



PRESS RELEASE

WFC LAUNCHES NEW MOBILE APP

Toronto, February 10, 2021. The World Federation of Chiropractic is excited to announce the launch of a new Mobile App.

Developed with generous support from the International College of Chiropractors, the mobile app will transform WFC accessibility and communication.

Searchable both on the Apple App Store and on Google Play, the WFC Chiropractic App is designed to keep users up to date with news, information, resources and latest evidence from the world of chiropractic.

With the WFC Chiropractic mobile app, users can have information delivered direct to their mobile devices, with iPhone, iPad and Android compatibility.

Studies have shown that users spend 86% of time on mobile apps compared to just 14% on mobile websites. Faster than traditional web browsing, mobile apps can access information in seconds and are highly popular with users. The WFC Mobile App allows users to personalize channels to specify their preferences and deliver information customized to their region.

The WFC Mobile App also allows for instant notifications of latest news from around the world. Resources, including international guidelines and important research papers are instantly accessible and easy-to-read summaries of latest research are contained in the evidence section.

WFC Secretary-General, Richard Brown, said, "We're excited to launch this new experience of the WFC, chiropractors and the public, which we hope will raise awareness of our work and promote ease of communication to our global community. With our brand new, free-to-access mobile app, users can literally have access to our resources in their pockets."

The WFC is encouraging all chiropractors and chiropractic students to download the app and provide feedback as a means of continuous development and updating.

