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**Sinopsis**

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Adoption of a user-centered design (UCD) focus has immensely enriched the health industry. Application of UCD concepts are key to successful development of e-services, including e-health.

Patient-Centered E-Health presents the perspective of a distinct form of e-health that is patient-focused, patient-aware, patient-empowered, and patient-active. This must-have book for researchers, educators, and healthcare practitioners addresses the special characteristics of the e-health domain through a user-centered design, providing foundational topics in areas such as patient-centered design methods, psychological aspects of online health communication, and e-health marketing.