**Healthcare Industry’s Move towards Consumerization**

Healthcare industry is gradually tending turning its focus towards consumerization of its services. Something that is already a norm in the retail, banking and many other industries, is now becoming an integral part of healthcare, tending to the needs and desires of patients. Patients are now being seen as consumers, and hospitals are adapting their processes to cater to their consumer’s needs by adopting mobile health strategies.

Consumerization in healthcare is not only restricted to conventional healthcare setups. Yelp, for example, has extended its hospital ratings and includes all familiar services. It also provides information on ER wait times and costs. As Yelp expands on the consumers side, other healthcare entrants are busy making their own score. WhyNotTheBest.org and HealthGrades are two sites that let patients do comparison between hospitals, evaluate regions and judge patient safety.

This increased focus on the needs and wants of patients has led hospitals to widely adopt mobile health solutions. According to a survey by Spok, Inc., 63 percent of hospitals already had put up a documented mobile strategy in 2016. Just four years back in 2012, the figure was 34 percent. Credit for this mainly goes to Healthcare Information Management Systems Society (HIMSS) that encourages hospitals to productively adopt mobile strategies. However, in a survey by Health Data Management, security is a major concern for those lagging behind. A survey of 200 healthcare IT professionals revealed that 92 percent of them considered app security as a major concern while 29 percent were concerned about end-to-end HIPAA compliance.

With mobile apps, hospitals are catering to both patients and doctors with their variety of solutions. These even include some wayfinding apps to help them navigate through a facility. Because more than 80 percent of clinicians and doctors use smartphones, medical apps allow them with a multitude of uses such as accessing and making changes to patient records from any location.

With patients becoming increasingly reliant on mobile devices, healthcare facilities need to ensure the inclusion of new mobile strategies in their facilities and cater to the needs of modern day patients.