

Dynamic Chiropractic



CHIROPRACTIC (GENERAL)

DC App ,À The Next Generation

NEW INTERACTIVE-RICH FORMAT FOR IPAD, KINDLE & ANDROID.

Editorial Staff

According to a survey by technology firm CDW, health care professionals gain approximately 1.2 hours per day in productivity simply by using a tablet computer in practice. What's more, Pew Research Center reports that as of January 2014, 42 percent of U.S. adults own a tablet - an 8 percent jump in only four months. With the heavy sales volume of tablets expected this holiday season, it's safe to assume that by the end of 2014, well over half of American adults will own - and be regular users of - tablet computers.

The relevance to chiropractic is twofold: If you don't already own a tablet computer, your practice operations may not be as efficient as they could be; and you're one of a dwindling number of U.S. adults who haven't embraced the tablet age. And it's not just health care that is rapidly transitioning to tablet; forward-thinking health care publishers are following suit.

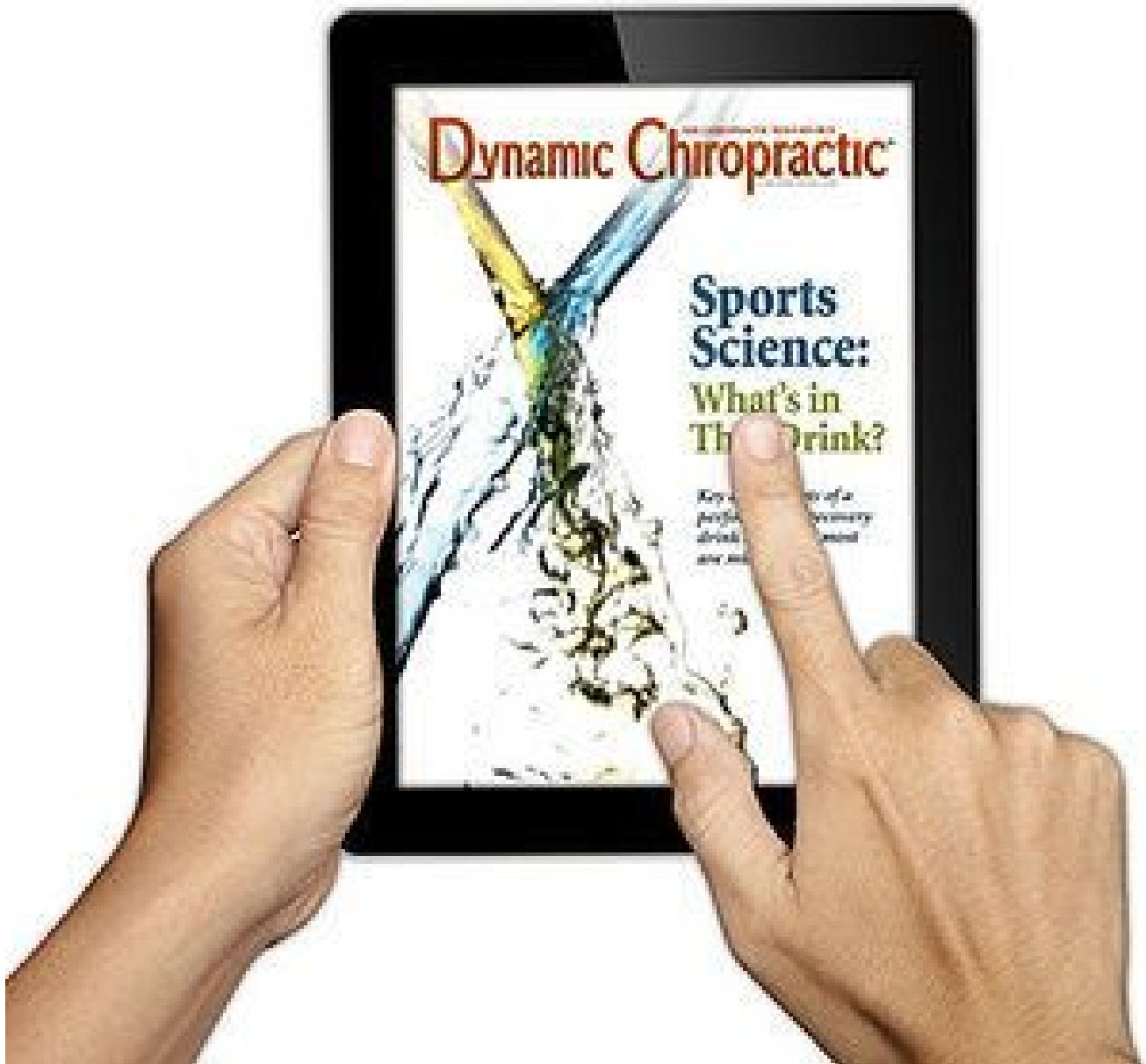
Dynamic Chiropractic, MPA Media's flagship publication, has been available in app form (iPad) for more than a year, providing readers with all the great content from the print version of the publication, plus unique app-only features and interactive experiences not available in print. As we approach 2015, we are proud to announce that *DC* is now accessible across *all* tablet platforms - iOS (iPad), Google (Kindle) and Android (Samsung, etc.) - as well as via any computer.

(Note: Cellphones do not support the *DC* app. You must download and access the app on your tablet computer to view content from each issue of *DC*.)

But that's not all. Our app publishing platform also has been upgraded, providing an enhanced reader experience modern readers like you deserve. Here are some of the interactive features currently available as "App Extras":

- *Exclusives*: additional articles available only to app readers

- *Videos*: technique demonstrations, author introductions, etc.
- *Photos*: visual enhancements not available in print
- *Hyperlinks*: additional information / data available by tapping the screen
- *Vertical scroll*: no need to "find" the next page of an article
- *Audio*: editor / author comments on key articles and topics



If you already registered for and downloaded the original *DC* app from the iTunes Store, you'll need to re-register and download the second-generation app in order to view this issue and future app issues of *Dynamic Chiropractic*. Use your original user ID and password for verification (click on "Forgot My Password" if needed).

This is because the second-generation app is produced on a new platform that allows for a greater level of features and interactivity. (The original app still allows you to access all previous app issues, as indicated by the word "Archives" on the app icon.)

To access app content for the first time on the second-generation, multi-device app platform (including this issue), [register online](#) (if registering as a chiropractic student, [click here](#)) and then download the app for free (from Amazon, Google Play or the iTunes Store, depending on which tablet you're using). Reference the mailing label of this print issue when you register.

Once you download the new app on your tablet, you'll get a notification every time a new app issue of *DC* is published, providing immediate access to the latest chiropractic news and information impacting your practice and profession.

Before long, nearly all chiropractic (and health care) practices will be tablet based. With the holiday season upon us, why not give yourself a gift that will improve your practice efficiency and enable you to read *DC* whenever and wherever you want? It's the gift that keeps on giving, issue after issue. (By the way, if you choose to become an app-only reader, you'll also be helping the environment; it's one less copy of *DC* to print, 24 times a year.)

So, now that you're feeling totally modern and progressive, get yourself a tablet and register for the free *DC* app – one of only two app-based chiropractic publications in existence.*

**DC's* sister publication, *Dynamic Chiropractic Practice Insights*, debuted in app format last year and will soon be available across all tablet / computer platforms, just like *DC*. At the 2013 FOLIO Awards, the *DCPI* app took home honorable mention in the [Best App](#) category – the first time any chiropractic publication has been nominated for a FOLIO award, much less received one.

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