21ST CENTURY HEALTHCARE: MOBILE HEALTH

Jan 2016 HL7 WGM @ Orlando, FL, USA

Presented by:

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    - Founding Co-Chair HL7 Mobile Health Work Group (2011 – current)
    - HL7 2009 Volunteer of the Year Award Winner
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Mobile Health trends in 2016-20

- **Wearable & Smart Diagnostics**

- **Healthier Living**

- **TeleHealth**

- **Personalized Medicine**
  - **(President Obama mentioned "personalized medicine for patients" within the first 2 min of his opening remarks during the STOU address on Jan 11, 2016)**

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Mobile Health Scenarios

- **Patient empowerment**
  - **Patient involvement in care process across a wide range of lifestyles, including: support for long term conditions**
- **Moving around a hospital**
  - **EHR System services follow providers around a hospital**
- **Independent living**
  - **Assisted living drawing on a range of mobile services**
- **Behavioural health**
  - **Behavioural health support anytime, anywhere**
- **Messaging (ranging from unsecure to secure)**
  - **Bridging the health divide**
- **Public/Population Health**
  - **Disaster Management to PH outreach**

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OUR CHALLENGE

- **There are over 165,000 mobile health apps**
  - **RIME OF THE MODERN TECHNOLOGIST - "mobile, mobile everywhere….none *talk* to anyone"**
  - **12% of mHealth apps account for more than 90% of all consumer downloads**
  - **with nearly half of all downloads generated by just 36 apps**

- **"If you build them, will they come?"**

- **90% of MH (and financial) apps are vulnerable to critical security risks**

- **Mobile Health app are projected to become a regular part of our care (over the next 5 years)**

- ➢ **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**

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MOBILE HEALTH 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. **Evolving MH 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 – personalized medicine**
- **Space – The Final Frontier: "Healthy" flight & living**
- **Back to the Future: longitudinal Health Record**
- **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 leads the way**

- **As Mobile Devices become more and more ubiquitous, accessing our Health Information is only a few tap/swipe away!**

- **HEALTHCARE IN 21st CENTURY**
  - **Mobile Health Enterprise**

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THANK YOU

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