

NYU Physician Magazine now a free iPad app

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NYU Langone Medical Center, one of the nation's premier academic medical centers, announced today the magazine of NYU School of Medicine, NYU Physician, is now available as a free iPad app in the iTunes App Store.

NYU Physician, published three times a year, provides news and insights about important advances in biomedical research and innovations in health care. Each issue features a trio of in-depth articles focused on specific topics, from how aging "baby boomers" are changing the face of orthopaedic care to how the genome is shaping the diagnosis and treatment of diseases including cancer and [rheumatoid arthritis](#) to the key role the five senses play in our daily lives. The magazine also includes individual stories highlighting the experiences of real patients, doctors and scientists, while a recurring "News from Medicine" section highlights four to five key research initiatives underway at the medical center that are laying the groundwork for new and novel therapies.

"We are thrilled to now be able to share the discoveries of our scientists and our cutting-edge clinical care with anyone who has an [iPad](#)," said Deborah Loeb Bohren, vice president, office of communications and public affairs. "We believe that consumers, physicians and scientists alike will enjoy reading NYU Physician and learning about the latest issues in health care and [biomedical research](#)."

The NYU [Physician](#) iPad app is accessible in the Medical Category of the Apple App Store. The magazine has garnered multiple awards for

excellence in writing and design from organizations including the Association of Creative and Marketing Professionals, the Healthcare and Marketing Association, PR News and MarComm. The magazine is also available via the NYU Langone website at <http://communications.med.nyu.edu/>.

Provided by New York University School of Medicine

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