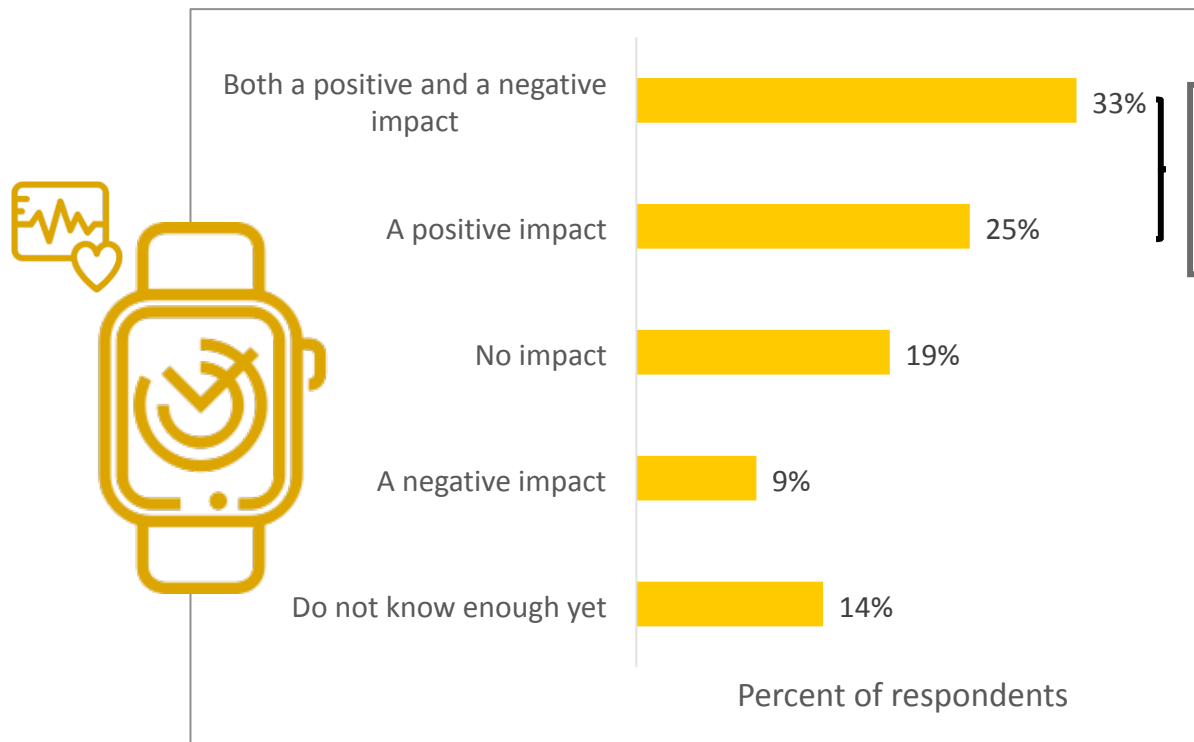


Surprisingly, millennial and Gen X PCPs have **more mixed reactions** to the **Apple Watch ECG monitor** than Boomers.



Primary Care Physicians

Impact of New Apple Watch ECG Monitor on Your Primary Care Practice



	Millennial (b)	Gen X (c)	Boomer (d)
Positive and negative	40%	37%	23%
Positive	17%	17%	40% ^{bc}
No impact	17%	17%	23%
Negative	13%	6%	9%
Not know enough yet	13%	23%	6%