

# Online Health Hints

## Avoiding Embarrassment By Shopping Online

(NAPSA)—In today's information age, Americans are becoming increasingly concerned about personal privacy. Just as they would never give out their Social Security or credit card numbers, most people don't want to divulge their personal health or hygiene issues.

Unfortunately, many consumers find shopping in a pharmacy an uncomfortable experience, believing their shopping cart to be the equivalent of a billboard itemizing what ails them. As a result, these individuals may put off addressing health concerns.

According to Dean Edell, medical broadcaster and founder of HealthCentral.com, an award-winning research and information site, "Medical home tests used in privacy could help save lives."

In fact, according to online pharmacy and health superstore WebRx™, many of the top-selling pharmaceutical products could be classified as "potentially embarrassing." So, in order to maintain their anonymity and still have access to the remedies they need, many consumers are now shopping for their pharmaceuticals online.

One product that someone might prefer to purchase online is a diagnostic test. WebRx offers diagnostic home test kits, such as:

- a colorectal cancer home screening test;
- a home alcohol breath test;
- home drug test kits for marijuana, cocaine, opiates and methamphetamines;
- and two HIV-1 tests.

These tests range in price from \$9.99 to \$49.99 and are delivered



**According to medical broadcaster Dean Edell, shopping online is an easy way to buy home health tests without embarrassment.**

to your home.

"This is what the Internet was made for," says Dr. Dean Edell. "It's an anonymous and convenient place to research, learn and shop. Now consumers have no excuse not to take more responsibility for their own health."

The site was recently rated the number one health Web site by Gomez, an e-commerce authority. Registration is simple. It just takes a few seconds and supplying the answers to a few simple questions.

Each of the WebRx home test kits is surprisingly easy to use. For example, the colorectal test is so simple—just toss a tissue into the commode. It changes color if blood is present.

To find the diagnostic tests, just go to WebRx.com and click on the Home Test Kit specialty store.