

CNNMoney.com

[News](#) | [Markets](#) | [Technology](#) | [Personal Finance](#) | [Small Business](#) | [CNN.com](#)

Enter



FORTUNE
BRAINSTORM TECH

[Home](#) [Daily Brainstorm](#) [Apple 2.0](#) [Mobile](#) [Tech@Work](#) [Big Tech](#) [Cool Companies](#)

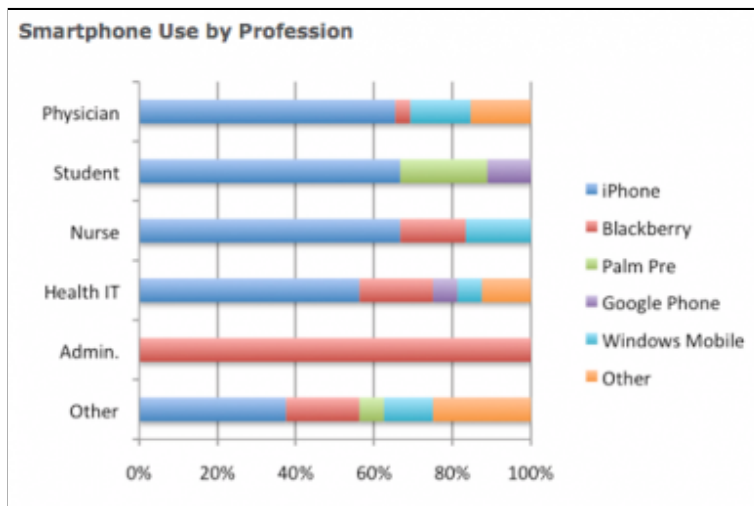
Apple 2.0

Mac news from outside the reality distortion field

Six out of 10 doctors prefer iPhones

Posted by [Philip Elmer-DeWitt](#)

August 4, 2009 7:08 PM



Healthcare professionals would

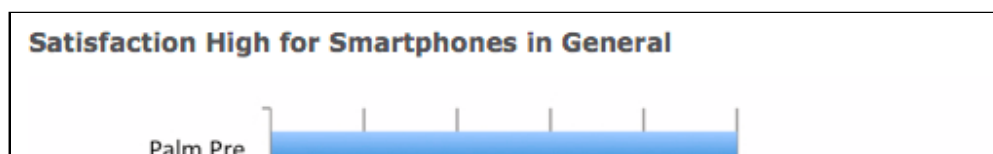
seem a natural market for smartphones, especially if the Obama administration makes good its campaign promise to computerize U.S. health care records.

But which smartphone will doctors and nurses be using?

[Software Advice](#), an Austin-based resource for software buyers, tried to answer that question last week. In what it admits was not a “super-scientific” survey, it e-mailed a questionnaire to 700 healthcare professionals and processed 71 replies. The [results](#), released on Tuesday, show an interesting mix of preferences that vary according to job description.

Doctors, nurses and and students showed a strong preference for the Apple ([AAPL](#)) iPhone. IT professionals, who seem to have sampled a wider range of devices, also preferred the iPhone, but not as strongly. Health administrators — at least the ones who replied to the survey — were unanimous in their preference for Research in Motion’s ([RIMM](#)) BlackBerry. The Palm ([PALM](#)) Pre was a strong second among students.

As the report notes, “most people, regardless of brand, were satisfied with their phones.” The Pre and Google ([GOOG](#)) Android phones were the only devices to get 100% ratings from their users. The iPhone scored somewhere in the 90s, Microsoft ([MSFT](#))’s Windows Mobile in the 60s, and the BlackBerry around 50% — equally divided between satisfied and not satisfied. (See below.)



Home | Contact Us | Advertise with Us | Corrections | Career Opportunities | Site Map
RSS | Email Delivery | Portfolio | Podcasts | Mobile | Widgets | User Preferences | Special Sections
Subscribe to Fortune | Magazine Customer Service | Download Fortune Lists | Reprints | Conferences | Business
Leader Council



© 2009 Cable News Network. A Time Warner Company ALL RIGHTS RESERVED.
Terms under which this service is provided to you. Privacy Policy

* : Time reflects local markets trading time. † - Intraday data delayed 15 minutes for Nasdaq, and 20 minutes for other exchanges. *Disclaimer*

Copyright © 2009 BigCharts.com Inc. All rights reserved. Please see our Terms
MarketWatch, the MarketWatch logo, and BigCharts are registered trademarks of Market
Intraday data provided by Interactive Data Real-Time Services and subject to the T
Intraday data is at least 20-minutes delayed. All times are ET.
Historical, current end-of-day data, and splits data provided by Interactive Data Pricing and
Fundamental data provided by Morningstar, Inc..
SEC Filings data provided by Edgar Online Inc..
Earnings data provided by FactSet CallStreet, LLC.

Powered by [WordPress.com](#).



- T
- C
- anc
- T
- T
- V
- C



Re

-
-
-
-
-
-



Contributors



**Philip
Elmer-DeWitt**
APPLE 2.0

**Apple's \$1.2 billion
tablet computer**



**Jon
Fortt**
BIG TECH

Bad Apple?



**Adam
Lashinsky**

Apple's sexiest feature



**Jessi
Hempel**

**Google (still)
loves YouTube**



**Jeffrey
M. O'Brien**

**Sony fires latest salvo
in e-reader war**



**Michael
Copeland**

The Best of Barry Diller



**Stephanie
Mehta**

**The Ben and Barry
Show 3.0**

Tags

3G AMD Apple Apple Stores App Store AT&T
Audio BlackBerry Blu-ray Data Dell Digital
Home Enterprise Financials Gaming Google
HD DVD HP IBM Intel iPhone iPhone 3G
iPod iPod touch iTunes Mac MacBook
Macintosh Macworld Microsoft Mobile Computing
Motorola News Nintendo Online Palm PCs
Phones Quarterly earnings RIM Samsung Sony
Steve Jobs Storage Yahoo

Sponsored Links

Mom Makes \$63/Hr Online

Stay at home Mom makes \$7,100 a month! Read her story: Special Report

Mom Loses 36 lbs Obeying 1 Rule

Mom Cut Down 3 lbs of Body Fat Per Week by Obeying this 1 Old Rule!

DON'T Pay For White Teeth

Dentists don't want you to know THIS teeth whitening secret. Read More.

Anti-Aging Drug Approved:

Can taking a red wine supplement actually help you live longer and stay healthier?

LATEST
ISSUE

FORTUNE
ASIA

FORTUNE
EUROPE



Fixing Social Security

[Table of Contents](#)
[Recent Issues](#)

Subscribe