

# 2013 Healthcare Benchmarks: Mobile Health

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## Abstracts

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Used a smartphone app for health reasons lately? Chances are your patients and health plan members have, too.

The use of mobile health technologies (not simply wireless) to monitor health is revolutionizing the exchange and consumption of healthcare data. From mobile apps that monitor blood sugar and heart rhythms to text-based medication reminders, mHealth technologies could save from \$1.96 billion to \$5.83 billion in healthcare costs by the year 2014, some studies indicate.

2013 Healthcare Benchmarks: Mobile Health delivers a snapshot of mobile health (mHealth) trends, including current and planned mHealth initiatives, types and purpose of mHealth interventions, targeted populations and health conditions, and challenges, impact and results from mHealth efforts.

This resource analyzes the responses of 149 healthcare organizations to HIN's industry survey on mobile health trends conducted in February 2013. Additionally, it provides selected metrics on the use of mHealth for medication adherence, health coaching and population health management programs.

This 50-page report is designed to meet business and planning needs of health plans, employers, managed care organizations, physician organizations, health systems and others by providing critical benchmarks in mobile health adoption.

Download the executive summary of 2013 Healthcare Benchmarks: Mobile Health.

This all-new research report is supported with dozens of graphs and tables and describes many of the successes respondents have achieved from mhealth initiatives in respondents' own words.

This report provides a high-level look at overall responses and also drills down to sector-specific views on mHealth activity from responding service providers, employers and hospitals in the following areas:

Availability of current and planned mobile health by healthcare organizations;

Mobile health technologies in use, by technology type (smartphone apps, text messaging, mobile Web, GPS, games, etc.);

Intended purpose of mHealth initiatives (e.g. health management, data capture, education and engagement, etc.);

Percentage of served population engaged in mHealth;

Clinical conditions targeted by mHealth;

Impact of mobile health on healthcare utilization;

Greatest challenges of mHealth, including security, interoperability, analytics and cost;

Increase or improvements from mHealth in key metrics, such as patient satisfaction, quality of care, per-member cost, readmissions, etc;

Most successful applications of mobile health;

New market data on mHealth use for medication adherence, health coaching and population health management.

and much more.

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