

# Healia Launches Consumer Friendly Search Engine for PubMed/Medline and Clinical Trials Information

## Improves consumer access to biomedical literature and clinical trials information

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(:MDP)

BELLEVUE, Wash., Sept. 20 /PRNewswire/ -- Healia (<http://www.healia.com/>) announced today the launch of two new search engine tools -- Healia PubMed/Medline Search and Clinical Trials Search -- to help consumers find relevant biomedical literature and clinical trials information. The announcement was made during the Health 2.0 User Generated Healthcare Conference in San Francisco.

Healia PubMed/Medline Search is specifically designed to help consumers retrieve abstracts (summaries) of scientific articles published in biomedical journals in a user-friendly way. It searches the National Library of Medicine's (NLM) PubMed/Medline dataset, which includes more than 17 million abstracts and citations from approximately 5,000 biomedical journals published in the United States and worldwide since the 1950s.

By using its patent-pending categorization technology, Healia is the first search engine to categorize biomedical journal abstracts by relevance to population groups and subtopics. For example, a consumer looking for peer-reviewed research about a particular disease treatment can easily restrict their search results to articles directly relevant to a particular gender, age group, and/or racial/ethnic group. Among the many helpful features of Healia PubMed/Medline search is the ability to restrict searches by author, journal, language, and publication year and type. In addition, a "publication trends" chart allows users to see the number of relevant publications by year for diseases and health conditions.

The Healia Clinical Trials Search retrieves clinical trials information from the National Institutes of Health's (NIH) ClinicalTrials.gov dataset, which includes federally and privately supported studies on a wide range of diseases and conditions. One of the unique capabilities of the Healia Clinical Trials Search is the ability to restrict searches by geography and to map locations of study sites.

"We developed Healia PubMed/Medline Search and Clinical Trials Search because current search engines for biomedical literature and clinical trials information are severely lacking in robustness and usability for consumers. At Healia, we are constantly looking for ways to make complex health information much more accessible and relevant to the average consumer," said Dr. Tom Eng, President & Founder of Healia, while speaking at the Health 2.0 User Generated Healthcare Conference.

In the coming months, additional enhancements and search tools will be launched on [healia.com](http://healia.com), an award-winning health search engine portal.

### About Healia

Healia is the creator of a proprietary, health-optimized search engine that uses patent-pending technology to generate high quality, highly targeted, and personalized results for consumers. Healia is a new division of Meredith Corporation (<http://www.meredith.com/>), one of the nation's leading media and marketing companies with businesses centering on magazine and book publishing,

television broadcasting, integrated marketing, and interactive media. The Meredith Publishing Group includes Better Homes and Gardens, Ladies' Home Journal, Family Circle, Parents, American Baby, Fitness, and More.

#### About the Health 2.0 User Generated Healthcare Conference

The Health 2.0 User Generated Healthcare Conference, held on September 20, 2007 in San Francisco, brings together Web 2.0 technology companies that are looking to transform the health care landscape.

Contact:  
Tassie DeMoney  
Healia / Meredith Corp.  
40 Lake Bellevue Dr., Ste. 350  
Bellevue, WA 98005  
Phone: 425 646 6030  
media@healia.com

SOURCE: Healia

CONTACT: Tassie DeMoney of Healia - Meredith Corp., +1-425-646-6030,  
media@healia.com

Web site: <http://www.healia.com/>  
<http://www.meredith.com/>

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