



AN APP A DAY KEEPS THE DOCTOR AWAY?

**26% GLOBALLY WHO USE A MEDICAL/HEALTH/FITNESS-RELATED APP
SAY IT WAS RECOMMENDED BY A MEDICAL PROFESSIONAL**

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Apparently, medical professionals worldwide appreciate the proliferating number of applications geared toward keeping patients healthy, which makes sense given the current focus on preventive rather than reactive medical practices. One quarter globally (26%) who use a a medical/health/fitness-related app say that it was recommended by a medical professional. Medical professionals' appetites might grow as they look for more ways to promote health. And if not? Well, an apple a day still has credence.

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