

# **Global Mobile Medical Apps Market: Focus on Category, Type, Application, Countries, Patents, Market Share, and Competitive Landscape - Analysis and Forecast (2017-2025)**

<https://marketpublishers.com/r/G81BC80ADF51EN.html>

Date: February 2018

Pages: 399

Price: US\$ 4,599.00 (Single User License)

ID: G81BC80ADF51EN

## **Abstracts**

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The global mobile medical apps market comprises of software applications that can be executed on a mobile platform, or a web-based software connected to a mobile platform. The intended use of medical apps is wide ranging starting from the apps helping patients, or users to self-manage their disease or conditions without providing any diagnosis or treatment related recommendations, to the apps which claim to diagnose, cure, mitigate or prevent the onset of a disease or medical condition. Mobile medical apps are often used as an accessory to a regulated medical device, and they transform a mobile platform into a medical device.

With the rapid proliferation of mobile computing devices and smartphones in conjunction with growing consumer demand for mobile apps, there has been a plethora of medical apps in different online app distribution platforms such as, Google Play Store and Apple's app store. As of 2017, there was an estimated 1,59,000 medical apps in different app stores.

Mobile medical apps can significantly expose a patient or user to health risks if it ceases or fails to perform as intended. Hence, to provide guidance for the regulation of these apps, the U.S. Food and Drug Administration (FDA) for the first time issued a guidance document in the year 2015, which is particularly for the developers of mobile medical apps. The agency has already approved more than 100 medical apps in the last decade out of which around 40 medical apps were approved in the year 2015 and 2016. The

FDA only intends to regulate mobile apps that pose greater risk to the patients in an event where an app fails to function as intended, and aims to exercise enforcement discretion for the mobile apps that pose minimal risks to the patients.

Despite these regulatory guidelines, there are hundreds of medically themed apps in Apple's App Store and Google Play Store that claim to assess, diagnose, and take control of the personal health of the patient. The usage of these apps could prove hazardous for a patient or user as these apps are not well backed by clinical evidences, and can even mislead a patient by showing false positive results. Agencies such as FDA is considerably taking steps to withdraw these apps from the app distribution platforms, and making provisions so that these kinds of apps are not marketed as replacement for legitimate medical equipment.

On the other hand, there are only a handful of medical apps that physicians or other healthcare professionals find useful in a clinical setting. These apps are cantered upon enabling doctors seeking drug related information or drug interaction (aka reference apps), and helping physicians during their clinical decision-making process. Some of the widely known and most downloaded medical apps in a clinical setting are Epocrates, PEPID, UptoDate, Medscape, and Doximity.

The market report is well designed to provide an all-inclusive field of vision for the market in terms of various factors influencing it such as, recent trends, technological advancements, and regulatory environment of the market. The scope of this report is cantered upon conducting a detailed study of the solutions allied with the global mobile medical apps market. The market has been segmented into 'Category', 'Type', 'Application', and 'Region'. The report presents the reader with an opportunity to unlock comprehensive insights with respect to the market, and helps in forming well informed strategic decisions. The research uncovers some of the substantial parameters that must be taken into consideration before entering into the market.

This research report aims at answering various aspects of the global mobile medical apps market with the help of the key factors driving the market, threats that can possibly inhibit the overall growth of the market, and the current investment opportunities that are going to shape the future trajectory of the market expansion. The study considers the growth-share matrix model for a comprehensive study of the global mobile medical apps market, and assesses the factors governing the same.

The answers to the following key questions can be derived from this report:

What are the major market drivers, challenges and opportunities in the global mobile medical apps market?

What was the market value of the leading segments and sub-segments of the global mobile medical apps market in 2016?

How will each segment of the global mobile medical apps market grow during the forecast period and what will be the revenue generated by each of the segments by the end of 2025?

What are the influencing factors that may affect the market share of the key players?

How will the industry evolve during the forecast period 2017- 2025?

What are the key developments and strategies that are being implemented by the key players to sustain in this market?

What are the key application areas of the mobile medical apps market? What are the major benefits of medical apps achieved by each category?

Which medical apps are used frequently by both the patients and the healthcare providers?

What are the best rated mobile medical apps in different app categories?

Who are the key players in the mobile medical apps market and what are their contributions?

What is the total number of apps available for downloading in different medical app categories?

What is the scope for expansion by the key players of the mobile medical apps market in East and South-East Asia?

The key players who have significant contributions to the global mobile medical apps market are Abbott Laboratories, AliveCor, Inc., Azumio Inc., Allscripts Healthcare Solutions, Inc., Athena Health, Inc., Boston Scientific Corporation, Cohero Health, Inc.,

DarioHealth Corp., Fitbit Inc., F. Hoffmann-La Roche AG, Health Arx Technologies Pvt. Ltd., Johnson and Johnson, Medtronic Public Limited Company, MetaOptima, NuvoAir AB, SkinVision B.V., Wolters Kluwer N.V., and WebMD Health Corp., among others.

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