

# That's New Information

May 2012

## DOCTOR'S GO DIGITAL IN THE 21<sup>ST</sup> CENTURY

Are Canadian physicians as digital as their counterparts over the border?

According to information compiled in the United States by OBizMedia.com, 79% of physicians prefer the iPad; 75% have purchased an Apple mobile device; 40% use a digital device at the point of care and two-thirds are using social media for professional purposes.

A similar study conducted in Canada by Essential Research Inc. ([www.essentialresearch.ca](http://www.essentialresearch.ca)) reported 86% of physicians are using their smartphones for professional purposes; however physician iPad owners are still a relatively small group (17%). However, there is every indication that this number will rise quickly. Some of the more popular applications reported include:

**HeartPro** – an inexpensive app that allows you to view the heart from any angle - rotate, cut open and label the components of the heart, all with simple strokes of a finger

**Epocrates** – produces a free drug reference app (US information – maybe eCPS will go mobile? We can only hope.

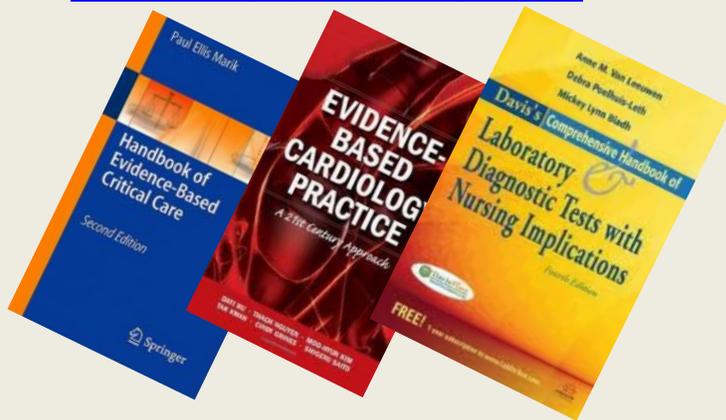


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