

A close-up photograph of a healthcare professional, likely a doctor or nurse, wearing a light blue clinical coat. A silver stethoscope is visible around their neck. They are holding a silver pen in their right hand and writing on a tablet device. The background is softly blurred, showing a patient's arm and a portion of a medical bed.

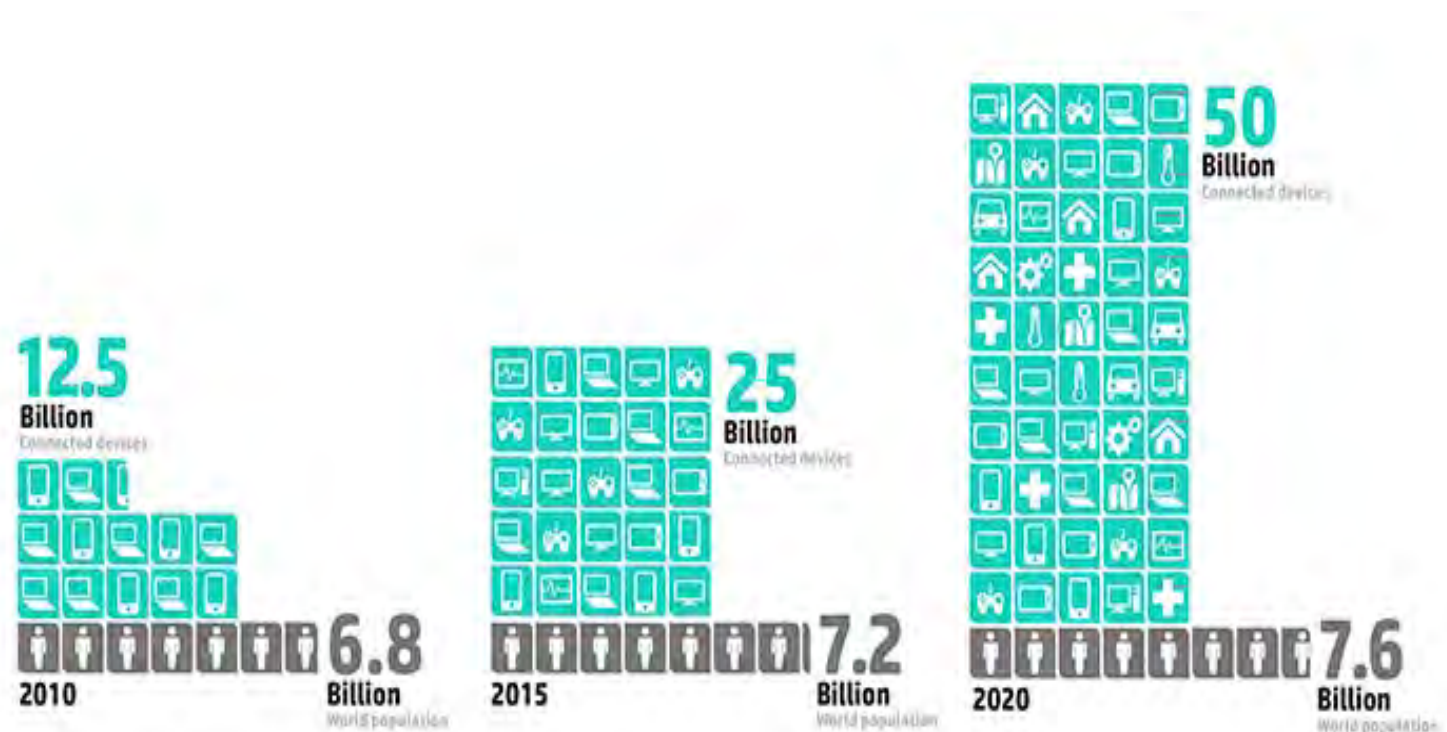
Mobile Health (mHealth)

mHealth..?

mHealth?

mHealth Insights
Healthcare Challenges
mHealth : *Getting Pervasive*
mHealth Opportunities
Drivers Motivating
mHealth Adoption
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Mobile health(mHealth) information technology typically refers to portable device with the capability to create, store, retrieve and transmit data in real time between end users for the purpose of improving patients' safety and quality of care



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40% of physicians said tablets help cut down time spent on administrative tasks.

TOP 10
MOBILE HEALTH APPS
generate up to **4** million
& **300K PAID**
DOWNLOAD PER DAY

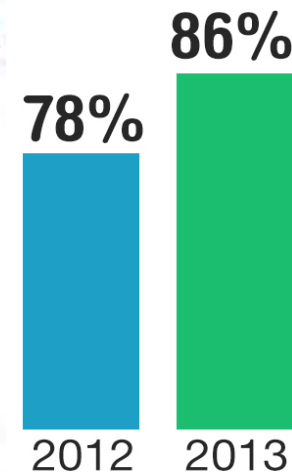
BY **2017**

the total mobile health market revenue will reach:

26 BILLION



Physicians are 250 percent more likely to own a tablet than other consumers



The number of nurses and physicians using smartphones in their everyday practices increased by 10 percent in the last year, from 78 percent in 2012 to 86 percent in 2013.

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Major Concerns of HealthCare Organizations

- To reach to the remotest locations and accelerate response time
- Wait times for available hospital beds
- Chronic labor shortages
- To improve patient safety
- Best practices and decision support processes
- Cost Containment



Approximately half of patients, 52 percent, said they would be comfortable undergoing a video consultation with their physician.

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How mHealth can address the challenges?

- Reduces expenses for healthcare organizations and makes healthcare affordable for remote locations
- Facilitate staff member interactions and coordinate activities
- Support work processes and policies in effect within the institution
- Place vital tools and current information in the hands of consumers and those who evaluate administer and provide healthcare services.



88% of physicians want patients to monitor their health at home, including weight, blood sugar and vitals.

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Healthcare Mobility is Getting Pervasive

Healthcare organizations are making great use of smartphones and wireless solutions at every stage in healthcare:

Patient Care:

Enabling patient monitoring, medication administration and transfusion verification etc.

Community Care:

Collect and share data from the field to monitor and manage infectious diseases.

Emergency Care:

To provide quickest possible aid to patients from anywhere and anytime

Clinical Collaboration:

Physicians and nurses can consult and share critical information anytime anywhere.

Workforce Management:

Workforce scheduling, mobile dispatches, time logging etc.

Hospital

Administration: For patient admission/discharge process, billing and facility management etc.

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Opportunity in Healthcare

Physician

- Appointment alert
- Patient history
- Metabolic standards
- Up-to-date medical reference

Patient

- Medication alerts
- Patient history
- Physicians' instructions
- Real time medication assistance

Pharmacist

- Stock check
- Stock level alert
- Fulfill drug requisitions

Administrator

- Asset tracking
- Demand & capacity
- Job scheduling
- Tracking business analytics

Nursing

- Medication alerts
- Patient history
- Job schedule
- Metabolic standards

Pathologist

- Physicians' instructions
- Real time coaching



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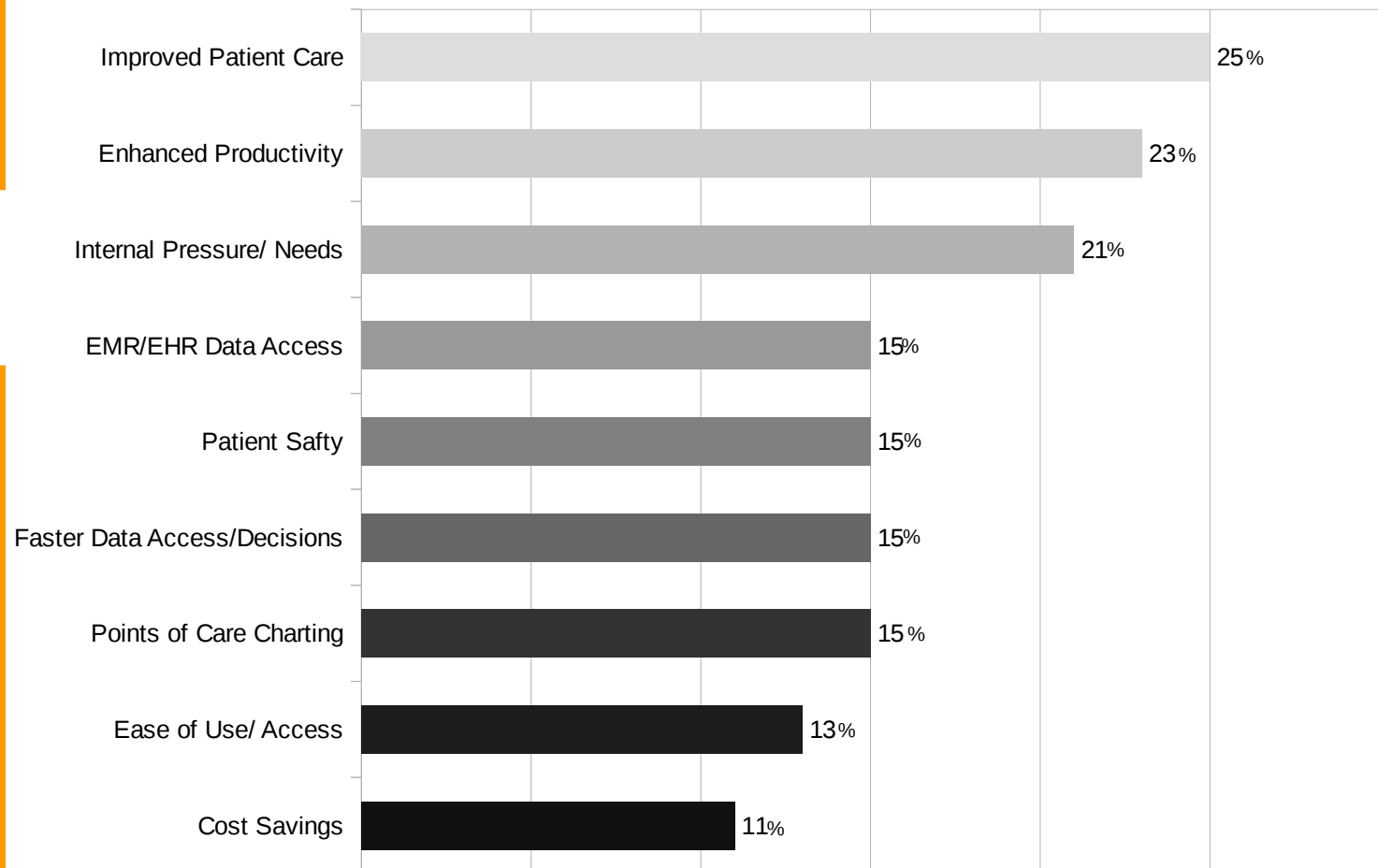
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Key Drivers Motivating Adoption of Mobility in Healthcare Industry

Mobile technology adoption is driven primarily by the following business drivers within provider organization. Let's have a look on web-based survey conducted on hospitals and healthcare systems:



source: porterresearch

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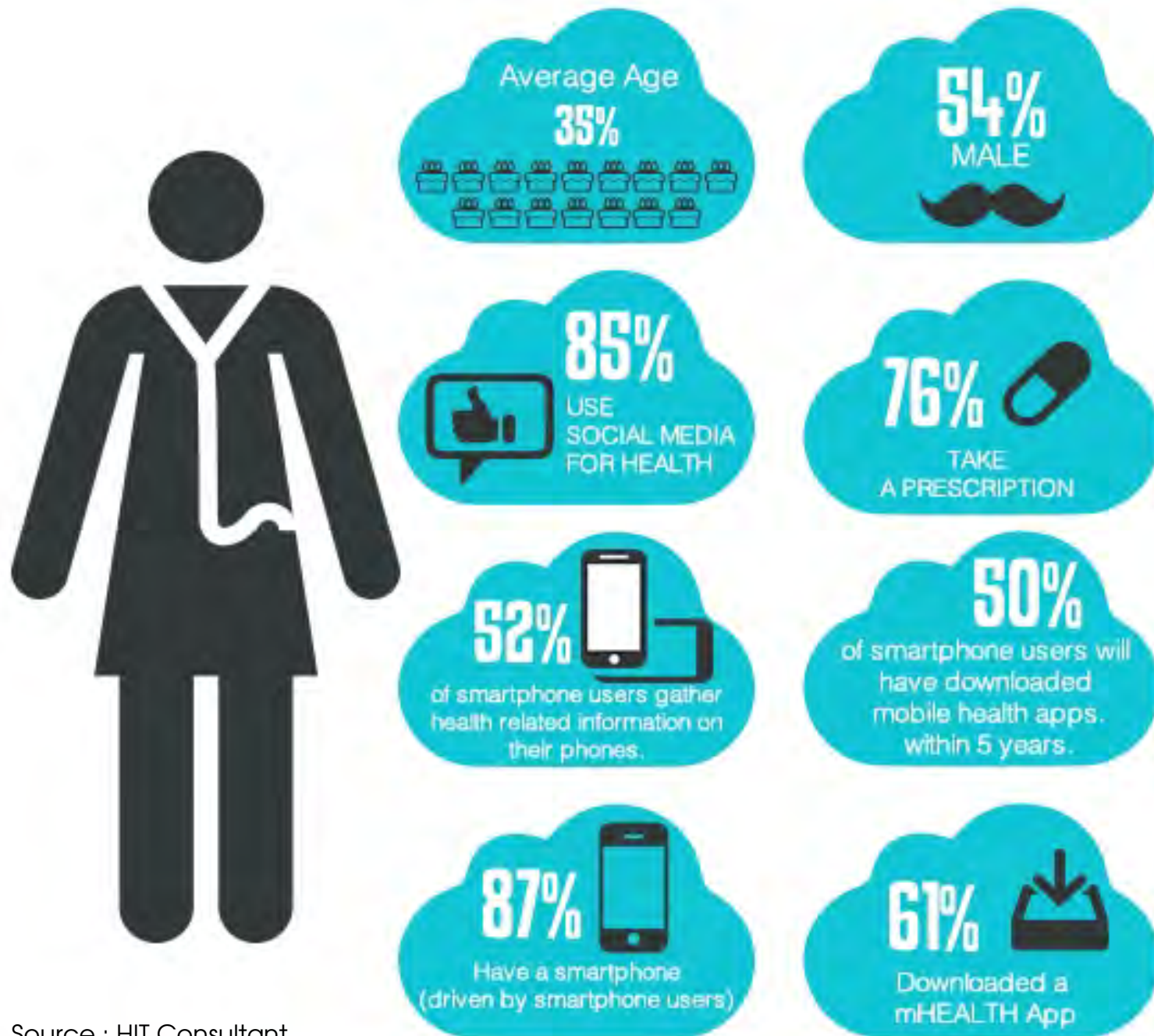
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mHealth User Statistics: Mobile Apps, Devices and Solutions



Source : HIT Consultant

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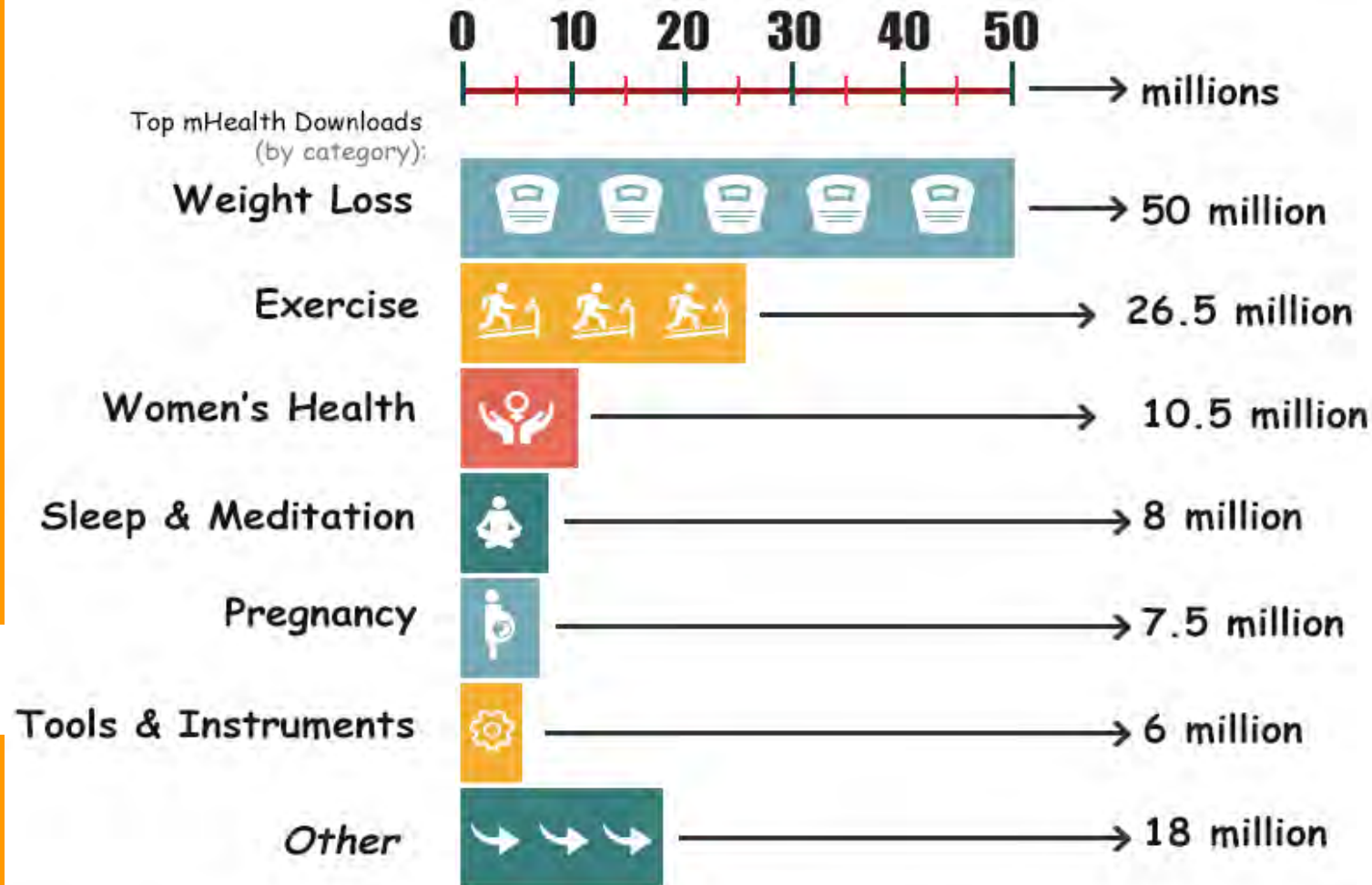
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The Rising Popularity of mHealth Apps



Exercise and weight apps are the most popular types



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Do Doctors Recommend mHealth apps?



93%

of physicians believe that mobile health apps can improve patient's health.



93%

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



80%

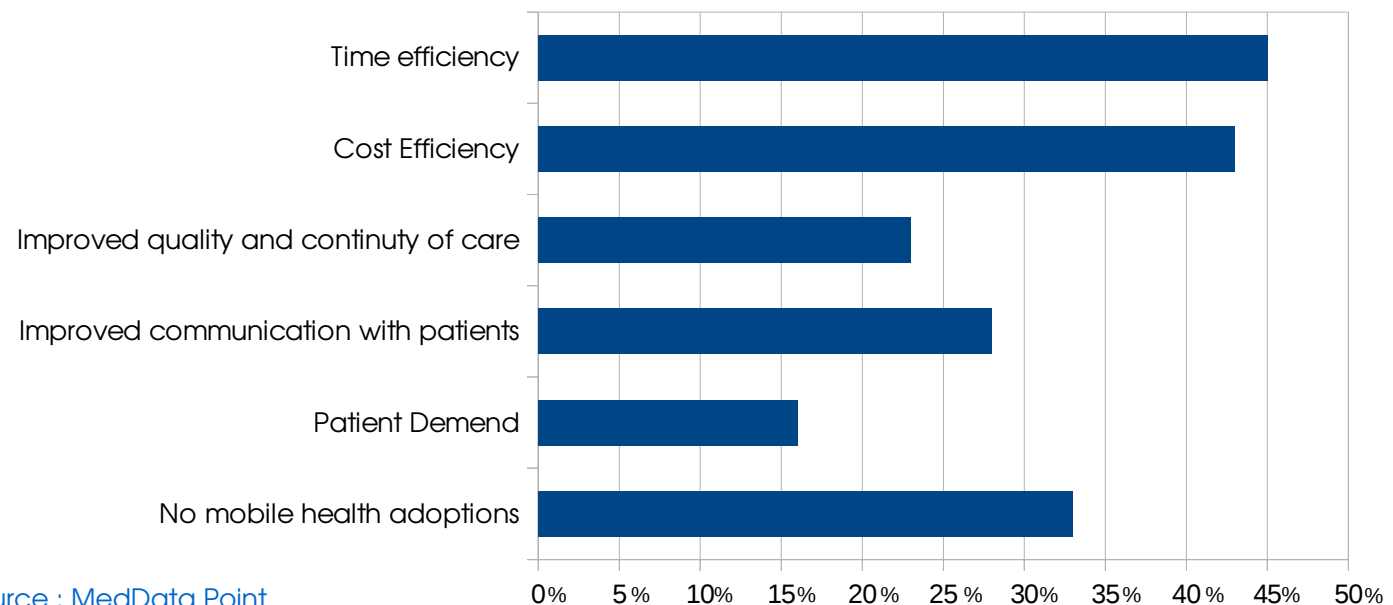
of physicians use smartphones and medical apps.



40%

of physicians believe mHealth technologies can reduce the number of visits to doctors' offices.

Top Reasons for Physicians Adoption of mHealth



Source : MedData Point

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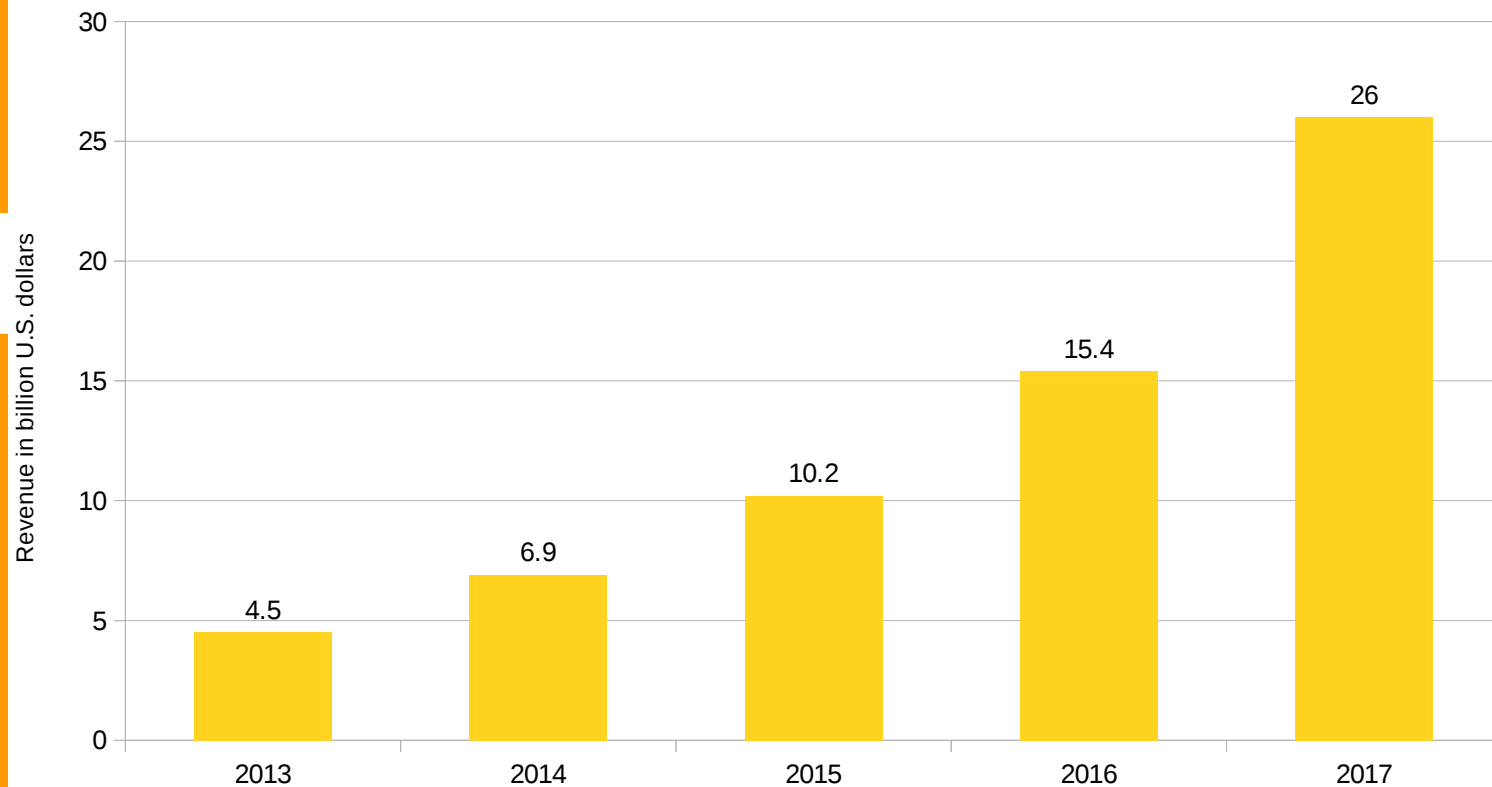
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Worldwide mHealth revenue forecast 2013-2017

With over **97,000** health and fitness related mobile apps currently on Google Play and Apple App Store, and **4 million** downloads per day, it is difficult to deny the rising popularity of the industry. The mobile health industry has now entered the commercialization phase and will reach **\$26 billion** globally by 2017.



Source -Statista

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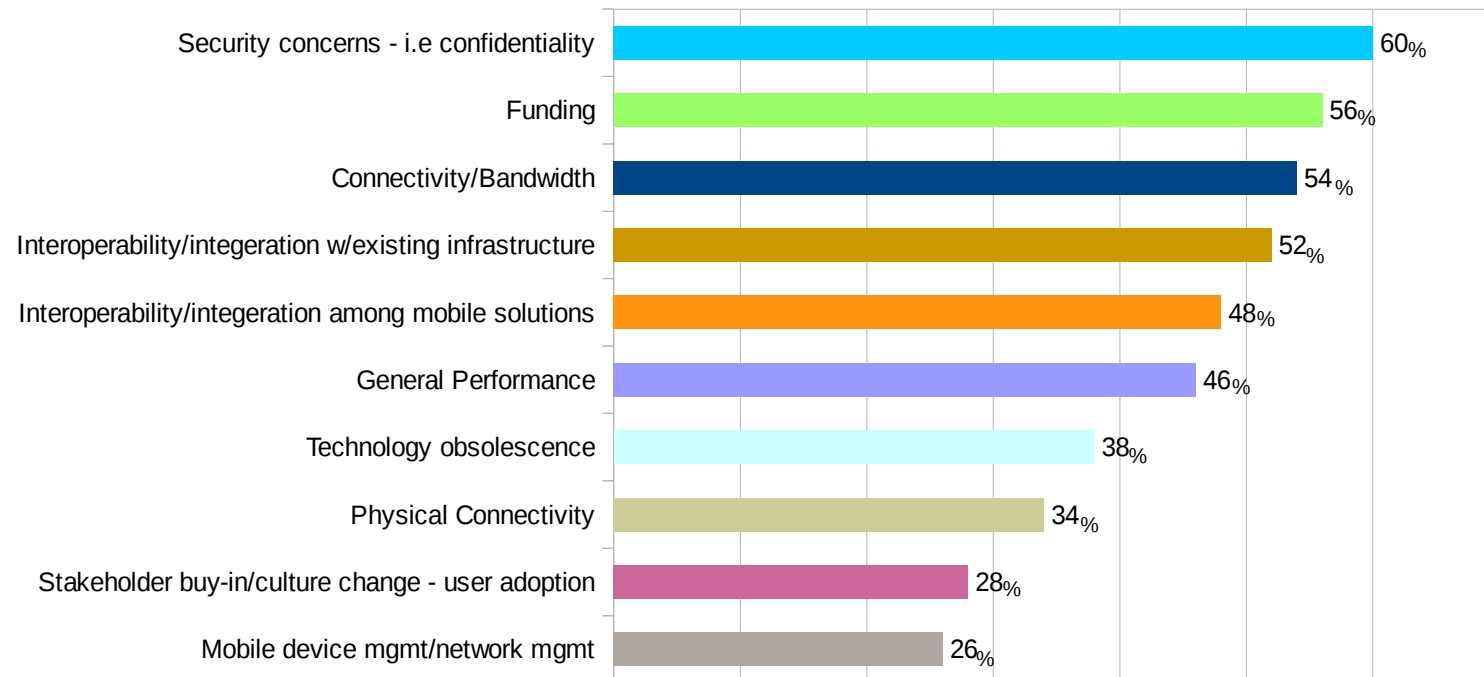
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mHealth is booming, but riddled with challenges

- Almost 60% of providers found Security Concerns – including confidentiality – as their most significant concern
- While Funding, Connectivity/Bandwidth and Integration with Existing Infrastructure were also found as some of the top concerns
- A web-based survey conducted on hospitals and healthcare systems shows

Mobile Technology Adoption Barriers



Source: Porter Research

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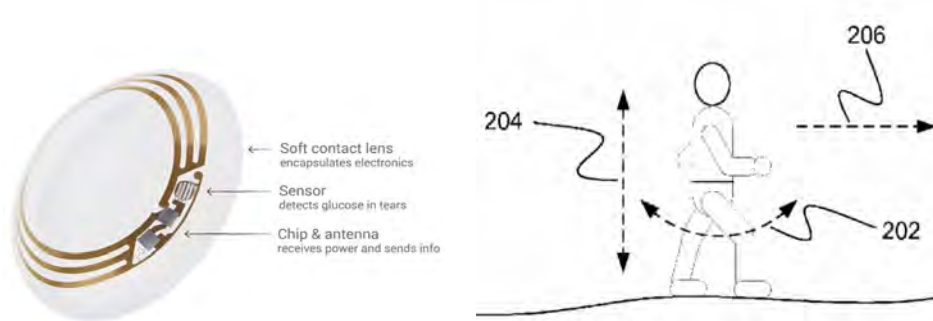
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The biggest impact of mHealth technology is yet to be felt

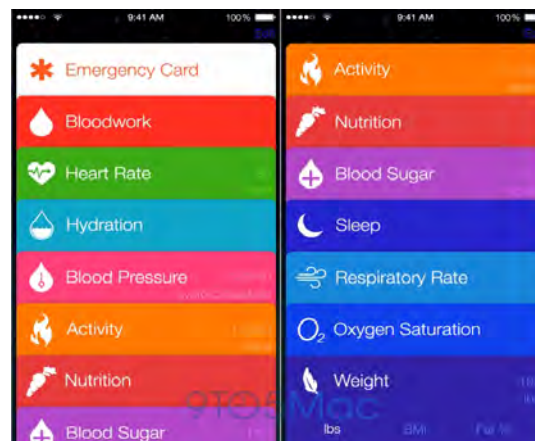


Google Contact Lenses: Detects glucose in tears

Apple Patent App: It counts accurate steps and distance elimination while walking



Withings Aura: Built for people suffering from insomnia. Tracks body movements, Breathing motion, noise pollution & room temperature



Apple's iOS 8 Healthbook App Could Be Hub For Wearables



Kolibree toothbrush: Record every brush stroke. Sends your dental report to your smartphone via Bluetooth.

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The Future

Healthcare & Wearables together ...

By 2016, wearable wireless medical device sales will reach more than 100 million devices annually and market for wearable sports & fitness-related monitoring devices is expected to reach 80 million device sales.

How mHealth will impact healthcare industry ?

1. Educate and empower patients to take control of their health
2. Help physicians and patients monitor and diagnose disease
3. Assist in medical procedures and Make personal fitness more fun
4. Allow patients to control and manage their health issues.

2.47mn

Medical devices with integrated cellular connectivity will be built by 2016



30%

Smartphone users are likely to use "wellness apps" by 2015



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Click
To know more about
Wearable-technology

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Case Study @ AppStudioz

Sample AppStudioz case examples around mHealth – addressing business pain points using mobile solutions accross healthcare industry

Case Study



Unity App : HealthCare + Social Networking App

Client's Background: One of World's leading Drug and Alcohol Treatment Centre and a non-profit organization

Business Challenge: To create a social media platform open to people in recovery and help them meet right communities and people at right time.

Business Outcome:

1. Listen over 2,500 encouraging speaker tapes
2. Create own speaker tape and share on social networks to encourage others
3. Create support circles and group chat
4. Send messages to everyone or to selected people of your groups.
5. Share pictures, Comment on others post and many more social networking features
6. Unity plus edition allows you to find like minded people that are nearby
7. Helps you in connecting to worldwide recovery communities
8. Offers traveling users access to supportive communities
9. If any member organizes event, invitation is sent to other members of the group and many more



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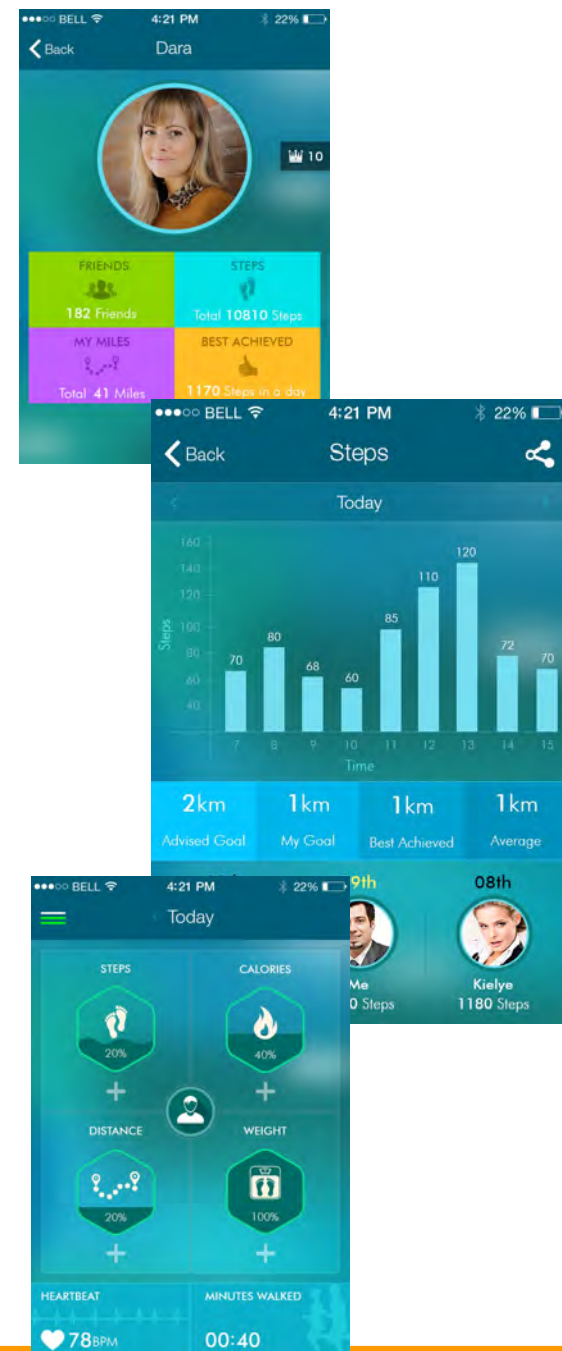
Health & Fitness Tracker

Client's Background: One of world's leading health care company.

Business Challenge: To overcome the problem in accurately tracking people's all-day activity and help them get active, eat better, manage weight, sleep better and stay motivated.

Business Outcome:

1. **TRACK ACTIVITY:** Accurately track your all-day activity including steps taken, distance traveled, calories burned, active minutes, and more using your Tupelo tracker.
2. **SYNC WIRELESSLY:** Tupelo trackers continuously sync your stats with your Smartphone and later give you real-time access to your progress without plugging in.
3. **SET GOALS:** Set goals, view progress, and track your trends with easy-to-read charts and graphs.
4. **LOG FOOD / WEIGHT / SLEEP:** Log food, water, weight, sleep, and workouts to get the full picture of your health. Connect wirelessly to a Tupelo Smart Scale to seamlessly track your weight.
5. **STAY MOTIVATED:** Challenge, track, and share your stats with family and friends. Leaderboards, notifications, and badges help you reach your goals faster.



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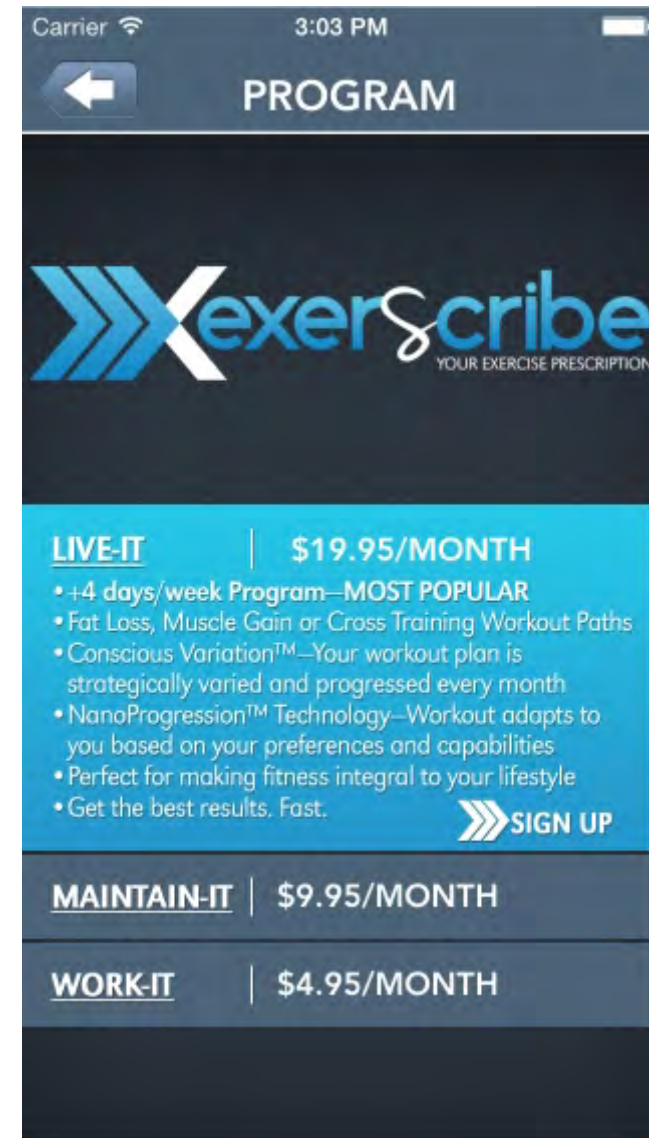
Clients' Background: One of the leading health and fitness company

Business Challenges: Tracks and monitors the regular workouts, scheduling time table, nutritional advices etc

Technology Involved: Nano progression technology, PHP, Zend framework

Business Outcome:

1. Provide Custom workouts
2. Conscious variations
3. Raises energy levels by motivational quotes
4. Offers Nutritional advices



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Lyme Found

Client's Background: One of the leading medical/disease research company

Business Challenges: Tracks down the development of a particular epidemic and giving assistance

Technology Involved: PHP core, My Sql, iOS

Business Outcome:

1. Helps users in joining forums to get assistance of the epidemic
2. Allows users to chat with other users in group
3. Arrange and schedule meeting among users
4. Allows sharing of status on different social networks



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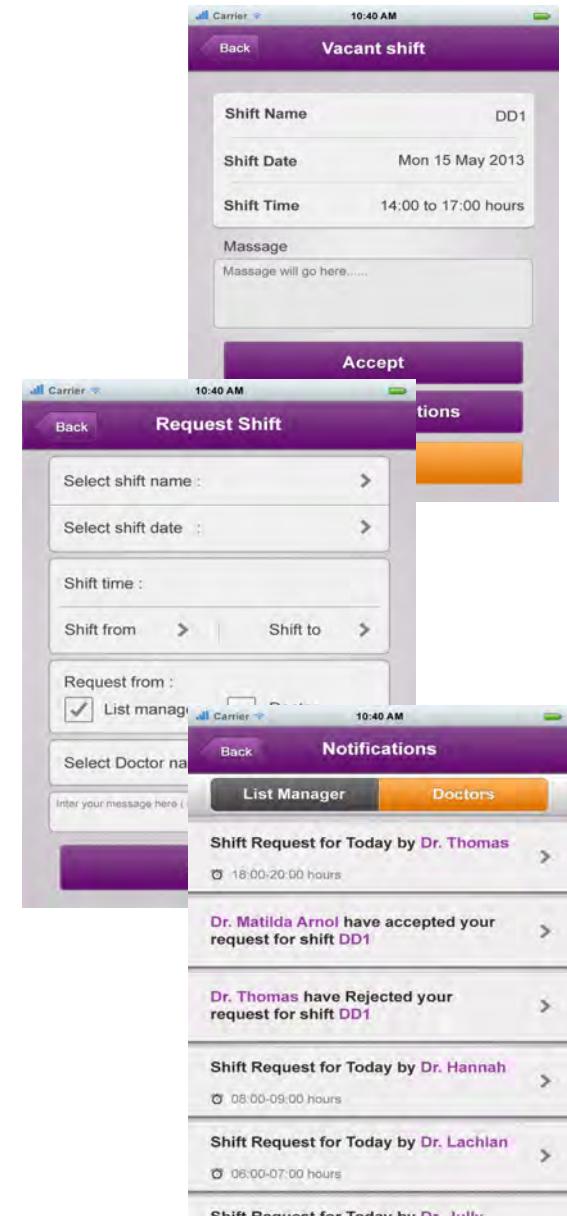
Doctor Shift scheduling

Client's Background: One of world's leading Pharmaceutical company

Technology Involved: Android Java, Native App, PHP

Business Outcome:

1. Effective shift management & reduced work-shift allocation cycle time
2. Ensuring quick and flawless shift allocation
3. Centrally managing shifts for employees
4. Closed loop co-ordination among all stakeholders – employee, shift replacement in-charge, colleagues
5. Automated & proactive alerts with effective time management for all stakeholders



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Clients' Background: One of the leading fitness company

Business Challenges: To over come the problem of monitoring and checking the regular exercises

Technological Involved: PHP, Zend framework

Business Outcome:

1. Keep workouts organized
2. Keep track of workout result
3. Find new workouts
4. Built-In Stopwatch and Rest Timer
5. Cloud Back-Up for all GO Lift Data
6. Access Your Data from any iOS device with GO Lift installed
7. Built-In Workout Journal and Export Data



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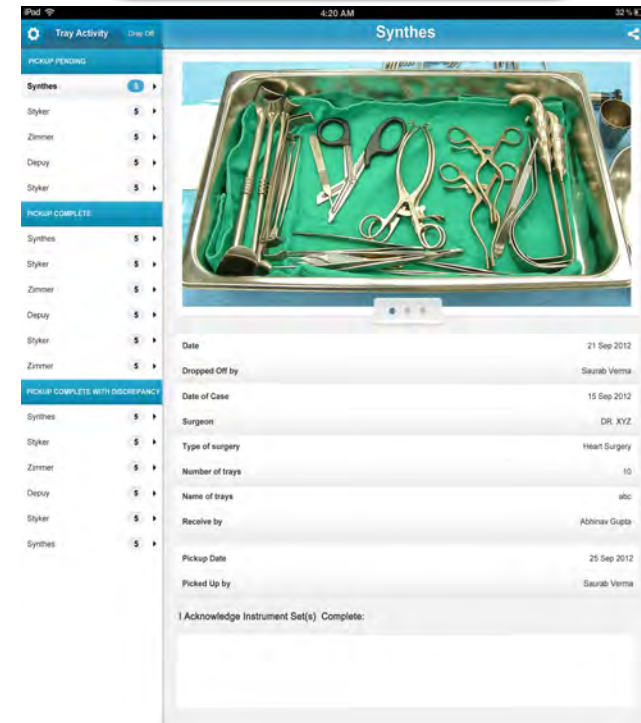
Tray Trax

Clients' Background: One of the leading medical company

Business Challenges: To overcome the problems of checking loaner trays

Business Outcome:

1. Keep accurate electronic records of all loaner tray activity.
2. Take detailed pictures with the iPad's 5 MP camera.
3. Attach pictures of the trays to the file.
4. Have vendors sign off on complete trays on pickup.
5. Document and record any discrepancies.
6. Save everything to the cloud for quick and easy access.



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iHear Baby

Clients' Background: One of the leading child health care company

Business Challenges: Tracks down the activities of the baby while the baby is alone

Technology Involved: Android Java, Native App, PHP

Business Outcome:

1. It gives live updates of the baby
2. Monitors the activity of the baby
3. Give reminders to the parents
4. Connect multiple babies at a time
5. Talk to the baby



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Foot Ankle

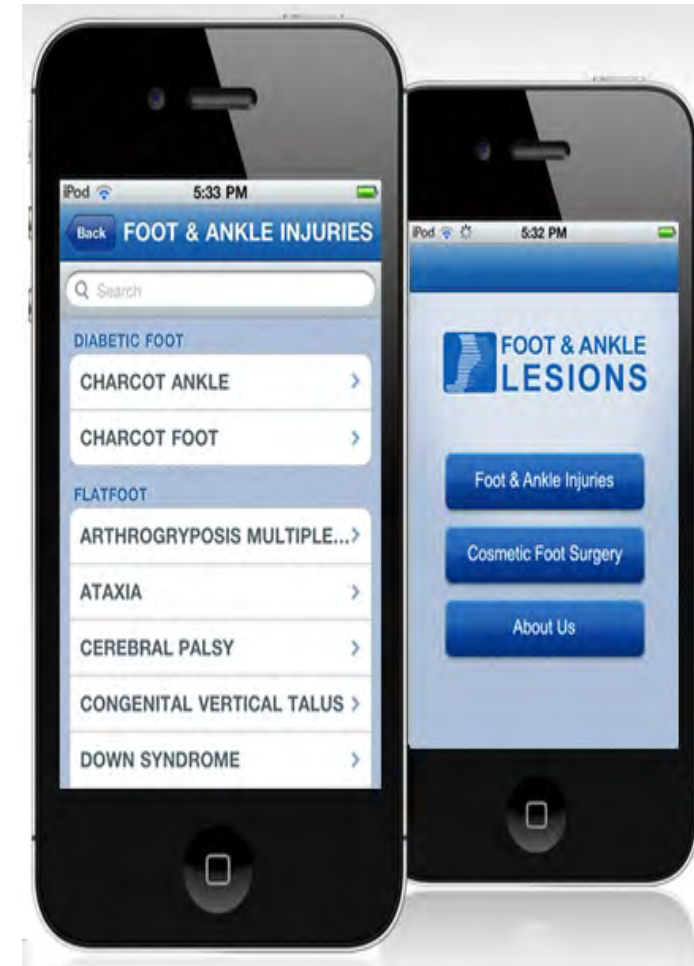
Clients' Background: One of the leading orthopedic surgeons in the health and medical industry

Business Challenges: To overcome the challenges faced by the patients during Ortho related issues

Technology Involved: Android Java, Native App, PHP

Business Outcome:

1. Provide information about ortho related problems
2. Connect with experts
3. Provide solutions related to any orth related problem



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Exer Memo

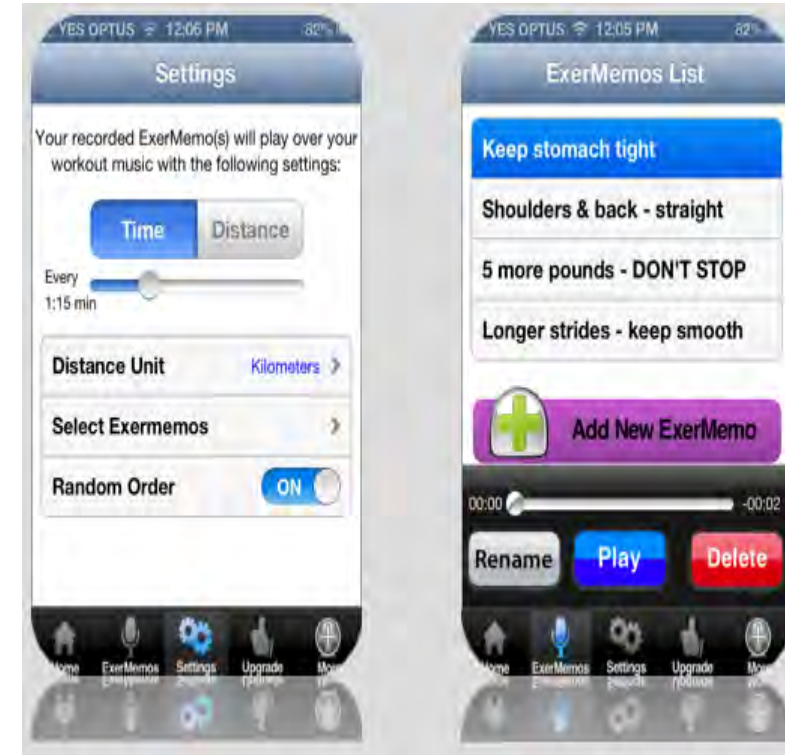
Clients' Background: One of the leading orthopedic surgeons in the health and medical industry

Business Challenges: To overcome the problem of monitoring and tracking activities during exercise

Technological Involved: PHP, Zend framework

Business Outcome:

1. Monitors the body during walking, running and weight lifting
2. Offers Automatic volume controller
3. Provides data back up



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Started by industry experts in the year

2011



300%

Growth every year, despite being non-funded.



250+

Team of highly skilled developers



01M

1 Million Downloaded Apps marking success



1000+

Apps developed in just 20 months



06

Hotspots around the globe, with delivery center in Noida, India

Repeat Business!



75%

Repeat Business making AppStudioz, the fastest growing company.

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