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**MedCIRCLE**  
**Collaboration for Internet Rating, Certification,  
Labeling and Evaluation  
of Health Information**

**European Safer Internet Action Plan**

**Deliverable 3.1**

**Report of Current Rating Procedures and  
Vocabulary**

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**Web Médica Acreditada (WMA) of Official Medical College of  
Barcelona (COMB) (<http://wma.comb.es>)**

**Pl. Francesc Macià 4 1º 2ª 08021 Barcelona, Spain**

**Contact: Dr. Miquel Angel Mayer ([director.wma@comb.es](mailto:director.wma@comb.es))**

**Director of WMA**

**Scientific Project Officer of MedCIRCLE in Spain**

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## 1. Introduction

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Web Médica Acreditada (WMA), a project of Metges on line, is an initiative of the Official Medical College of Barcelona, Spain. Medical Colleges in Spain are public institutions with a legally established mission to represent medical practitioners as a whole.

The Official Medical College of Barcelona (<http://www.comb.es>) is a centennial corporation in Spain and was created to defend the interests of the medical profession. It was also founded to ensure that the medical profession adheres to ethical and scientific norms in order to offer the best healthcare services to society, in reality, the final objective is the consumer. Web Médica Acreditada is a service to develop quality and ethical standards for health information. The application of these standards attempts to improve the web sites with this health related-content and services.

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## 2. Current Rating Procedure + Workflow

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The process of accreditation is based on the application of quality standards (Code of Conduct and the Ethical Code). These standards are intended for the accreditation of consumer-oriented Web sites of health care organizations and for professionals who have a web with health related contents also oriented to professionals.

WMA is formed by a Standing Committee and a Delegated Commission that decide to accredit by changing aspects of a web site to adapt these to the recommendations of WMA.

The accreditation process is the following:

1. the **person in charge** of a web sends a WMA request (voluntarily) through the web to begin the process and their data enter in the database of WMA checking the criteria of WMA (based in the Code of Conduct and the Ethical Code) (**step/level 1**)
2. the **Standing Committee** assesses the web based on the WMA criteria and then (**step/level 2/medical expert**)
3. it sends a report to the person in charge to implement the recommendations.
4. when these recommendations are implemented then it's possible to obtain the seal of quality and WMA send a html seal code, and put in the index of accredited webs.  
Later there is a control of the validation of the seal.
5. annually WMA review the accredited webs to renew the seal of quality.

The seal is a "sensivite seal" that is possible obtain more information about the web clicking on it, opening a new window browser.

The process is free of charges.

### 3. Rating Vocabulary

#### 3.1 Overview about the current metadata elements

Criteria Name	Values	Description	Question	HIP / Evaluator
A. Identification				
1.1. Mail adress	Present/not present/ not checked	Mail of contact in the web easily visible, in the homepage for exemple	Is the postal address present?	level 1 and level 2
1.2. Valid mail adress	Not checked   Valid   Invalid	checking the answer given by the health information provider	Is the postal address a valid address?	level 2
2. Person in charge mail adress	Compulsory in the request form	Mail adress in the request form		Level 1 and Level 2
3. Person in charge	Present/not present/ not checked	Person in charge is identified	Is the person or team in charge identified? <sup>1</sup>	Level 1 and level 2
4. Health care professional	Present/not present/ not checked	The health care professional is identified with name, speciality and position	Is there all the information about the health care professional? <sup>1</sup>	Level 1 and level 2
5. Category of web <sup>2</sup>	Compulsory in the request form	Type of the web in the request form	Type of the web fill in the request form	Level 1 and level 2
6. Name of the web	Compulsory in the request form (free text)	Which name is called the web (provider information)	Fill in the name of your web	Level 1
7. Decription of the web	Compulsory in the request form (free text)		Fill in the description of your web	Level 1 and level 2
8. Another Seal of quality or third-party program	Present/not present/ not checked	Is the site a suscriber of any other seal quality or third-party program?		Level 2
<sup>1</sup> It can be possible the person in charge is the same health care professional <sup>2</sup> Associations for patients, medical centers, training, virtual consultation, scientific societies, laboratories, information for consumers, resources/indexes, biomedical associations <b>In level 2, in all the items, it isn't possible the option "not checked"</b>				
B. Contents				
9. The general update	Present/not present/ not checked	The date of last genarl update of the web is present in the homepage	Is the update in the home?	Level 1 and level 2
10. Authorship of the Documents	Present/not present/ not checked	Authorship of the document	Is the Authorship present?	Level 1 and level 2
11. Date of the last update of the documents or information provided	Present/not present/ not checked	Date of the last update	Is the date of last update present?	Level 1 and level 2

12. Sources of health contents	Present/not present/ not checked	Sources of health contents (documents)	There is information about the fonts of the content?	Level 1 and level 2
13. Structure of the web	Yes or not	The structure of the web is easily browsed		Level 1 and level 2
14. Internal links	Yes or not	The internal links are clearly identified,		Level 1 and level 2
15.1. External links	Present/not present/ not checked	The external links are clearly identified		Level 1 and level 2
15.2	Yes or not	There is information about the web link (a description of the type of the web you can link)	Is there information about the web you can link?	Level 2
16. Target audience	Compulsory in the request form	Who's the target audience of the web <sup>3</sup>	Who's the target audience of the web?	Level 1 and level 2
17. Language of the web	Spanish/ Catalanish/English		Wich languages are presented the web?	Level 1
18. Scientific content	Yes or not	"First look" of the scientific content	Do you find inaccurate or outdated information of the site?	Level 2

<sup>3</sup> Professionals, health users, professionals and health users.

**In level 2, in all the items, it isn't possible the option "not checked"**

<b>C. Confidentiality</b>				
19. Information about use of consumer data	Present/not present/ not checked	General policy of the use of the consumer data sended	Is there policy infomation about the use of the consumer data?	Level 1 and level 2
20. Request	Present/not present/ not checked	Information in each request	Is there information about the use of the consumer data in each request in the web?	Level 1 and level 2
21. Confidentiality	Yes or not	The provider suscribes the confidentiality laws of the data sended by the consumer		Level 1 and level 2
<b>D. Advertising and Sponsorship</b>				
22. Advertising present	Present/not present/ not checked	The site contains advertising		Level 1 and level 2
23. Distinguished from the scientific content	Yes or not	The advertising information can be distinguished by the users easily form the scientific content	Is it clearly distinguish it from the scientific content?	Level 1 and level 2
24. Sponsor	Yes or not	If there is sponsor	Is there information if any?	Level 1 and level 2
25. Policy sponsor	Yes or not	Information about the sponsor policy	Is there information about the sponsor policy?	Level 1 and level 2

E. Virtual Consultation				
26.1.Virtual consultation users	Yes or not	There is a service of virtual consultation for health user		Level 1 and level 2
26.2. Limits of this service	Present/not present/ not checked	This service has some limits	Is there any warning about the limits and use of this service?	Level 1 and level 2
26.3. Identification	Yes or not	The virtual consultation is a healthcare service and it's compulsory the identification of the professional	Is clearly identified the person in charge of this service?	Level 1 and level 2
27.1. Virtual consultation professionals	Yes or not	There is a service of virtual consultation for professionals		Level 1 and level 2
27.2. Limits of this service	Present/not present/ not checked	This service has some limits	Is there any warning about the limits and use of this service?	Level 1 and level 2
27.3. Identification	Yes or not	it's compulsory the identification of the professional	Is clearly identified the person in charge of this service?	Level 1 and level 2
28.1. Chat	Yes or not	It can be a service moderated or not	Is identified the moderator?	Level 1 and level 2
28.2. Limits of this service	Yes or not		Is there any warning about the limits and use of this service?	Level 1 and level 2
29.1. News	Yes or not	It can be a service moderated or not	Is identified the moderator?	Level 1 and level 2
29.2. Limits	Yes or not		Is there any warning about the limits and use of this service?	Level 1 and level 2
G. Non compliance				
	Yes or not	Detecting a misuse of the seal		Level 2

### 3.2 Evaluation Procedures

The Standing Committee and the Delegated Commission are formed by two medical doctors, a lawyer, an ethical medical commission (2 doctors), web designers and a computer programmer. The director of Web Médica Acreditada is a doctor, specialist of Family Practice, with more than 10 years of health care experience and working in a national primary care search team for several years and on the other hand working on more than 2 years developing and implementing the standards of WMA over some 300 spanish webs around the world.

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## 4. Technical details

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### 4.1 Data storage

The evaluation and annotation data is stored in a Database (MySQL) of WMA and there is a webbased interface to manage this database by the evaluator

### 4.2 Software

There isn't a special software to manage the process.

#### 4.2.1 Workflow modelling

When the data of the request (it's in the web) arrives at the database it enters in process and it's reviewed by the evaluator who makes the report that is send to the person in charge by mail.

#### 4.2.2 Software properties

There isn't a special software used.

#### 4.2.3 System requirements

Database: MySQL

OS platform: Linux server

Programming language: php with open source

Webbased interface acces to the database (also is possible using Microsoft Access)

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## 5. Results and experiences

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Nowadays there are 165 accredited webs (we understand a domain as a web) (classified Biomedical Associations, Patient Associations, Medical Institutions, Training, Scientific Societies, NGOs of Development, Conferences). Only 4% were initially accepted before the modifications needed to get the quality seal. The main reasons for not acceptance are: the dates that content is updated are not clearly indicated and the source and author for specific content is not identified. There are about 20% southamerican webs. There are more than 130 in process of accreditation and there are about 40 websites waiting for beginning the accreditation process and everyday the OCMB is receiving new requests. It was detected two fraudulent content webs and it was initiated some legal procedures, take into account it's a voluntary request.