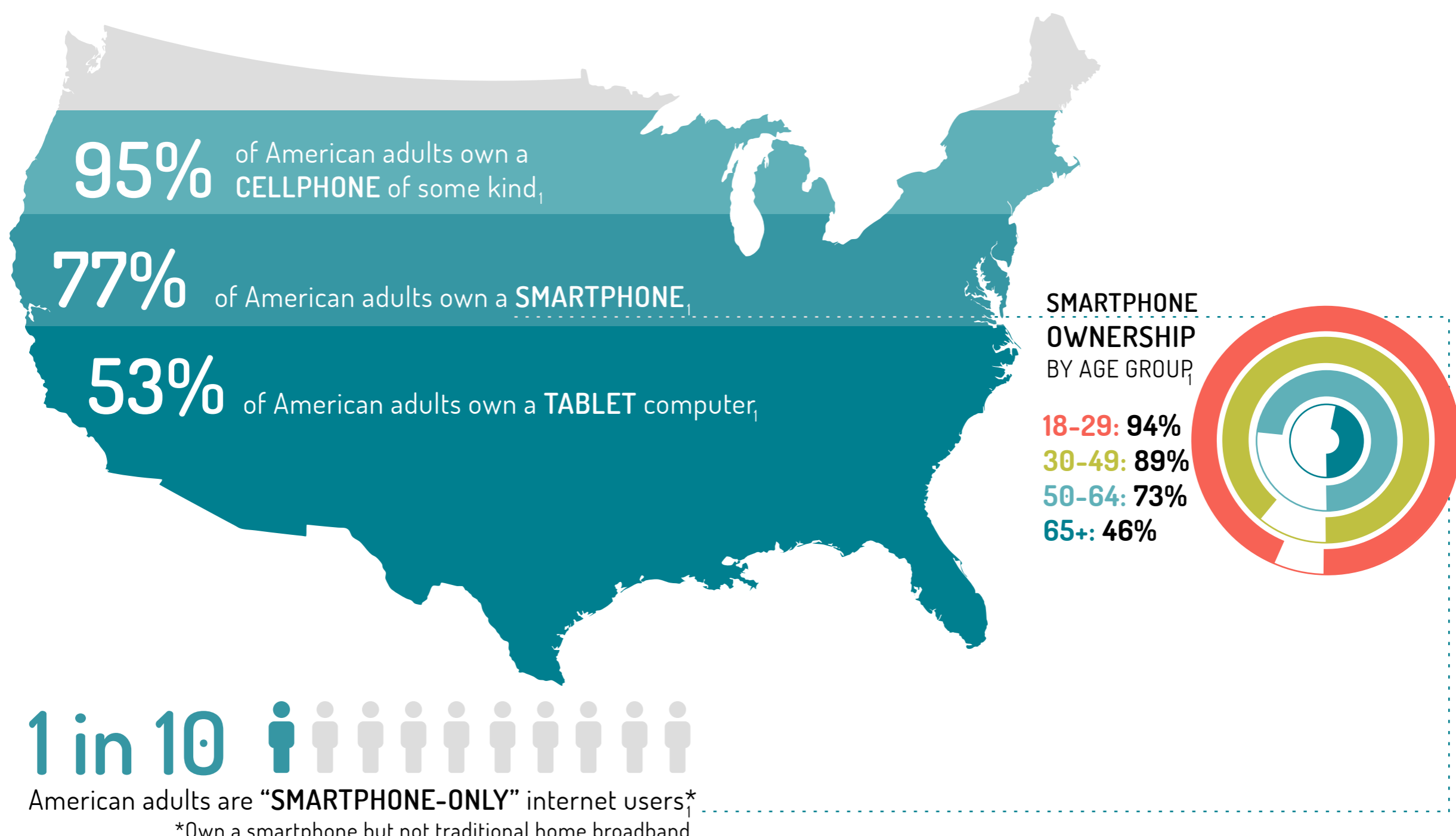


THE MOBILE HEALTH LANDSCAPE IN 2018

USE OF MOBILE DEVICES IN MEDICINE, HEALTH, AND FITNESS

MOBILE DEVICE USAGE

AN OVERVIEW OF OWNERSHIP IN THE US



HEALTH & FITNESS APP USERS ARE LOYAL₂

WITH HIGH RETENTION RATES, ENGAGEMENT, AND FREQUENCY OF USE

Fitness apps account for the largest market share within mHealth apps₇

HEALTH AND FITNESS APP USAGE HAS GROWN BY MORE THAN

330%

IN THE LAST THREE YEARS₂

AVERAGE SESSION FREQUENCY

OF HEALTH & FITNESS APP USERS PER WEEK₂

1x: 25%
2-5x: 33%
6-10x: 16%
10+x: 26%



ANDROID IS OVERTAKING IOS IN NUMBER OF AVAILABLE HEALTH APPS

From 2016 to 2017, the number of health apps on Android increased by 50%, compared to 20% on iOS₃

325,000 HEALTH APPS

were available in 2017₃

78,000 NEW HEALTH APPS

were added to major app stores in the last year₃

PROVIDERS

RECOMMEND APPS TO THEIR PATIENTS₇

93% of physicians believe that mHealth apps can improve patient's health₅

40% of physicians believe mHealth technologies can reduce the number of visits to doctors' offices₅

PATIENTS

WANT MEDICAL APPS

64% of patients say that they use a digital device (including medical apps) to manage their health₄

71% of patients believe it would be helpful for their doctor to have access to this information as part of their medical history₄

TRENDS IN MEDICAL APPS

WHICH TYPES OF HEALTH APPS ARE POPULAR

CURRENT TRENDS for Healthcare Apps₆



Telemedicine



Wearables integrated with apps



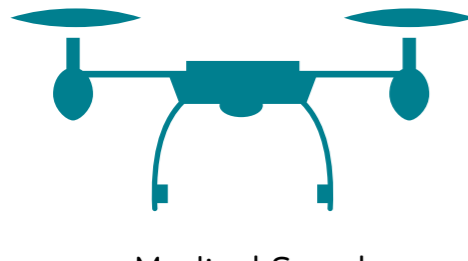
Fitness & Lifestyle Management



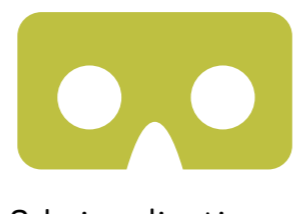
Nutrition & Diet



Women's Health



Medical Supply Drone Delivery



3d visualization + VR/AR in medicine



Medication Adherence



Healthcare Providers



Disease Management

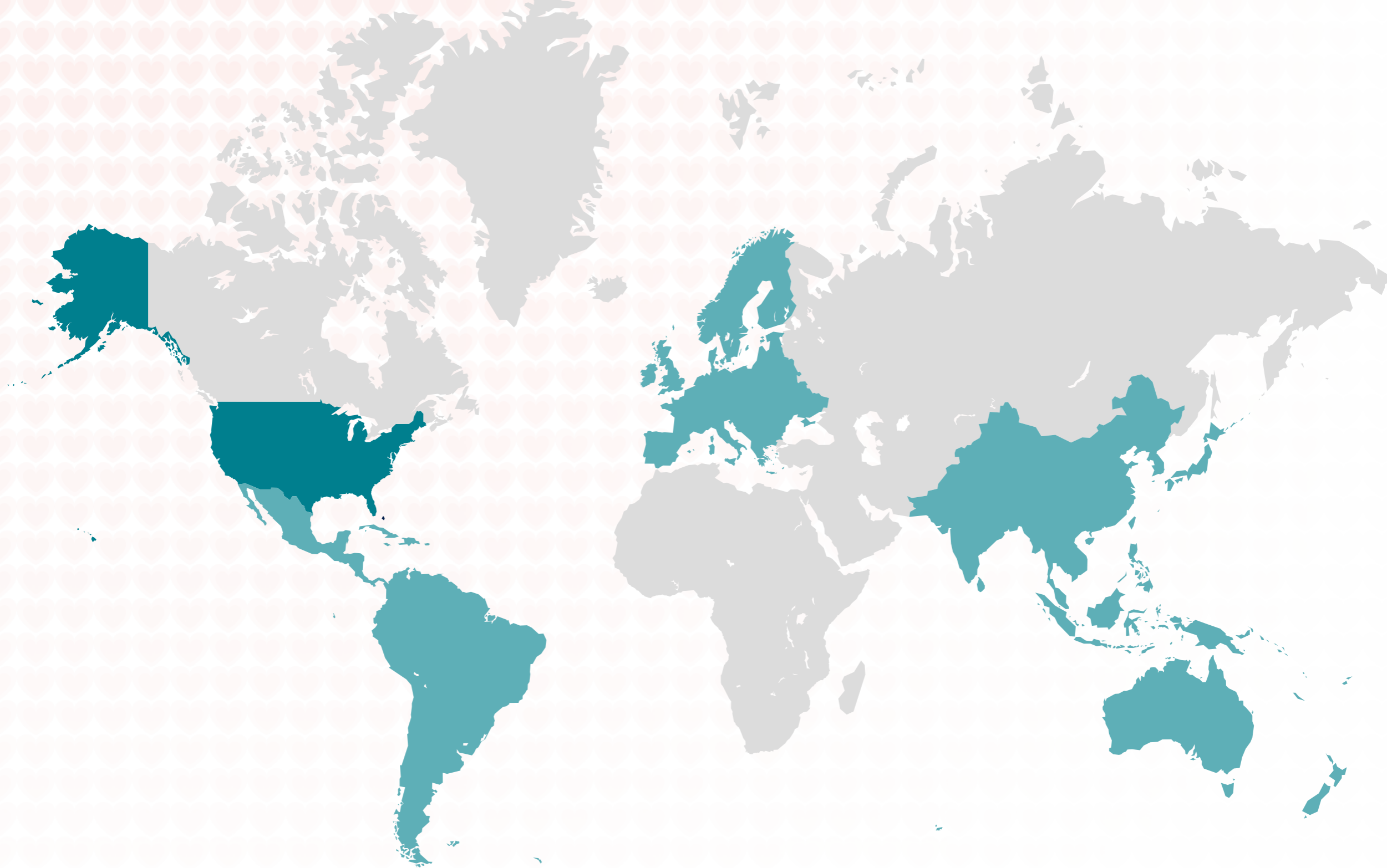
THE GLOBAL MARKET

WHERE IS THE MOBILE HEALTHCARE MARKET?

BY 2025 THE GLOBAL MOBILE HEALTH MARKET IS ESTIMATED TO REACH APPROXIMATELY **\$112 BILLION**₇

The largest market of healthcare and medical mobile apps today: **THE USA**₈

Markets predicted to grow at the fastest rate in the next 5 years: **ASIAN-PACIFIC REGION, LATIN AMERICA, EUROPE**₈



Sources: 1. Pew Internet Mobile Fact Sheet 2. Flurry Analytics 3. Research2Guidance mHealth app Economics 4. Transcend Insights 5. GreatCall survey 6. Apiko Healthcare app development in 2018 ebook 7. Grand View Research 8. Zion Market Research