

mHEALTH APPS — BIGGER, BETTER, MORE

THE RISE... AND GREATER RISE... OF THE DIGITAL ERA

EHR adoption is reaching a peak, telehealth is gaining traction, and mobility is now embraced from the point of care to anytime, from anywhere. Enter the digital patient — where researching an ailment online before an appointment, accessing records via a patient portal and downloading mobile apps are all becoming the norm. This “perfect digital storm” is prompting more physicians and healthcare organizations to turn to mHealth apps.



According to research2guidance’s 4th mHealth App Developer Economics 2014 report, **the rise of mHealth apps goes hand in hand with the upcoming patient-centered care models** (39% of mHealth publisher community cite), where apps are supposed to empower patients to take a more active role in their treatment process.

Source: mhealthspot.com, “Drivers and Barriers that will Shape the mHealth Market in the Next Five Years,” August 2014

PHYSICIANS FIND MERIT IN MOBILE APPS

Mobile apps are helping physicians access patient information, research diagnoses, prescribe medication and share information with patients in real time.

Of particular interest is the integration of apps into EHR systems to further streamline patient care. In addition, evidence-based medicine is rising in popularity. According to mhealthnews.com, “Evidence-based medicine has quickly moved from the background to the forefront as a determiner of treatment pathways, and the mobile health app marketplace has responded in kind. Dozens of EBM apps

are available in Apple’s AppStore and Google’s Android Play for smartphones and tablets, many from major medical institutions... All are designed to help physicians make decisions at the point of care.”**

Physicians see definite value for patients in leveraging mHealth apps. Increasingly, apps are becoming an extension of care, enabling doctors to keep tabs on patient conditions after hours and via home monitoring.

According to a Flurry study, consumer use of mobile health and fitness apps in the first half of 2014 is almost double that of the mobile platform market in general. **There has been a 62% increase in usage of health and fitness apps over the past six months.**

Source: healthdatamanagement.com, “mHealth App Growth Nearly Double Overall Mobile Market,” June 2014



86% of all clinicians — doctors, nurses and nurse practitioners — now use smartphones in their practice areas every day.

Source: hitconsultant.net, “Mobile Health is Enhancing Clinical Decisions at the Point of Care,” June 2014

FUTURE FORECAST: MOBILE HEALTH AND WELLNESS REMAINS APPLICABLE

This mobile revolution, and resulting app explosion, is only just getting started — fueled in large part by the drive to continually empower patients and consumers, and by consumer demand itself. By 2017, research2guidance forecasts that 50% of mobile users will have downloaded mobile health apps. Continued provider adoption will add to this growth, especially in light of burgeoning ACO formation and the adoption of analytics as part of a greater drive toward population health management. Any opportunity to gather healthcare-related data will become a welcome one.

Source: mhealthnews.com, “Packing Evidence-Based Medicine into Mobile Apps,” July 2014

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