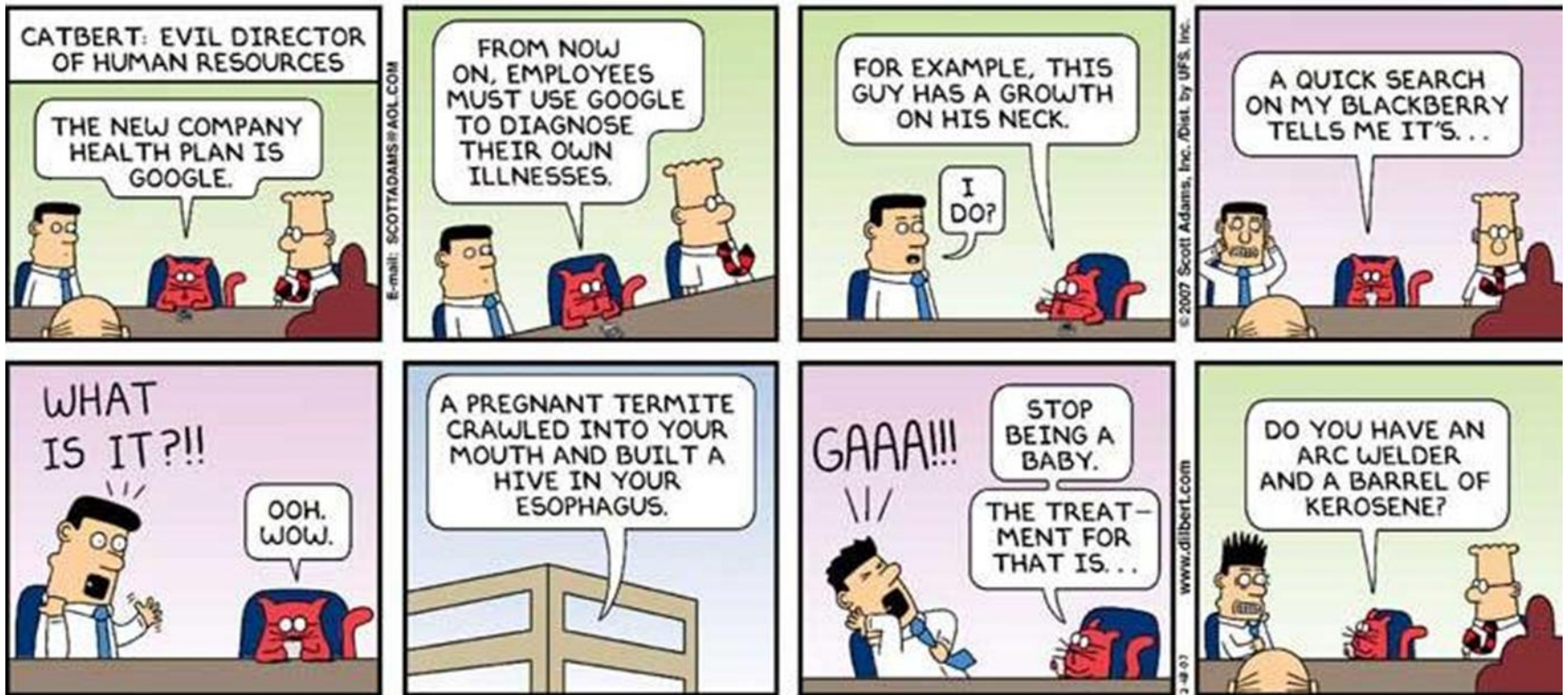




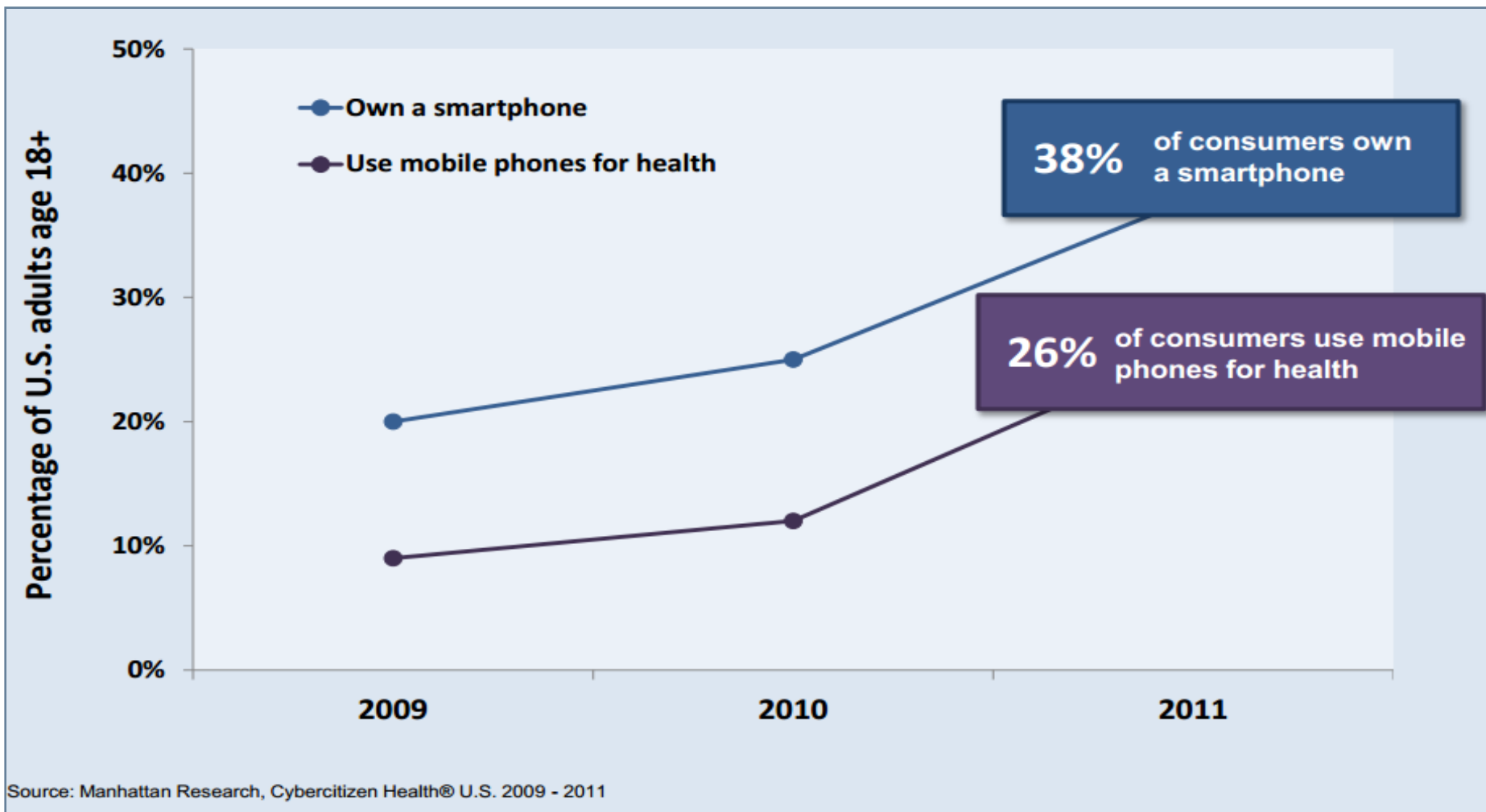
# Mobility: Driving Down Costs with Mobile Applications



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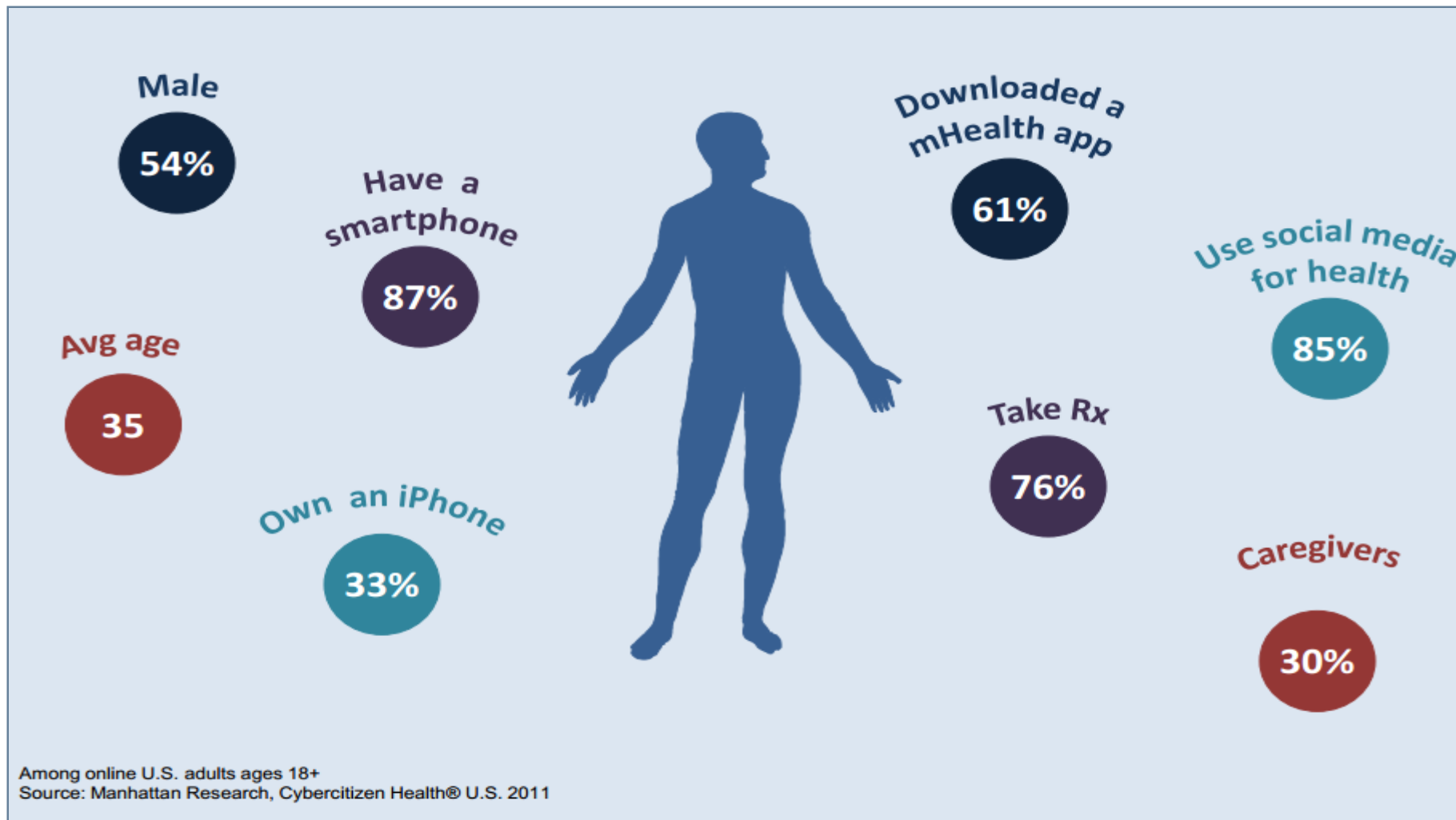


# Mobility: Driving Down Costs with Mobile Applications





# Mobility: Driving Down Costs with Mobile Applications





## Mobility: Driving Down Costs with Mobile Applications

- The Smartphone is the New Medical Device - wireless technology continues to improve and become available at lower cost points.
- Over 17,000 mobile health apps in the major app stores (research2guidance)
- Downloads forecast 2016 =15.4m (China & Far East), 12.1m (NA) (Juniper)
- 70% of polled healthcare organizations plan to deploy iPad 2012 (IWeek)
- 81% of physicians will own a smart phone or tablet by end 2012
- 88% of physicians want to see patients track vital data at home (PwC)
- Healthcare & medical apps will be worth \$1.3B in 2012 (3seventy.com)
- Remote monitor, IS , voice / txt / email comm, mobile health records
- Cost shifting is occurring from institutions to consumers and mobile apps are a conduit. Will this drive down costs or just shift it?