

TOP 10 ONLINE INFLUENCERS

Making a difference in the world of

CHILDREN'S HEALTH

IMPROVING Children's Health IN AMERICA

22%



Percentage of children in the U.S. with a chronic physical or mental health condition

Source: U.S. Health Resources and Services Administration

It's not just kids who suffer back-to-school stress. For parents, this time of year can trigger all sorts of questions: How will my child's school deal with her food allergy? Could my first-grader have a learning disability? How can I help my son get more active? Luckily, the experts featured in "SharecareNow 10: Pediatrics" are here to help. With the latest information on vital topics—from allergies, acne and autism to childhood vaccines, healthy weight and more—these dedicated doctors provide the critical online resources that parents today need. Read on to learn more about the Top 10 Influencers. To find answers to questions about children's health, visit "Kids and Teen Health" at <http://www.sharecare.com/topic/kids-teens-health>



#1 Claire McCarthy, MD, Thriving

<http://visionhelp.wordpress.com>

Claire McCarthy, MD is a primary care pediatrician and medical communications editor at Boston Children's Hospital, where she writes the blog, *Thriving*. In addition, she is an assistant professor of pediatrics at Harvard Medical School and a senior pediatrics editor for Harvard Health Publications. Writing extensively on health and parenting for the general public, Dr. McCarthy also writes the *MD Mama* blog for Boston.com, and blogs for The Huffington Post.

Dr. Claire McCarthy
 @drClaire
 ChildrensHospital
 Dr. Claire McCarthy



#2 Harvey Karp, MD, The Happiest Baby

<http://www.happiestbaby.com>

Nationally renowned pediatrician and child development specialist **Harvey Karp, MD** is an assistant professor of pediatrics at the University of Southern California School of Medicine. In pediatric practice for almost 30 years, Dr. Karp has taught thousands of parents—from working moms to celebrities such as Madonna and Michelle Pfeiffer—his secrets for soothing colic, boosting infant sleep, reducing tantrums, promoting patience and making parents and children happy.

Dr. Harvey Karp
 @happiestbaby
 dr.harvey.karp
 thehappiestbaby



#3 Wendy Sue Swanson, MD, Seattle Mama Doc

<http://seattlemamadoc.com>

Wendy Sue Swanson, MD is a practicing pediatrician at the Everett Clinic in Mill Creek, Washington, a clinical instructor in the Department of Pediatrics at the University of Washington and a medical staff member at Seattle Children's Hospital. A Fellow of the American Academy of Pediatrics, Dr. Swanson earned both her doctor of medicine and masters in bioethics from the University of Pennsylvania. She is passionate about improving the way media discusses pediatric health news and how it influences parents' decisions in caring for their children.

Dr. Wendy Sue Swanson
 @SeattleMamaDoc
 Seattle Mama Doc
 WendySueSwanson
 Seattle Mama Doc
 Wendy Sue Swanson



#4 Jennifer Shu, MD, Healthy Children

<http://healthychildren.org>

Jennifer Shu, MD is a pediatrician, author and a medical editor for HealthyChildren.org, the official parenting website of the American Academy of Pediatrics (AAP). She is also the editor-in-chief of the AAP's *Baby & Child Health*, and co-author of the award-winning books *Heading Home with Your Newborn* and *Food Fights*, both published by the AAP. Dr. Shu received her medical degree from the Medical College of Virginia and completed her pediatric training and chief residency at the University of California in San Francisco. She is a former director of the normal newborn nursery at Dartmouth-Hitchcock Medical Center.

Dr. Jennifer Shu
 Dr. Shu Says
 @LivingWellDoc
 Healthy Children



#5 Natasha Burgert, MD, KC Kids Doc

<http://kckidsdoc.com>

Fed up with bad online health information, **Natasha Burgert, MD** began educating her patient families through KCKidsDoc.com. She knew that families needed an online advocate who could consistently give practical and evidence-based advice. Through KCKidsDoc and other social media outlets, Dr. Burgert is determined to promote and encourage positive health choices for her Kansas City community. Energized by her husband and two young children, she works full time in her pediatric practice.

Dr. Natasha Burgert
 @doctornatasha
 Pediatric.Associates.Kansas.City
 KCKidsDoc
 Natasha Burgert

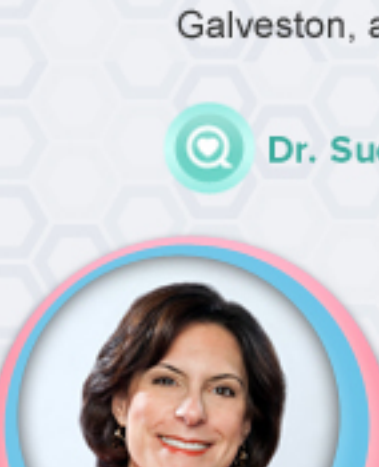


#6 Sue Hubbard, MD, The Kid's Doctor

<http://kidsdr.com>

Sue Hubbard, MD has been a practicing pediatrician with Pediatric Associates of Dallas for more than 20 years, with a special interest in adolescent medicine. She is also the Chief Medical Editor of the Emmy award-winning media company "The Kid's Doctor," and author of the nationally syndicated column by the same name. Dr. Hubbard attended The University of Texas Health Science Center Medical School where she graduated with honors, did her pediatric internship at the University of Texas Galveston, and then completed her residency at U.T. Southwestern Medical Center and Children's Medical Center Dallas.

Dr. Sue Hubbard
 @TheKIDsDoctor
 TheKIDsDr
 TheKIDsDoctor
 iPhoneApp: The Kid's Doctor

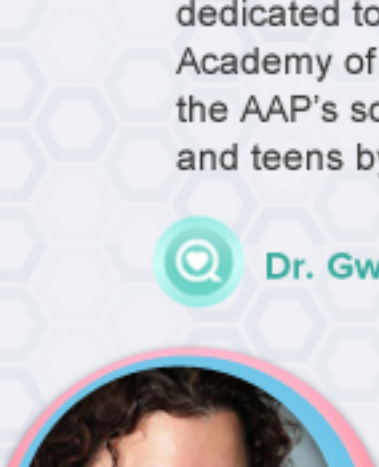


#7 Gwenn Schurgin O'Keefe, MD, Pediatrics Now

<http://www.pediatricsnow.com>

Gwenn Schurgin O'Keefe, MD is a pediatrician and the CEO of Pediatrics Now, a health and communications company dedicated to providing reliable information to today's busy families. A Fellow and national spokesperson of the American Academy of Pediatrics, she serves on the Executive Committee of the Council on Communications and Media, and authored the AAP's social media parenting tips. Her newly released book, *CyberSafe*, empowers parents to participate with their kids and teens by understanding how and why they use the digital world.

Dr. Gwenn O'Keefe
 The Huffington Post
 @DrGwenn
 Dr. Gwenn
 drgwenn
 Gwenn Schurgin O'Keefe

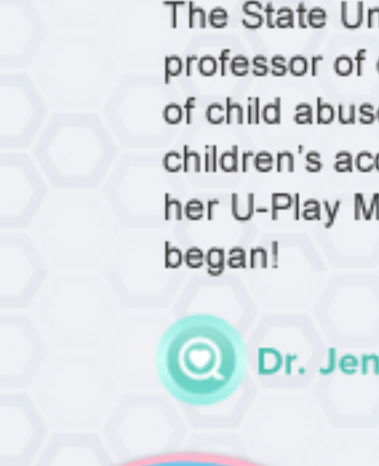


#8 Jen Canter, MD, Play This Way

<http://www.playthisway.com>

A busy mom with two sets of twins, **Jen Canter, MD** (Dr Jen®) is board certified in pediatrics and the accredited sub-specialty of child abuse pediatrics. With a masters degree in public health from Johns Hopkins University, she earned her medical doctorate at The State University of New York at Buffalo and completed her residency at Montefiore Medical Center. Dr. Canter is an associate professor of clinical pediatrics at New York Medical College, where her classes focus on the prevention, diagnosis and treatment of child abuse and neglect. She is passionate about identifying patient-specific, community and public health methods to prevent children's accidents and child abuse. That's how Play This Way began—"Dr Jen" developed a parenting & play platform through her U-Play Mat invention licensed to Sassy Baby, and her online adventure connecting with families through parenting and play began!

Dr. Jen Canter
 One Sassy Doctor
 @PLAYTHISWAY
 Play This Way Every Day

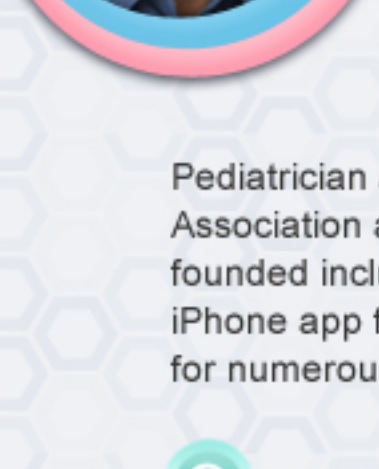


#9 Alan Greene, MD, DrGreene.com

<http://www.drgreene.com>

Pediatrician and author **Alan Greene, MD** is the founder of the award-winning DrGreene.com, cited by the American Medical Association as "the pioneer physician Web site" on the Internet. The associations, movements and products Dr. Greene has founded include the WhiteOut Campaign, which focuses on how babies in the United States are fed; and KidGlyphs, a free iPhone app for childhood expression and important language skills. A regular columnist for *Parenting* and a pediatric expert for numerous outlets, he has authored five books, including *Feeding Baby Green* and *Raising Baby Green*.

Dr. Alan Greene
 @DrGreene
 Dr.Greene.com
 Dr. Greene Videos
 Alan Greene
 Dr. Greene Audio



#10 Denise A. Somsak, MD, Pensive Pediatrician

<http://pensivepediatrician.com>

Denise A. Somsak, MD describes herself as a "candid, self-deprecating, idealistic pediatrician." A Fellow of the American Academy of Pediatrics, she is the author of the *Pensive Pediatrician* blog, which raises awareness about a wide range of children's health issues, including autism, nutrition, seasonal health and behavior at school. Dr. Somsak attended medical school at The Ohio State University and finished her residency at Nationwide Children's Hospital.

@Dr_som
 @seasonalhealth
 PediatricAssociatesCincinnati



STATISTICS

LAST
THAT'S WHERE THE U.S. RANKS IN HEALTH AND SAFETY AMONG 21 COUNTRIES.

300% ↑



Increase in the number of kids with **PEANUT ALLERGIES** from 1997 to 2008.

Source: Food Allergy and Anaphylaxis Network.

22%

Percentage of children in U.S. who live in homes where they may **NOT HAVE ENOUGH TO EAT**

Source: "America's Children in Brief: Key National Indicators of Well-Being," 2012 report by the Federal Interagency Forum on Child and Family Statistics

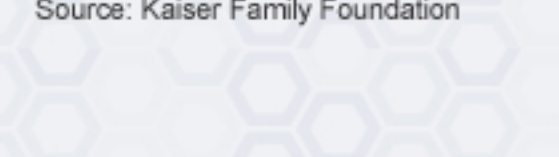
TOP 5:

- 1 SWEDEN
- 2 NETHERLANDS
- 3 FINLAND
- 4 DENMARK
- 5 ITALY

Source: United Nations Children's Fund (UNICEF)

8

Number of hours a day the average 8- to 18-year-old spends on **SCREEN MEDIA**



Source: Kaiser Family Foundation



State where children are **MOST LIKELY** to get immunizations:

FLORIDA



State where children are **LEAST LIKELY** to get immunizations:

IDAHO

Source: Kaiser Family Foundation

6 to 8

AVERAGE NUMBER OF COLDS CHILDREN GET PER YEAR

Source: Johns Hopkins Medicine

NUMBER OF CASES (in children and adults) of VACCINE-PREVENTABLE DISEASES:

WHOOPING COUGH

1980 > 1,730

2010 > 27,550

MUMPS

2000 > 338

2009 > 1,991

Source: Centers for Disease Control and Prevention

8%

Percentage of **CHILDREN and ADOLESCENTS** who have an **ANXIETY DISORDER**

On average, **SYMPTOMS FIRST APPEAR** at **AGE 7**

Source: National Council for Community Behavioral Healthcare



39 NUMBER OF STATES THAT **DON'T REQUIRE P.E. FOR ALL GRADES.**

Source: Kaiser Family Foundation

Methodology: How is influence measured?

Influencers included in "SharecareNow 10: Children's Health" have demonstrated influence within children's health conversations online. Influence is calculated through a proprietary algorithm based on more than 40 individual metrics, including disease-area relevance and online syndication, presence and reach. All metrics are based on content produced over the past year (from the list's publish date) across multiple online channels, including Twitter, blogs, forums, mainstream news and video.

About sharecare | now powered by WCG

Sharecare Now, powered by WCG, is the healthcare industry's first and only digital platform offering real-time analytics on patient healthcare trends, conversations and influential authors. The service offers clients access to a suite of tools, research and social media analytics to identify the channels, conversations, authors, article sources, themes and terms most relevant to healthcare brands and organizations online and in real time.