Medical site helps patients find the most promising new treatments

Earlier this year we featured Cancer Commons, a site that aims to help cancer patients focus on the most promising treatments for them by tapping the collective wisdom of the medical crowds. Now operating on a similar crowdsourcing principle is Seattle-based Medify, which goes beyond just cancer to bring users with various long-term illnesses a raft of key information about the research and treatments that have worked best for others like them.

Now in beta, Medify aims to help users and their families learn about treatments that have led to the most promising outcomes for other patients with similar conditions. Users begin by typing a condition, treatment or medical institution in Medify's search box, and the site will mine data from millions of studies for patients who match those criteria. Users can then learn more about promising studies, treatments and institutions. Information is presented via interactive graphics designed to facilitate comparisons, and various filters can be added to personalize the results. The end result is that users can see what other similar patients are doing, quickly identify promising options to discuss with a physician, research further and rally their own personal networks for additional help. Key results can be saved in a personal online “binder,” and particularly interesting studies can be tracked over time. Users can also use the site to build a personal community for sharing and support.

There's no doubt patients are increasingly playing a more active role in managing illnesses and conditions — the key is getting the right information into their hands at the right time. Though it's free during its beta period, future income possibilities for Medify include premium research services, opt-in marketing services and a dedicated version for doctors, according to a Mashable report. Medically minded entrepreneurs: one to get involved in?

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