

Beefing Up Web Health Info

Chicago-based AnswersMedia is making programs on health topics such as hypertension and obesity, and will launch its service this summer. The goal is to have 17 programs, each about a half-hour, made before the launch. By the end of the year, the firm plans to have 38 programs finished.

The Internet is full of health advice. A Google search for hypertension produces nearly 35 million choices, while obesity scores almost 29 million and prostate cancer hits 19.5 million.

Some people might think that's enough, but Jeff Bohanson thinks there's room for one more.

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