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Doctors interested in Apple's iPad; 1 in 5 plan to buy one

And almost 40% of survey respondents want more info on new device

By **Lucas Mearian**
February 10, 2010 04:48 PM ET

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Computerworld - According to one medical software vendor, physicians are already warming up to [Apple's](#) coming tablet, the iPad, with 22% percent of clinicians in a survey saying they plan to purchase the device within a year.

San Mateo, Calif.-based Epocrates Inc. [surveyed 350 clinicians](#) a few days after [Apple announced the iPad](#). The company claims more than 275,000 physicians subscribe to its free or paid software, which provides access to clinical information from smartphones like the iPhone, Blackberries and Palm devices.

The medical software provider also announced that its clinical reference application for the iPhone and iPod touch devices will be customized for the new iPad.

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"By optimizing our software for the iPad, we are capitalizing on the larger screen real estate and interactivity provided by this sophisticated device," Rose Crane, CEO of Epocrates said in a statement. "We are continuing to explore the advanced capabilities of the iPad and ways it can help Epocrates address the evolving health care technology needs."

Epocrates' survey showed that 9% of respondents plan to buy an iPad as soon as it's available, and another 13% plan to buy it within a year. An additional 39% expressed interest in the iPad, but said they wanted more information before making a decision.

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information before making a decision.

Lucas Mearian covers storage, disaster recovery and business continuity, financial services infrastructure and health care IT for Computerworld.

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On Twitter now [epocrates](#)

EricVadhar 1 minute ago from UberTwitter

[@SrinuMaddula](#) so I jus downloaded Epocrates which is a app that can basically do everything u went to school for

Miguel_Queiroz 1 hour ago from AppAware

Just installed Epocrates <http://appaware.org/1gj> on my #HTC Tattoo - via #AppAware

jeffonhealth 7 hours ago from web

Looking for an excuse to buy an iPad. Maybe gift for my wife, NP. She could use ePocrates, but not her dictation. Still stuck.

TWRailsJobs 12 hours ago from API

Java/Ruby Server-side Engineer - Epocrates, Inc. - San Mateo, CA <http://bit.ly/952ImE>

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HIPPA

Submitted by Frank Castle on February 10, 2010 - 20:48.

Here's a consideration:

Almost any hospital will nix this thought the second it's realized you cannot secure any data put onto an iPad. There is no encryption so unless you plan on being in coverage 100% of the time with HIPPA and other regulations to adhere to this is going no where.

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Complete nonsense...

Submitted by Anonymous on February 15, 2010 - 04:39.

It's fully WPA2 compliant, as with HTTPS, and the screens can easily be secured. So do a

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HIPAA: Its with 2 'A' s and Health IT is more than WPA2

Submitted by Anonymous on March 29, 2010 - 12:45.

With HIPAA and HITECH, the reality of IT in Healthcare is different, centering itself around the patient, not technology or vendors. These evolving standards as well as source information about IT standards for encryption of protected health information can be found and/or linked at:

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