**Ok Google, how do I use my medicine?**

Of the 3.5 billion Google searches worldwide each day, it is estimated that 175 million are health related. Consumers seeking information about medicines are a dominant group. Research conducted by Healthdirect Australia has identified that consumers searching for medicines information struggle to find appropriate information online. Search results are often not localised, at the wrong health literacy level, or not consumer friendly. Many consumers are unwilling to read through an entire CMI leaflet on a computer, tablet or smartphone. Instead consumers want immediate answers to specific medicine questions, such as side effects, interactions, indication, and alternatives.

In response to this demand Healthdirect Australia launched a service to provide consumers searching for medicines information online with trusted and digitally accessible information. This medicines service uses data from established sources such as the Australian Register of Therapeutic Goods (ARTG), the Australian Medicines Terminology (AMT) and the Pharmaceutical Benefits Scheme (PBS) to centralise information for consumers. The data included medicine indications, descriptions, storage conditions recommendations, explained routes of administration, and links to the Consumer Medicines Information (CMI) leaflet.

In creating this resource, we encountered challenges as these existing data sets are not designed for consumers of all health literacy levels searching online. Furthermore, half of all search queries are now made on smart phones – presenting new issues as CMIs are not designed for small screens.

New technologies including the rapid consumer growth of voice interfaces such as Google Home present further challenges.

This presentation will outline Healthdirect Australia’s consumer research and experience of addressing consumer demand for medicine information online with trusted sources in a consumer acceptable way. GPs will be encouraged to think about how consumers are searching for medicine information outside of direct interaction with a GP or pharmacist and why this might occur frequently using technology.