

21ST CENTURY HEALTHCARE: MOBILE HEALTH

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- ✓ HL7 International Ambassador
 - Co-Chair HL7 Mobile Health Work Group
 - Co-lead HL7 EHR Interoperability Group
 - HL7 2009 Volunteer of the Year Award Winner
- ✓ HL7, IEEE, HIMSS Speaker
- ✓ HL7 Meaningful Use Tutor/Speaker
- ✓ Vice Chair IEEE OC (Region 6 – USA) (2014 – 16)
- ✓ HIMSS Connected Health Committee Member (2015-16)
- ✓ HIMSS Ambulatory Committee Member (2014-15)
- ✓ Chair HIMSS “HIT in Rural/Underserved Regions” WG
- ✓ US Delegate to ISO/TC215 Health Informatics
- ✓ IEC TC62: Member
- ✓ ICT Expert - World Bank, Asian Development Bank
- ✓ Senior Member: IEEE, ACM
- ✓ Advisory Board Member: www.quampus.com - ONLINE LEARNING DELIVERY PLATFORM

MOBILE REVOLUTION!

- **Mobile phone market**
 - first billion mobile phones: 20 years
 - second billion phones: 4 years
 - third billion: 2 years
 - Fourth billion: 1 year (in 2012)
 - In 2013: over One Billion “smart” mobile phones sold globally
 - ~ 100 Million in the US
 - Smart Phone sales nears 2B in 2014
- **Mobile Phone subscribers globally in 2015?**
 - ~5B (world population in 2015 – 7.3B)
- **> 80+% of the world’s population lives within range of a cellular network, (40% in 2000).**

OUR CHALLENGE

- There are over 150,000 mobile apps
 - “mobile, mobile everywhere....none *talk* to each other”
- Mobile Health apps are projected to become a regular part of our care (over the next 5 years)
- NYT: Questioning the value of MH apps?
- “If you build them, will they come?”

➤ THE GOLD RUSH.....

MOBILE HEALTH MARKET SIZE

- 2016 projection: > \$13B
- By 2017, it is estimated, the market for Mobile Health apps, will be...
 - \$26 billion
- By 2020:
 - > \$50B

Digital Health trends in 2016-18

- **Wearable & Smart Diagnostics**
- **Healthier Living**
- **TeleHealth**
- **Big Data Analytics & Insights**
- **Mobile Health Apps**

MOBILE HEALTH APPS MARKET TREND

- 1. Main driver: Ever increasing global smartphone users**
- 2. Young Customers will drive the market**
- 3. MH apps leveraging features of smartphones or tablets**
 - Location service
 - IM
 - Picture, Video
 - Gyroscope
 - Micro payment service
- 4. MH apps will be native rather than web-based applications**
- 5. Rise of MH app stores**
- 6. 2nd generation mHealth applications will focus on chronic diseases**
- 7. MH will push/expand/broaden the health business model**
- 8. MH apps entering traditional (health) distribution channels**
- 9. MH apps will bridge the global health divide**
- 10. Barrier: Evolving/Missing regulations & standards**

HEALTHCARE IN THE 21st CENTURY

- Next generation: “iPAD™” kids
- Blurred Lines: Impact of Social Media
- Are we there yet: I want it NOW
- Take Charge: Consumer Health
- Gene to genes: from Star-Trek (Gene Roddenberry) to Genetic Health
- Back to the Future: longitudinal Health Record
- Space – The Final Frontier: “Healthy” flight & living
- Live long & prosper: from provenance to preservation
- Emerging Areas: IoT (HoT), Big DATA, Open Data
- Global Village: Urban, Rural, Remote, Underserved
- “l'addition s'il vous plaît”: Mobile Payment
- MOBILE HEALTH LEADS THE CHARGE

SUMMARY!

- **MOBILE HEALTH**
 - Not a vertical domain
 - But a horizontal framework that cuts across and impacts all health care domains
- As we transition to a digital record framework; (access, capture, dissemination of information) use of Mobile Health will continue to rise
- As Mobile Devices become more and more ubiquitous, accessing our Health Information is only a few tap/swipe away!
- **TRULY A DISRUPTIVE FRAMEWORK!**

THANK YOU

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