Examines the wide range of resources used by health consumers to inform and support their decisions around their own health care.

Today's health consumer is self-monitoring, building supportive social networks online or via cell phone, and engaging in treatment using interactive programs online, on CD or related media. Using evidence-based practice and relevant theories, this book analyzes the trend for health care systems to be reactive, while consumers are proactively seeking the health care information they feel they deserve.