

Doctor's Digest Cited as a Top Twitter Feed for Medical Students by RNcentral.com

We just received word that *Doctor's Digest* "Essential Practice Tips" on Twitter has just been named one of the top 100 Twitter feeds for Medical Students by rncentral.com—one of only ELEVEN journals included in the list—for its insights into the practice and business of medicine.

While we were taken by surprise by this honor, we have noticed a very strong following among medical students.

- *Doctor's Digest* editorial content has been used in medical student curricula and as association member benefits by over 28 institutions
- Many of our www.doctorsdigest.net visitors are medical students and residents, and there they can take advantage of the NEJM Career Center job postings on our home page
- Many of our e-subscribers are medical students/residents
- 22% of our *Doctor's Digest* "Essential Practice Tips" iPhone/iPod Touch App registrants are medical students

We are dedicated to reaching physicians-in-training and those who are already practicing in a variety of media, including podcasts, vodcasts, print and e-subscriptions and Smartphone applications. According to the *2009 Future Physicians of America Survey*, Smartphones are a critical tool for Physicians-in-Training. Medical students view the information available through mobile or online drug and disease references as highly credible, second only to medical journals. "Students also confess they are more than four times more likely to consult a mobile reference for a clinical question than ask their attending physician."

- 45 percent of respondents currently use an iPhone™ or iPod® Touch, followed by Palm® and BlackBerry® devices. "Apple's mobile devices are especially appealing to medical students with nearly 60 percent of non-Smartphone users planning to purchase one within the next year."

For sponsorship of our Medical Apps and other ideas to reach medical students, please contact me at 516-364-2575.

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Brandofino Communications is dedicated to bridging the gap between the business of medicine and the practice of medicine.