

**You used to see a doctor.
Now you go online.**

Want to track your blood sugar? Your heart rate? Your sleep? You can.

Need to focus? Want to lose weight? Build muscle? Get pregnant? Advice is just a click away.

With long waits for treatment and fewer face-to-face GP appointments, influencers have stepped into the breach. From doctors promoting untested therapies to celebrities selling solutions, these self-styled experts radiate wellness and guarantee results.

Exploring the transformation of a healthcare system driven by online trends, Dr. Deborah Cohen reveals the truth behind Ozempic influencers, AI-powered diagnoses, “preventative” screening, and Instagram’s favorite wearable tech.

Bad Influence is about the commodification of health in an age of anxiety and why we can no longer distinguish medicine from marketing.

DR. DEBORAH COHEN is an award-winning broadcaster, journalist, and editor, who has worked across mainstream and academic print, digital, TV, and radio. Previously Science Editor for ITV News and Health Correspondent for BBC *Newsnight*, leading their Covid-19 coverage, she established the investigations unit at the BMJ, one of the world-leading medical and health policy journals.

Read by the Author

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AUDIO

BAD INFLUENCE DEBORAH COHEN

Adult



PLAYAWAY
THE ALL-IN-ONE AUDIOBOOK

