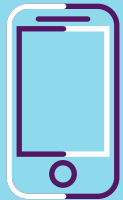


## WHAT IS MOBILE HEALTH?

**MOBILE HEALTH (M-HEALTH) IS THE PRACTICE OF MEDICINE AND PUBLIC HEALTH SUPPORTED BY MOBILE DEVICES<sup>1</sup>**



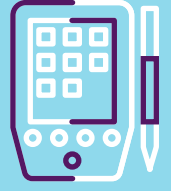
**MOBILE  
PHONES**



**PATIENT  
MONITORING  
DEVICES**



**SMART  
WATCHES**



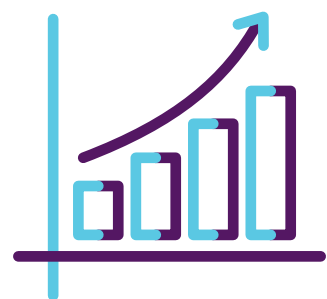
**PERSONAL  
DIGITAL  
ASSISTANTS**

THERE WERE **THREE BILLION** DOWNLOADS  
OF M-HEALTH APPS IN 2015<sup>2</sup>



In 2013 the mHealth market was  
valued globally at

**\$2.4 billion<sup>3</sup>**



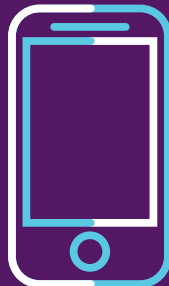
By 2018, the market growth is  
forecast at

**\$21.5 billion<sup>3</sup>**

In 2014, there were

**1.64 billion**

smartphone users globally<sup>4</sup>



By 2018 there are predicted to be

**2.56 billion**

smartphones worldwide<sup>4</sup>

## BREAKDOWN OF THE M-HEALTH MARKET VALUE IN 2014<sup>4</sup>

**18.8%**  
mHealth Apps

**17.6%**

**mHealth services**

(such as remote monitoring,  
diagnostic and consultation services)



**63.7%**

**Connected Medical Devices**  
(including blood glucose meters,  
ECG-blood pressure monitors  
and activity trackers)

**A 2014 SURVEY OF  
1,130 PATIENTS**  
(WITH A LONG-LASTING ILLNESS  
OR CARING FOR SOMEONE WHO HAS ONE),  
REVEALED THAT THE  
**TOP FIVE SERVICES**  
THAT THEY WANT FROM  
**HEALTH APPS**  
ARE<sup>3</sup>:

- 1** Information on symptoms and medical conditions
- 2** Help with healthcare professional communications
- 3** The ability to examine health records
- 4** Help tracking medical symptoms
- 5** Help tracking activities to improve health

<sup>1</sup>mHealth: New horizons for health through mobile technologies: second global survey on eHealth. World Health Organization (2011)

<sup>2</sup>mHealth App Developer Economics. Research 2Guidance (2015)

<sup>3</sup>Connected Health: How Digital Technology is Transforming Health and Social Care. Deloitte Center for Health Solutions (2015)

<sup>4</sup>mHealth Solutions Market – global Forecast to 2020. Markets and Markets (2015)