**Visualization of Health:** *Analysis of Visual Search Within Skin-Related Health Search*

* **Vision:** Identify opportunities to provide digital health consumers with visual search results that are more representative of America’s diverse populations.
* **Issue:** Digitally indexed imagery and photography relating to many medical conditions skews Caucasian (ex. – plaque psoriasis is typically displayed with white skin tone). As more health consumers utilize digital tools to initiate health-related research, it is known that image libraries on leading consumer-focused health sites are not truly representative of diverse populations. Despite [Google developing AI](https://blog.google/technology/health/ai-dermatology-preview-io-2021/) to provide image recognition of common skin diseases, traditional consumer health sites (ex. – WebMD, Mayo Clinic, KidsHealth, etc.) have been less progressive in updating the level of diversity within condition-specific image libraries.
* **Method:** Identify leading skin condition searches (ex. – acne, atopic dermatitis, shingles, hives, contact dermatitis, diaper rash, rosacea, etc.) and leading search results by search engine results page (SERP) to determine site review prioritization. As search data does not include the demographic detail of the individual searcher, condition and/or disease state data could help guide condition prioritization.

· **Potential Output:** Present a use case to highlight the need for providers of consumer-focused healthcare information to develop an expanded library of visual imagery that is representative of the condition and/or disease state population, as well as more representative of the U.S. population.