

WHAT IS MOBILE HEALTH?

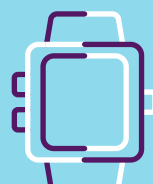
MOBILE HEALTH (M-HEALTH) IS THE PRACTICE OF MEDICINE AND PUBLIC HEALTH SUPPORTED BY MOBILE DEVICES¹



MOBILE PHONES



PATIENT MONITORING DEVICES



SMART WATCHES



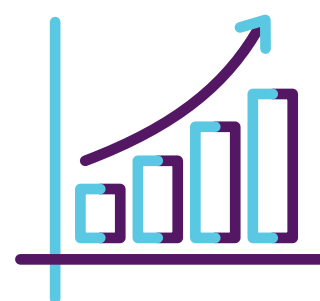
PERSONAL DIGITAL ASSISTANTS

THERE WERE **THREE BILLION** DOWNLOADS OF M-HEALTH APPS IN 2015²



In 2013 the mHealth market was valued globally at

£1.6 billion^{3*}



By 2018, the market growth is forecast at

£14.3 billion^{3*}

*Based on exchange rates from 2013 (£1 = \$1.52)

In 2014, there were

1.64 billion

smartphone users globally⁴



By 2018 there are predicted to be

2.56 billion

smartphones worldwide⁴

BREAKDOWN OF THE M-HEALTH MARKET VALUE IN 2014⁴

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 ARE³:

- 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

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

²mHealth App Developer Economics. Research 2Guidance (2015)

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

⁴mHealth Solutions Market – global Forecast to 2020. Markets and Markets (2015)