



## Model of Excellence

Healthline

Company:

Business Model:

**Healthline Networks, Inc.**  
**San Francisco, CA 94107**  
**www.healthline.com**

**Advertising & Transaction Supported:**  
**Free with Third-Party Ads**

### Business Model

The **Advertising and Transaction Supported: Free with Third-Party Ads** business model generally depends on broad interest content to drive strong site traffic which in turn fuels direct and syndicated advertising sales. It is mostly seen in B2C and B2B cross-over markets.

### Overview

Healthline is one of the strongest implementations we have seen to date of vertical search. Rather than simply throwing an index over selected third party content, Healthline has gone to remarkable lengths to organize this information, with the goal of making it more accessible and understandable to users.

The key to Healthline's power is a physician-developed taxonomy of over 1,100,000 entries that map healthcare terminology to more common, non-medical names for conditions. This taxonomy also allows the company to provide what it calls "Medically Guided Search" which provides users with relevant related terms to place information in context and allow more precise searching.

An ingenious feature called HealthMaps allows the user to quickly and easily explore and navigate to information about the causes, symptoms and treatments for a condition, something that would be extremely difficult with a general search engine, particularly if the user is not aware of the correct medical terminology.

Healthline also allows users to review articles, rate the articles of others, and build discussion communities around specific medical conditions.

Another clever feature is a "Search from Anywhere" browser plug-in that allows users to highlight a medical term found at any other website or search engine and immediately get results from Healthline.

Healthline accepts both banner display and pay-per-click advertising.