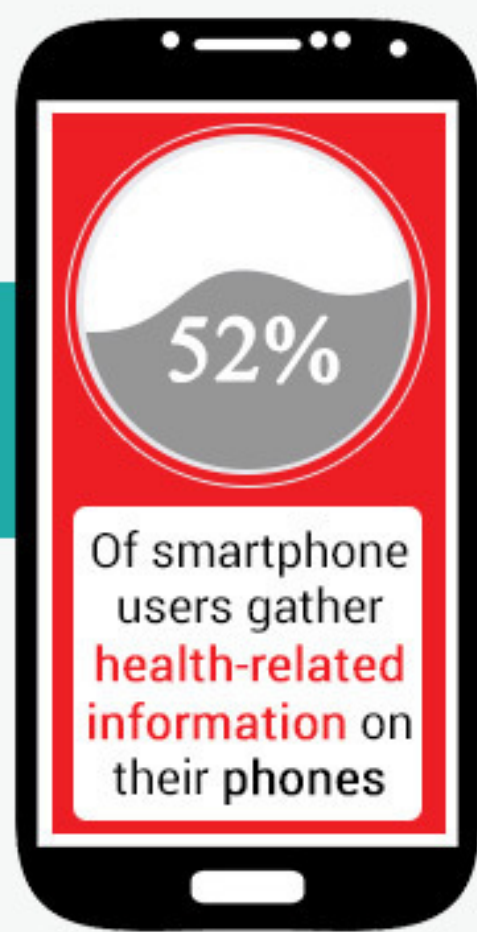


Is Mobile Healthcare The Future..?

What is mHealth?

mHealth or **mobile health** is a term used for the practice of medicine and public health, supported by mobile devices.

97,000+ mobile apps related to **HEALTH & FITNESS**



TOP 10 MOBILE HEALTH APPS generate up to

4 MILLION FREE & 300K PAID DOWNLOADS PER DAY

By 2017 **50%**

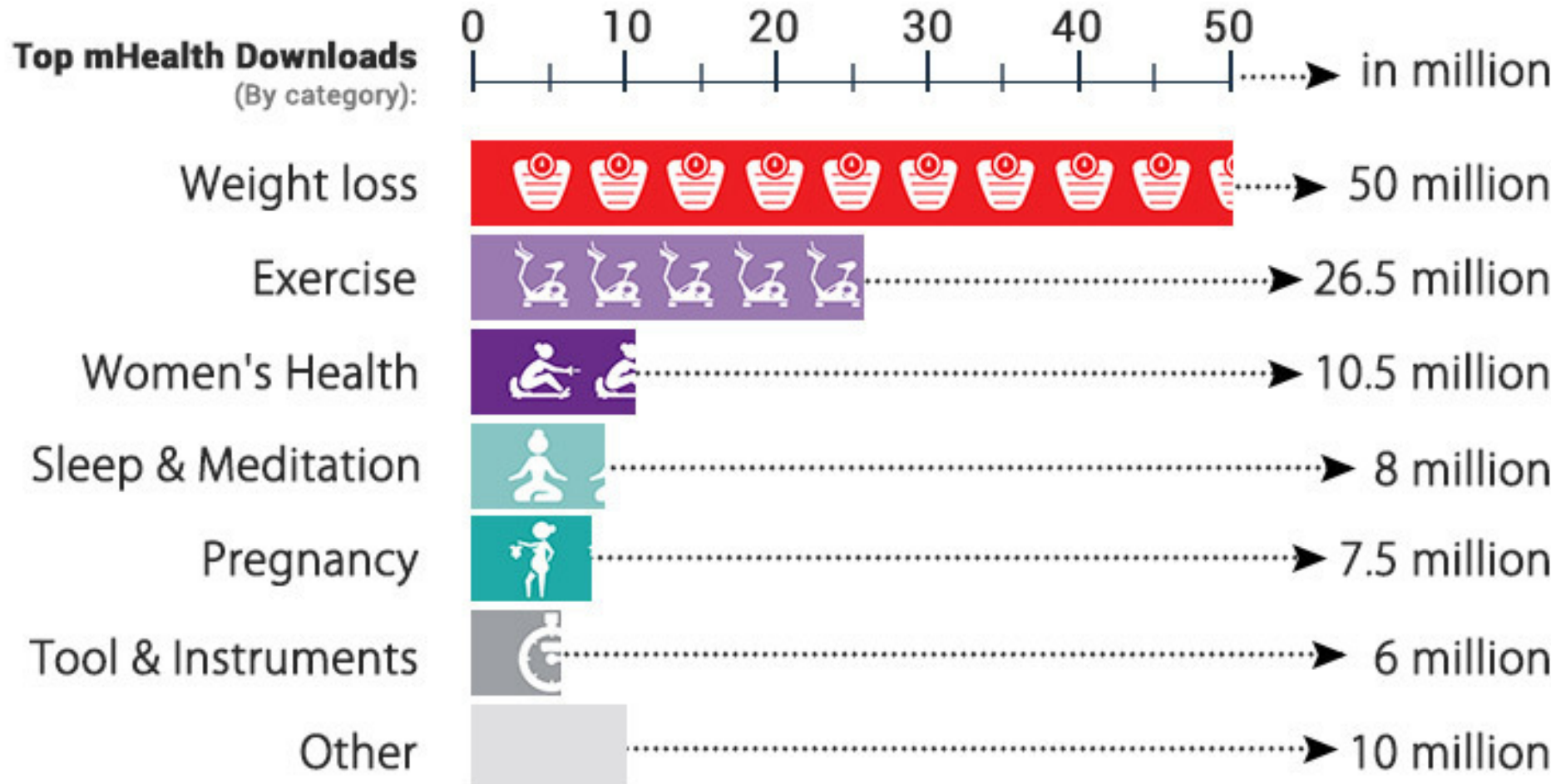
of smartphone users will have downloaded mobile health apps

STWENTY-SIX BILLION

the total mobile health market revenue will reach.



The Rising Popularity of mHealth Apps



Exercise and weight apps are the most popular types.

mHealth Apps user Statistics

Average age: **35**

54% MALE

87% Have a smartphone (driven by smartphone users)

85% USE SOCIAL MEDIA FOR HEALTH.

33% OWN AN IPHONE

76% TAKE A PRESCRIPTION

61% Downloaded a mHealth app

30% are caregivers

Do Doctors Recommend mHealth Apps?



80% of physicians use smartphones and medical apps.

40% of physicians believe mHealth technologies can reduce the number of visits to doctor's offices.

93% of physicians believe that mobile health app can improve patient's health.

MORE THAN 25% of physicians are using mobile technology to provide patient care.

93% of physicians find value having a mobile health app connected to Emergency Health.