



Favorite APPs

Social Media Mavens

Follow and connect with the PV 100 via Twitter, LinkedIn, and Facebook to find out what they have to say about the state of healthcare. And check out the apps that keep them organized and entertained.

SOCIAL MEDIA USERS

89%

ARE ON LINKEDIN

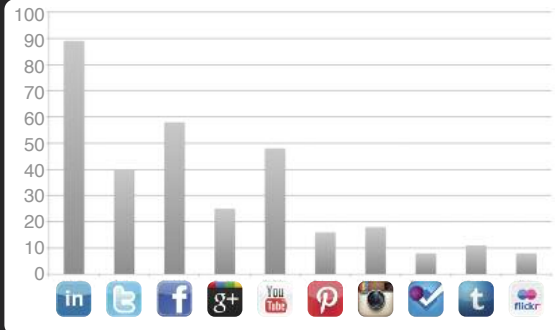
58%

ARE ON FACEBOOK

40%

ARE ON TWITTER

SOCIAL MEDIA APPS



FAVORITE APPLICATIONS



- Uber**
Request a private car in any city the service is available
- LinkedIn**
A social networking website for people in professional occupations
- Shazam**
Shazam recognizes music and media playing around you
- Maps**
Maps gives you turn-by-turn spoken directions, 3D views, and Flyover
- The Weather Channel**
The 15-minute forecasting technology, helps you plan the best day possible
- Waze**
A traffic and navigation app for sharing real-time traffic and road info



- Evernote**
Helps you remember everything across all of the devices you use
- Facebook**
See what friends are up to and share updates, photos, and videos
- Google Maps**
Navigate your world with Google Maps
- Open Table**
Make restaurant reservations — free, instant, confirmed
- Yelp**
Search for places to eat, shop, drink, relax, and play then read reviews
- Instagram**
A simple way to capture and share the world's moments

OTHER NOTABLE APPs

- | | | | | |
|--|--|---|-----------------------------------|----------------------------------|
| American Airlines
Travel | GHIN Mobile
Sports | My Fitness Pal
Health & Fitness | Pass
Photo & Video | Sudoku
Games |
| Appsfire
Utilities | Great Food Nearby: Ness
Food & Drink | NFL '13
Sports | PassBook
Lifestyle | Telenav
Navigation |
| Around Me
Lifestyle | Hipstamatic
Photo & Video | OmniFocus
Productivity | Seamless
Food & Drink | Tripcase
Travel |
| Blippar
Lifestyle | Map My Ride
Health & Fitness | OneTuner Pro Radio
Music | Skype
Social Networking | United Airlines
Travel |
| Camera Awesome
Photo & Video | Messaging
Social Networking | Optime Chess
Games | Skyscape
Medical | Weatherbug
Weather |
| FlightTrack Pro
Travel | MLB.com At Bat
Sports | OurGroceries
Lifestyle | Star Walk
Education | WebEx Mobile
Business |
| Fooducate
Health & Fitness | MobileDay
Business | Pandora
Music | Strava
Health & Fitness | Word Lens
Travel |

With the right approach, even the biggest, hairiest marketing challenges learn to play nice.



At Brandkarma, we bring finesse to every healthcare marketing challenge. From brand development to brand communications, we add our insight to yours, working together to achieve sophisticated solutions that soothe the savage brand.

For chest-beating success, call Ken Ribotsky at 949.585.9000 or visit brandkarma.org.

2013
Manny Award
Winner!

