

6th mHealth App Developer Economics Survey from research2guidance: Preliminary Results

Berlin, April 6th 2016

Preliminary results from research2guidance's latest study reveal the growing importance of health insurers as a distribution channel for mHealth solutions. Experts also see great potential to save costs in preventing or shortening hospital stays through mHealth adoption, whilst respondents believe mobile solutions are most positively influencing follow-ups and monitoring as stages along the patient journey.

Now in its sixth year and targeting stakeholders from across healthcare, research2guidance's mHealth App Developer Economics programme has become the largest annual study into the global mHealth market ecosystem. Last year's survey alone gathered insights and opinion from over 5,000 stakeholders. With this year's survey in full swing and counting more than 2,000 participants already, researchers at the Berlin-based consultancy are today sharing some preliminary findings.

61% of respondents believe mHealth solutions can cut costs through therapy adherence, whilst 65% believe mHealth adoption could save costs by shortening or avoiding hospital visits. The latest findings also shine a light upon the relationship between insurers and mobile health with respondents believing that health insurers offer the second highest market potential as a distribution of solutions (50%), behind app stores (61%), but now well ahead of hospitals (38%) and doctors (42%).

Experts also revealed much optimism about the potential of mHealth solutions to positively influence many stages of the patient journey, believing the greatest positive impact will be felt in the follow-up and monitoring of conditions as well as through information provision. Respondents also believed positive impacts could be felt in diagnosis and treatment.

There remains a degree of realism amongst the community however. 53% of respondents revealed they had only "partly achieved their goals" whilst only 4% claimed their mHealth "dreams came true" already.

The 2016 App Developer Economics Survey is open now and runs until the end of May 2016. Participants can win an Apple Watch or Samsung Gear, view results immediately upon completion and will be sent the final report upon publication later this year.

Link to Survey: <http://www.surveygizmo.com/s3/2534920/r2gmhealthinfo>

Link to infographic: <http://oi66.tinypic.com/2uo6zgg.jpg>

Link to last years' free report: <http://research2guidance.com/product/mhealth-developer-economics-2015/>

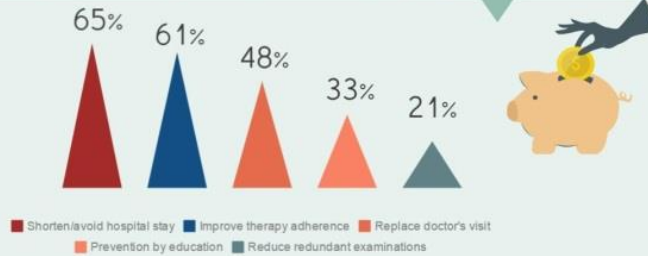
Link to research2guidance logo: <http://research2guidance.com/r2g/r2g-logo-blue.png>

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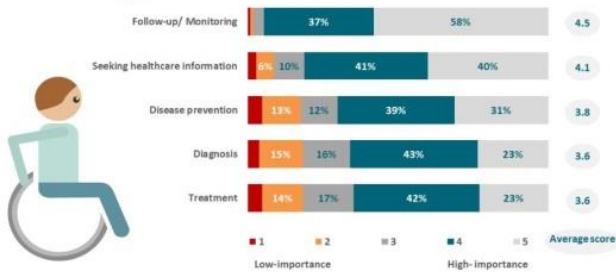
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R2G THE MHEALTH ECONOMY
Research 2 Guidance **PRELIMINARY 2016 SURVEY RESULTS**

Respondents expect mHealth apps to drive down costs by helping users to ...



... and help most in the following steps along the patient journey



Users are willing to pay up to:



...it's tough out there. Solution providers claim:



Health insurance companies (HICs) seem likely to become a market gatekeeper



ARE THESE FINDINGS CONSISTENT WITH YOUR EXPERIENCE?

JOIN THE DEBATE AND WIN PRIZES!

Source: mHealth Economics 2016, preliminary results, n:2130
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