Reputable?

- Is it **up to date**?
- Is **author** identified and credentialed?
- Do **several sources** report similar information on topic?
  - ... or just one?
- Are **source studies** cited?

- Is it **biased** favoring product / service they sell?
- Are conclusions based on ✯ **case report / testimonial**?

- **Reputable physicians** do **not** diagnose, recommend or treat patients online without physical exam.
- Be cautious if asked for **personal health information**.
- **Opinions** or **testimonials** should be clearly labeled so as **not** to be confused with fact.

“**If it’s too good to be true, it probably is**”

Adapted from: Using the Internet for Reliable Health Information, March 17, 2009, Amber J. Tresca, About.com