

## WHATEVER HAPPENED TO ...?

Several consumer-based health sites came on the scene in the late 1990s and experienced immediate success. Many of the sites merged, while others went bankrupt as a result of the dot-com bust.

SITE	BACKER	LAUNCHED
<b>Americasdoctor.com</b>	AOL	1998
<i>Merged with Affiliated Research Centers to focus on clinical trial recruitment. The site is now owned by Essential Group, a contract research group.</i>		
<b>BetterHealth.com</b>	AOL's Better Health and Medical network	1993
<i>Bought by iVillage in 1995; domain now owned by Hospital of Saint Raphael in New Haven, Conn.</i>		
<b>Caredata.com</b>	Independent investors	1999
<i>Founded in 1983 as Medirisk; changed name to CareData in 1999 after acquiring Care Data Reports; filed Chapter 7 bankruptcy in 2000.</i>		
<b>DrKoop.com</b>	Former Surgeon General C. Everett Koop, MD, and venture investors	1998
<i>Went public in 1999 and filed for bankruptcy in 2001; domain name sold for \$186,000 in bankruptcy court.</i>		
<b>Healthcentral.com</b>	Syndicated radio personality Dean Edell, MD	1998
<i>Went public in 1999 and acquired several new consumer health Web properties. Now called HealthCentral Network.</i>		
<b>Healtheon</b>	Netscape founder Jim Clark	1995
<i>Merged with WebMD in 1999 to form Healtheon/WebMD; Healtheon later dropped from the name; WebMD purchased several smaller sites and is considered the largest consumer health site.</i>		
<b>MediConsult.com</b>	Independent investors	1996
<i>After going public, the company grew to a worth of \$1.3 billion in 1999; went on a buying spree and the company's value shrunk to less than \$3 million. It was removed from NASDAQ trading in 2001; site now shut down.</i>		
<b>Onhealth.com</b>	Independent investors	1998
<i>Grew to one of the most trafficked Web sites after going public in 1999; later bought by WebMD.</i>		
<b>Thriveonline.com</b>	Joint venture between AOL and Time	1995
<i>Now subsidiary of Oxygen Media.</i>		