

Consumer Health Information

Web Site Evaluation

(based on [HON Code of Conduct \(HONcode\) for medical and health Web sites](#))

Name of Site: Sports Injury Clinic	URL: http://www.sportsinjuryclinic.net/
Date Reviewed: February 16, 2015	Your Name: Ellen Phillips

1. Information must be authoritative

Dangerous	Invisible	Unclear	Acceptable	Good	Exemplary
				X	

Comments: I would have given this an exemplary rating, but the individual articles are not signed. Under the "About Us" link there is a short bio of all contributors detailing their credentials, including those that are not providing medical content (the illustrator, for example). Under the "Terms and Conditions" section they provide the street address that their business "Virtual Sports Injury Clinic Limited" is registered under. They also provide their UK and Wales company registration number as well as their VAT number.

2. Purpose

Dangerous	Invisible	Unclear	Acceptable	Good	Exemplary
			X		

I did not find a specific statement regarding purpose but the introductory paragraphs on the site indicate that it is geared towards patients and states how one might use the site, including finding a doctor. I think the doctor directory and the recommendations in the individual articles illustrate that the purpose is to enhance knowledge and not supplant the role of the medical professional. However, there are also videos that show how to "tape" various limbs and joints for sports medicine purposes.

3. Privacy - Confidentiality

Dangerous	Invisible	Unclear	Acceptable	Good	Exemplary
				X	

Comments: The privacy policy is fairly comprehensive and cites relevant parts of the law as it pertains to data collection, but not medical information. I suspect most of it is boilerplate content, but one thing that stuck out is this, (even though this is pretty standard verbiage): "We may disclose your personal information to any member of our group, which means our subsidiaries, our ultimate holding company and its subsidiaries..."

4. Information must be Documented, Referenced and dated

Dangerous	Invisible	Unclear	Acceptable	Good	Exemplary
	X				

Comments: This is a major drawback to this site. The people listed on the contributor's page have excellent credentials, but the identity of the authors of the individual articles, is not disclosed. It is also not clear if the site is plagiarizing from somewhere else, or has been plagiarized from, but a search on the first sentence of an article on clavicle fractures was retrieved word for word by Google from multiple web sites. Also nothing is dated.

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5. Justification of claims

Dangerous	Invisible	Unclear	Acceptable	Good	Exemplary
					X

Comments: No, in fact objectivity seems to be a strong point for this site. For example, an article on calf supports reviews the different types of supports and recommends different types depending on injury and prognosis.

6. Website contact details

Dangerous	Invisible	Unclear	Acceptable	Good	Exemplary
	x				

Comments: There is no contact link or form, but the address for the person who created the site is listed under terms and conditions. There is also a comments box at the end of each article, but it is unclear whether or not the site owners reply to feedback.

7. Disclosure of funding sources

Dangerous	Invisible	Unclear	Acceptable	Good	Exemplary
	X				

Comments: The source of the funding is not apparent. There is advertising on every page, and the directory of clinics is in the first person, which lends belief to an advertising model in that part of the site as well.

8. Advertising policy

Comments: Yes, there are ads on every single page. In one area of the site, the user was encouraged to click on the filters to the left. However, the way that the page rendered on my computer was such that the only data that I had to the left was advertising links and the filters were at the bottom. On other computers, the ads were in line with menu on the left and appeared in the middle of the menu items.

Dangerous	Invisible	Unclear	Acceptable	Good	Exemplary
X					

Comments: I was actually pleasantly surprised to see the high quality of the articles. The fact that they are not signed and no sources are given is troublesome. I entered a few lines from one of their articles into a search engine, and found the same content on other sites.