

The Wonders of E-mail

Editorial Staff

Have you sent or received an e-mail message in the past 24 hours? According to a recent survey conducted by CommerceNet/Nielsen Media Research, an average of 30 million people use an e-mail account in a 24-hour span, including four million who are not regular Internet users.¹

This figure is just one of several statistics that show how important e-mail is becoming to the average computer user. Need more proof? Witness these numbers:

- A Yahoo survey states that 97 percent of Internet users correspond to each other via e-mail.
- According to a report from GVO8 Technologies, 84 percent of all Internet users say they "can't live without e-mail."
- E-mail is an important factor in the corporate sector. The American Management Association says that 57 percent of all American business executives rely on e-mail, and that e-mail is also becoming a means of marketing one's products and services.
- A Find/SVP survey finds that 59 percent of adults with Internet access send or receive e-mail every day; another 30 percent use their e-mail accounts at least once a week.

If you do not currently have access to the Internet, you should consider setting up an e-mail account and getting online with an Internet service provider. For a small monthly fee, you could greatly expand the way you communicate with patients and market your practice. Having a place on the Internet also gives you access to hundreds of chiropractic websites and sources of valuable information, plus a potential patient base that stretches into the tens of millions nationwide.

Reference

1. Hamilton A. Internet's killer app crosses over. Ziff-Davis, Inc. ([url=http://www.zdnet.com]http://www.zdnet.com[/url]), April 15, 1998.

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