

Siri, MD - iPhone Changes the Way Consumers Get Medical Information [Infographic]

PRNewswire

In a study looking at mobile behavior over the last two years, The Patient's Guide®, a leader in medical publishing online, reports that consumers using their iPhone to gather medical information has increased 94% from 2011 to 2012. The iPhone also topped the list of mobile devices used to seek medical information online with an overwhelming 41% of total mobile traffic for 2012. Based on these trends, Jasson Gilmore, CEO and Co-founder of The Patient's Guide predicts, "By 2014 the iPhone will surpass the desktop as the primary device for health information."

iPhone Changes the Way Consumers Get Medical Information 2012 STUDY

Siri, MD
 iPhone is the **#1** consumer device to research medical information online.

94% increase in consumer medical searches using iPhone in **2012** when compared to **2011**.

an estimated **1.5 million** searched for medical information using their iPhones in the last 12 months on PG sites alone.

iPhone captures **41%** of total mobile medical traffic.

Top 10 Devices
used to find medical information online in 2012

 1. iPhone	 2. iPad	 3. iPod	 4. Sony Xperia	 5. Samsung Galaxy
 6. HTC EVO	 7. Motorola Droid	 8. BlackBerry	 9. HTC Incredible	 10. T-Mobile MyTouch

Searching for Medical Information Online

20% MALE

80% FEMALE

<p>February 2012</p>	<p>February 2012 #1 month for medical related searches recorded to date.</p>	<p>Cell Phone Owners 1 in 3 cell phone owners (31%) have used their phone to look for health information.</p>
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<p>Browser Usage Safari #1 Browser</p>	<p>Medical Apps More medical apps are being created for the iPhone than any other smartphone. 13,600 iPhone Health and Fitness apps are currently available to consumers.</p>	
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iPhone
Why the increase in iPhone adoption?

<p> Security outweighs competitors. The FBI and others note the frequency of malware attacks poorly-protected Android devices.</p> <p>Apple is already laying the ground for future device security improvements.</p>	<p> Active lifestyles on the rise. iPhone accepted as the all-in-one tool for lifestyle management.</p> <p>iPhone recognized with overall fastest internet browsing.</p> <p>iPhone known for their simple design and navigation.</p>
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Sources: www.mobihealthnews.com
www.patientsguide.com
www.peoplebrowser.com
www.googlekeywordtool.com
www.pewinternet.org
www.blogs.com/puterworld.com

Produced By:

The Patient's Guide

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The Patient's Guide's, reviewed visitor behavior across 30 health-related websites, compiling aggregate data for mobile trends in locations throughout North America. Engagement behavior from over 12 million visitors over 2 years was evaluated to better understand consumer motivation and tendencies to determine results of the study.

"Knowing that mobile activity has grown significantly over the past three years, we have paid close attention to the trends and patterns shaping the way consumers behave in this space," said Jasson W. Gilmore. "We have seen a sea change in the way consumers use mobile devices to research medical topics online. Physicians are now telling us it's common to see a patient who's reading questions from their iPhones. From that standpoint, I think it's a good thing as patients become more empowered by mobile technology."

Newport Beach resident, Tracy Jones, credits her iPhone with helping her remember which questions to ask her cosmetic doctor when considering a body contouring treatment. "There were 3 different treatments I was considering, all in the \$2000 range. I felt I knew quite a bit about each, but I wanted to have specific questions ready, and having the website up on my phone during the consultation helped a lot."

A number of factors may continue to influence this trend, including government regulations and insurance reimbursements, as well as the evolution of mobile computing devices such as the new iPad mini. Mr. Gilmore expects the trend to continue, "I would anticipate mobile devices become the top device consumers will use to research health information by the end of next year. As health providers and institutions evaluate cost-saving measures, I think broader adoption of such devices may help in this effort in the same way electronic medical records have."

For further details on the data, please contact Brittney Roberts at Brittney@patientsguide.com [2].

About The Patient's Guide

The Patient's Guide's mission is to provide the most accurate medical information to enable consumers to make educated decisions about aesthetic treatments. Each month over one million visitors trust The Patient's Guide, a platform of niche beauty properties each dedicated to a specific condition or treatment. Visitors trust the information provided because the content is written by the field's leading experts with over 150 years of collective dermatology experience. For more information, visit www.PatientsGuide.com.

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Links:

[1] <http://www.patientsguide.com/siri-md/>

[2] <mailto:Brittney@patientsguide.com>