

# Launch Of Arthritis.com Takes Access To Arthritis Information To A New Level

(NAPSA)—Forty-three million Americans with arthritis now have a new way to research information about their condition thanks to [www.Arthritis.com](http://www.Arthritis.com)—an interactive Web site launched in May during National Arthritis Month, a yearly observance dedicated to the leading cause of disability in the United States.

Arthritis.com features animated graphics depicting the most common forms of arthritis—rheumatoid arthritis and osteoarthritis; seasonal tips designed to help manage arthritis; an extensive glossary and links to non-profit and research organizations such as the Arthritis Foundation, and the American College of Rheumatology; as well as specific tips for activities ranging from Pilates to gardening. Readers can also sign up for a weekly or monthly arthritis newsletter that provides up-to-date information on new treatments and the latest happenings in the arthritis community.

In addition to the information provided, the Web site also supports the rising consumer demand for quality, tailored information. On Arthritis.com viewers can personalize their content to include topics of interest concerning them or a loved one.

“The availability of Arthritis.com provides consumers with compre-



hensive, credible information that can help start a dialogue between patients and healthcare providers,” said Dr. Catherine Sullivan, a rheumatologist with a private practice in New York. “I found that the more patients are informed about their condition the more likely they are to demand help for themselves and those they love.”

According to Harris Interactive approximately 110 million users, particularly those over the age of 65, search the Web for topics relating to health care an average of three times a month—a number that has doubled in only four short years. Additionally, a separate study by the Kaiser Family Foundation found that 75 percent of young adults surveyed also research health information online—a higher percentage than those who played games online or downloaded music.

Arthritis.com is sponsored by Pharmacia Corporation. For more information about managing arthritis, log on to Arthritis.com.