

Facebook ventures into healthcare

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Reports suggest that Facebook is planning to take baby steps in the fertile field of healthcare, following on the heels of major techie groups like Google and Apple.

According to media reports, the company is exploring the idea of creating online 'support communities' that could connect Facebook users suffering from various ailments.

Facebook is considering the creation of new preventive care healthcare applications that can help people take proactive steps, which could help prevent ailments and improve health and lifestyle.

In recent months, the social networking giant has held various meetings with medical industry experts and entrepreneurs, and is setting up a research and development unit to test new health apps.

Facebook's research team said that people with chronic ailments such as diabetes and cardiovascular illness often surf the web for healthcare advice.

However, Facebook has constantly suffered considerable criticism in its failure in maintaining the privacy of its users. This will be seen as a major challenge for the company during its venture into the healthcare sector.

