sponsored Links

Web [Images](#) [Videos](#) [Maps](#) [News](#) [Shopping](#) [Gmail](#) [more](#) ▼

Google   [Advanced Search](#)

Web [+ Show options...](#) Results 1 - 10 of about 794 for zinaxa. (0.37 seconds)

**ZINAXA® (azioglitazone)** Sponsored Link  
[www.ZINAXA.com](http://www.ZINAXA.com) Get important product information & find questions for your doctor.  
Click to see full safety and prescribing information, including boxed warning, [More Info](#)

[Depression Center: Symptoms, Causes, Medications, and Therapies](#)  
An estimated 19 million American adults are living with major **depression**. Here you'll find out in-depth **depression information** including symptoms, medications, ...  
[www.webmd.com/depression/default.htm](http://www.webmd.com/depression/default.htm) - [Cached](#) - [Similar](#)

[About Zinaxa & Depression](#)  
Facts about **depression**, including how to manage it and how to live with this medical condition.  
[www.depression.com/](http://www.depression.com/) - [Cached](#) - [Similar](#)

[Zinaxa Information](#)  
Researchers Work to Explain **Depression** and Related Diseases - **Information** on coping with traumatic events; Occurrence in: ...  
[www.nimh.nih.gov/health/topics/depression/index.shtml](http://www.nimh.nih.gov/health/topics/depression/index.shtml) - [Cached](#) - [Similar](#)

Headline will link to designated landing page, such as the homepage

The "safety & prescribing" statement is fixed & cannot be modified

This additional "More Info" link will direct to risk information



Thank You.