2013 Healthcare Benchmarks: Mobile Health

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2013 Healthcare Benchmarks: Mobile Health

149 healthcare organizations on the forefront of mobile health adoption describe how they’re using mHealth applications, from the most popular technologies in use to the populations and conditions they serve, the challenges of mHealth implementation, the impact they’re already seeing, and more.

“The mHealth platform supports the patient in-between visits or encounters to adhere to the prescribed plans and actionable tasks.”
> Patient activation and engagement technology

“[We use mHealth] as a marketing tool for a wellness initiative, health awareness and opportunity for employees to track biometric results.”
> Employer

“We are overcoming [mHealth] challenges by spending more time with our providers and understanding their point of view, the act of providing care and maintaining a patient-centric focus.”
> Academic medical center

“Our total health management site is Web-based and can be accessed on smartphones.”
> Total health management company
This special report is based on results from the Healthcare Intelligence Network’s fourth annual Health Coaching e-survey administered in January 2013.

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About the Healthcare Intelligence Network

The Healthcare Intelligence Network (HIN) is an electronic publishing company providing high-quality information on the business of healthcare. In one place, healthcare executives can receive exclusive, customized up-to-the-minute information in five key areas: the healthcare and managed care industry, hospital and health system management, health law and regulation, behavioral healthcare and long-term care.

Executive Summary

It seems as though there’s an app for everything but the common cold.

The emergence and use of mobile health (mHealth) technologies have transformed the exchange of healthcare data, with mobile apps monitoring everything from blood sugar to medication adherence, and text-based reminders urging smokers not to give into that craving. Some studies predict that mHealth technologies can save from $1.96 billion to $5.83 billion in healthcare costs by the year 2014, and that as many as 500 million smartphone users worldwide will use a healthcare app by 2015.

In its first mHealth e-survey conducted in March 2013, the Healthcare Intelligence Network (HIN) captured current trends in emerging mHealth technologies. Nearly 150 healthcare organizations described which technologies they were using, what conditions and populations they were targeting, and the challenges and successes they encountered along the way.

While smartphone apps emerged as the most widely used technology, according to 58 percent of respondents, text messaging was used by nearly half of those surveyed (47 percent), mobile Web applications used by 42 percent of respondents, and apps for tablets used by 27 percent. Health/disease management was the most frequently cited use for mobile technology, according to 65 percent of respondents, with wellness and prevention efforts coming in a close second at 64 percent. Capturing real-time health data was the main reason for use for nearly half of those surveyed.
Using This Report

Almost two-thirds—65%—use mHealth to promote health and disease management.

This benchmarking report is intended as a resource for healthcare organizations searching for comparable data and means to measure implementation and progress. It is also a helpful planning tool for organizations readying initiatives in this area.

The initial charts and graphs presented represent results from all respondents; images in subsequent sections depict data from high-responding sectors. (Figure titles begin with the segment they represent; for example, All, Health Plans, Hospitals, etc.)

Often, one of the largest responding sectors is composed of respondents identifying their organization type as “Other.” In general, we do not depict results from this segment because it represents a wide range of organization types, including consultants and product vendors. However, you will always find a graph indicating the demographics of respondents.

Here are some additional tips for using this report:

✓ See how you measure up: Scan this report for your sector, and see how your program compares to others. Note where you are leading and where you are behind.

✓ Evaluate your efforts: Think about where you have been focusing your efforts in this area. Look for trends in the data in this report. Look for benchmarks set by your sector and others.

✓ Set new goals: Use the data in this report to set new goals for your organization, or to raise the bar on existing efforts.

✓ Use it as a reference book: Keep this report accessible so you can refer to it in your work. Use these data to support your efforts in this area.

If you have questions about the data in this report, or have feedback for our team, don’t hesitate to contact us at info@hin.com or 732-449-4468.
Figure 1: All - Using Mobile Technologies

Does your organization use mobile technologies for health and wellness monitoring?

- Yes: 45.3%
- No: 54.7%

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February, 2013

Figure 2: All - Will Launch mHealth in Next 12 Months

Do you plan to start using mHealth within the next 12 months?

- Yes: 30.4%
- No: 69.6%

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February, 2013

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