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5th annual study on mHealth app publishing based on 5,000 plus respondents

November 2015

In partnership with





research2guidance's mHealth App Developer Economics 2015



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1. Summary

Key take aways of the report

2. About mHealth App Developer Economics 2015

Scope and methodology of the study, representation of the mHealth app economy

3. Current status of the mHealth app market: The hype continues

Characteristics of the app market and app publishers, number of published mHealth apps and their target

4. The reality: How do mHealth app publisher perform?

Performance of mHealth app publishers, their satisfaction with mHealth activities, number of downloads and revenues reached with their mHealth portfolio

5. App publishers: Who is behind the hype?

Typical mHealth publisher companies, portfolio size, involvement of medical professionals, target groups and motivation for mHealth apps' publishing

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6. Successful app publishers: What strategies do "Millionaires" use?

What distinguish mHealth "Millionaires" from other app publishers: business model, platform preference, app portfolio size

7. mHealth app tool and APIs usage 22

Usage of app development, analytics, marketing tool and health data APIs

8. Behaviour change: Which concepts 24 work for mHealth?

Impact of mHealth on behaviour change, behaviour changing features, their effectiveness and implementation in apps

9. The impact of mHealth apps on 26 healthcare

Impact and threats of mHealth on traditional healthcare, impact on patients journey and on healthcare costs

10. Market trends and outlook 30

Trends in mHealth publishing for the next 5 years: target devices, platform mindshare, sensors, the most attractive therapy fields, app categories and main distribution channels.









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ABOUT RESEARCH 2 GUIDANCE:

research2guidance is a strategy advisory and market research company. We concentrate on the mobile app eco-system. We are convinced that mobile health solutions will make a difference in people's lives and that the impact on the healthcare industry will be significant. We provide insights to make it happen and to successfully lead your business.

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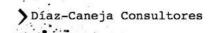








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