

## Careum Congress 2010

### Speaker Abstract – Innovations

Presenting author	Jay Greenberg, Sc.D.
Institution	National Council on Aging (NCOA)
City, Country	Washington DC, USA
Title of abstract	Taking Online Self-Management Workshops to Scale

The Internet offers a powerful and cost-effective platform for delivering evidence-based self-management programs to the large and growing numbers of people with chronic health conditions. The web in general and social media in particular offers an unprecedented vehicle for engaging people in these programs. This presentation will describe the U.S. based National Council on Aging's partnership with Stanford University to bring Stanford's suite of online self-management programs to scale in the United States and abroad.

The vision and strategy being used to create a sustainable social enterprise will be described. Early learnings about online recruitment, staffing, and training will be shared.