

MOBILE HEALTH APPLICATION LANDSCAPE 2011-2016

BEST PRACTICE EXAMPLES

RELEASE DATE: 9TH OF JANUARY 2012

VOLUME 2



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1 PREFACE

research2guidance is a specialist research organization that focuses on providing insights into mobile market developments. Our aspiration is to provide business leaders with guidance and a fact-base that will assist them in better understanding the most important trends shaping mobile markets today.

This report concentrates on the mobile health (mHealth) market, examining the impact of emerging trends and developments on the market.

To access additional research documents on the smartphone applications market, please visit <http://www.research2guidance.com/>. research2guidance offers different content and format options to provide you with the information that you need.

- A. **Reports:** Our reports explore the major trends and developments affecting the market in detail. Separate research papers cover both the entire market, as well as concentrating on specific parts of it. The reports contain key insights for companies looking to enter or deepen their engagement in the mobile applications market, providing data and analysis on all relevant aspects of the market to ease investment decision-making.
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As with all research2guidance projects, the research behind these reports has not been commissioned or sponsored in any way by any business, government, or other institution.

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3.1 GENERAL HEALTHCARE & FITNESS

Numbers of applications in the app stores demonstrate that the highest interest from developers is in two groups: general tracking tools and fitness/nutrition applications. These applications target private people with an interest in healthcare or their own health. Two other groups of applications, those designed for managing medical conditions and those for assisting with compliance, are far less frequent and address both healthcare interested people and patients. Group boundaries are not fixed, however, as many applications in this category demonstrate features typical of more than one category.

TABLE 3: GENERAL HEALTHCARE AND FITNESS APPLICATION METRICS

Criteria	Health tracking tools	Managing medical conditions	Medication compliance	Fitness and nutrition	Wellness
Number of apps					
Target group					
Caregivers					
Healthcare interested	✓				
Chronically ill					
Acute sickness					
Doctors					
Medical students					
Nurses					
Pharmacists					
Healthcare administration					
Price range	\$\$				

3.1.1 HEALTH TRACKING TOOLS

The largest sub-group in the mHealth market is comprised of health tracking tools. Such applications typically target healthcare interested people. Simple limited functionality applications are usually free of charge, whereas more sophisticated solutions are typically sold for as much as US\$ XX-US\$ XX.

Primary use-cases:

- Allow individuals to track weight, calories, food intake, and fitness activity.
- Provide nutritional information, such as amount of calories in fast-food meals or calories burned during a specific exercise routine.
- Calculate the impact of physical activities or food consumption.
- Allow manual input and graphic display of monitoring results.
- Provide location based information about restaurants and cafés.

Example: MyPersonalDiet (VidaOne Inc.)

4 ABOUT RESEARCH2GUIDANCE

research2guidance is a market intelligence and consultancy company specializing in the mobile apps market.

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A one-on-one expert call with a Smartphone App Market analyst for

- A personal 15-30 min. consultation
- Questions and answers about our research
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