

# The mHealth Landscape

Use of mobile devices in medicine, health and fitness in 2014

## Mobile Device Use - The Big Picture<sup>1</sup>

**90%**  
of American adults own a **cellphone**

**58%**  
of American adults own a **smartphone**

**42%**  
of American adults own a **tablet computer**

**34%** of cell users go online using **mostly** their phone

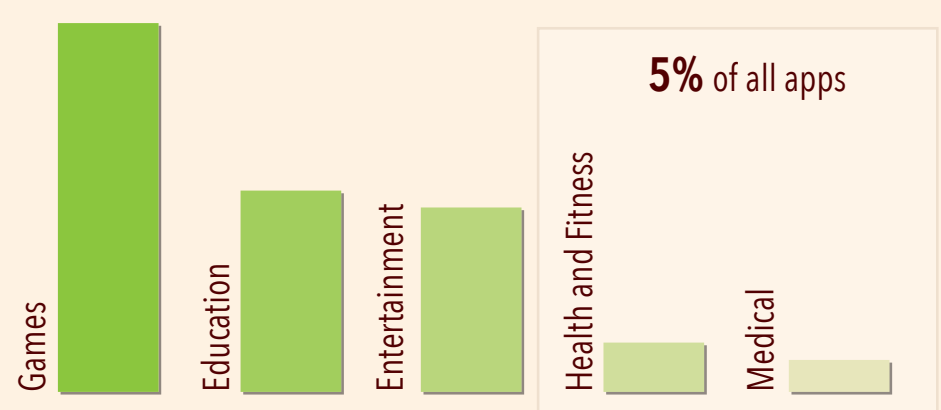
**60%**  
access the internet

**52%**  
send and receive email

**50%**  
download apps

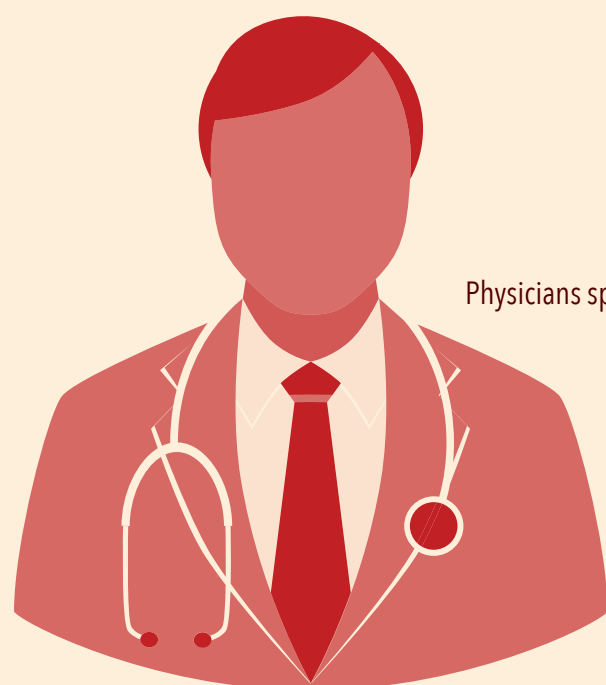
**19%** of smartphone users have **Health Apps**<sup>1</sup>

### mHealth in the App Store<sup>5</sup>



There are **over 50k** apps in the healthcare and fitness and medical categories in the App Store (out of over **1 million** total apps)

## Physicians and mHealth

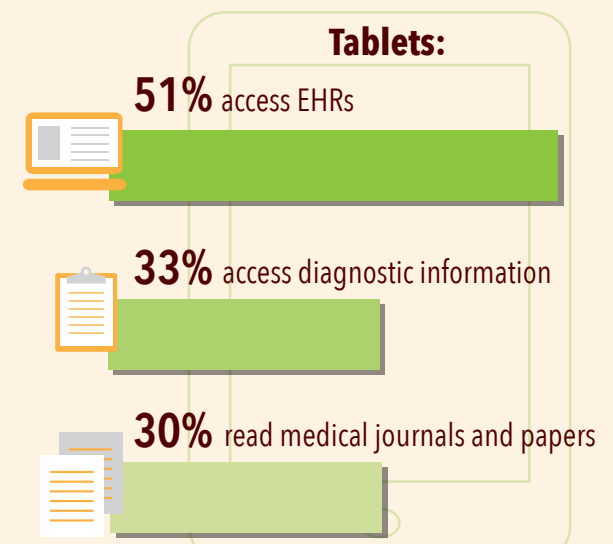
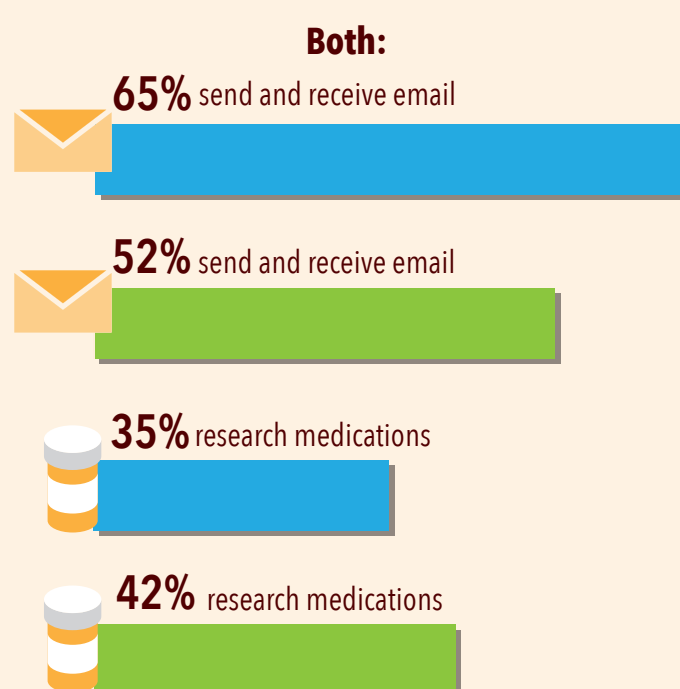
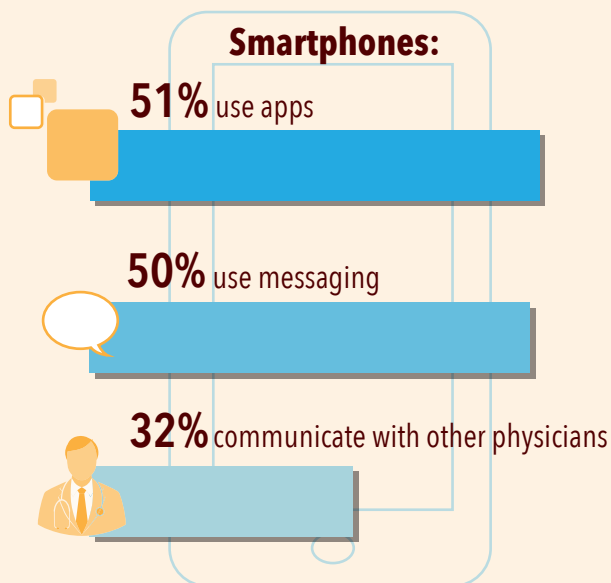


Physicians spend **2x** as much time using online resources as compared to print when making clinical decisions<sup>8</sup>

**86%** of physicians use **smartphones** for professional and personal tasks<sup>2</sup>

**over HALF** of all physicians use a **tablet** for professional purposes  
**70%** own a tablet computer<sup>2</sup>

## Physician Use of Smartphones and Tablets<sup>3</sup>



## Patients and mHealth

Between **70 and 75%** of US adults look **online** for health information<sup>8</sup>



### Patients want mHealth

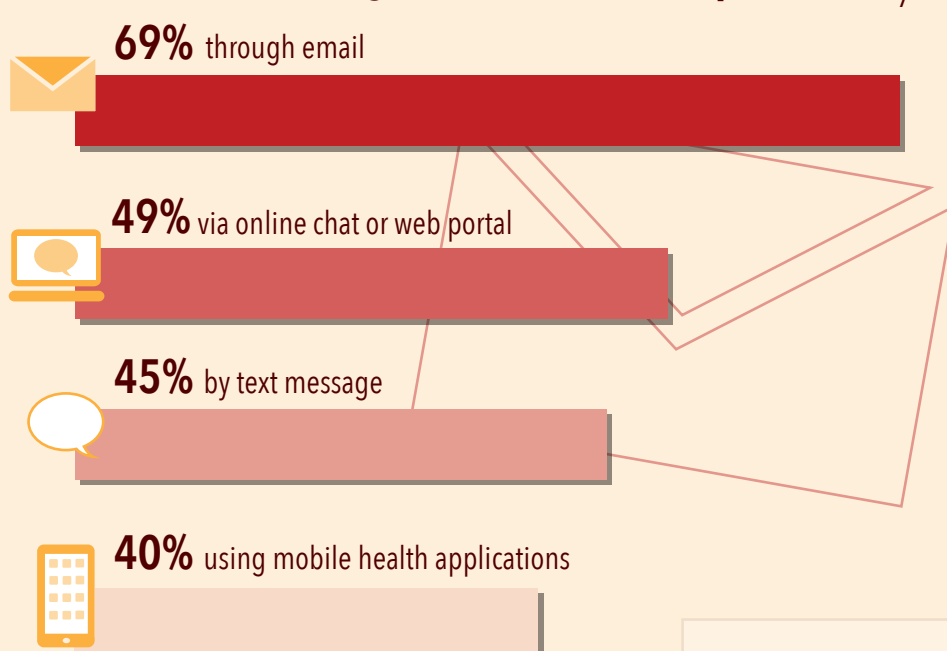
**65%** of patients believe that health tracking devices, apps, or websites could be beneficial for motivating them towards health and fitness goals<sup>9</sup>

**90%** of patients want to self-manage their healthcare leveraging technology, such as accessing medical information, refilling prescriptions, and booking appointments online<sup>4</sup>

**52%** of patients say they would like access to tools or websites that enable them to review quality rankings, satisfaction rankings, and patient reviews for specific doctors and hospitals<sup>4</sup>

**13%** of patients have accessed, stored, or transmitted personal health information or records in the past year  
**48% are interested in doing so**<sup>6</sup>

### US adults are willing to communicate with providers...<sup>7</sup>



1. PEW Internet 2. Epocrates 2013 Report 3. American EHR Partners 2013 Survey 4. Harris Interacttive, Insignia Health and CTIA Survey 5. 148apps 6. Accenture 7. PWC 2013 8. IMS 2014 9. Center for Connected Health Poll