

A major trend in the healthcare industry has already set in; smartphones and other mobile devices with their plethora of medical apps are now changing the dynamics of the healthcare industry. According to a new study by PricewaterhouseCoopers, the use of mobile healthcare apps is to touch a new high in the U.S. by 2016. 'Mobile consulting', as this new term is referred to, will usher closer and more personalized interaction between consumers and their respective healthcare providers. All it takes for the consumers and doctors are access to a smartphone. Mobile consulting helps reduce medical costs, provide a greater freedom to access and fulfill the public's desire of monitoring, diagnosis and treatment on demand.

With the majority of health care professionals and consumers turning to mobile apps for consulting, it can be assured that [mobile health apps](#) are here to stay. In its annual survey and prediction of top trends concerning healthcare in the U.S., PricewaterhouseCoopers has ranked the increased use of mobile health at No. 3. Here is a list of top trends in 2016 to watch out for and stay in the game for the next four years.

1. Buyers are the key to the market – with doctors and nurses integrating tablets and smartphones into their consultation routine, mobile consulting is the big thing to be soon. It is going to be as easy to conduct a video visit with a doctor as it is to order pizza online.
2. Countries with the most smartphones and tablets will witness a sea of change in their healthcare infrastructure in terms of Mobile Health solutions and services.
3. Dedicated Mobile health stores to serve mobile health apps 2.0 version.
4. Mobile Health Applications will most likely be integrated with traditional health distribution channels.
5. Mobile Health models will continue to evolve in terms of healthcare services, advertising, drug sales revenue, and last but far from the least, the efficiency and quality of mobile apps.
6. The mobile healthcare industry is set to reach \$26 billion worldwide by 2017 as it enters the mainstream, ushered by mobile apps enabling the commercialization of these services. Healthcare giants such as pharmaceutical companies with the help of IT companies are out to revolutionize the healthcare domain by launching mobile technology into the mainstream. At least 700 mobile apps have been launched so far in creating drug awareness, tracking usage etc. among consumers. The increased use of mobile technology will also eventually connect more of the U.S. healthcare system.

The possibilities in engaging consumers with health care apps are immense. We offer exclusive platforms for collaborative treatment and care coordination. Our mobile apps are designed and built with improved user experience, extensive research, and development in the medical sector to gather data and validate it before dissemination. Our customers look to us for developing fully developed life-cycle products that can be launched for use immediately and help ensure long-term success.