Unprecedented Opportunity!

eHealth Apps: Applying Data to Healthcare

App Developers' Conference | Nov. 6, 2013

WillowTree® apps

Inc. 500

ME

APP DEVELOPERS CONFERENCE
GDC 13
GAME DEVELOPERS CONFERENCE
NEXT
CONFERENCE: NOVEMBER 5-7, 2013 EXPO: NOVEMBER 5-6, 2013

Notable Clients

Johnson & Johnson

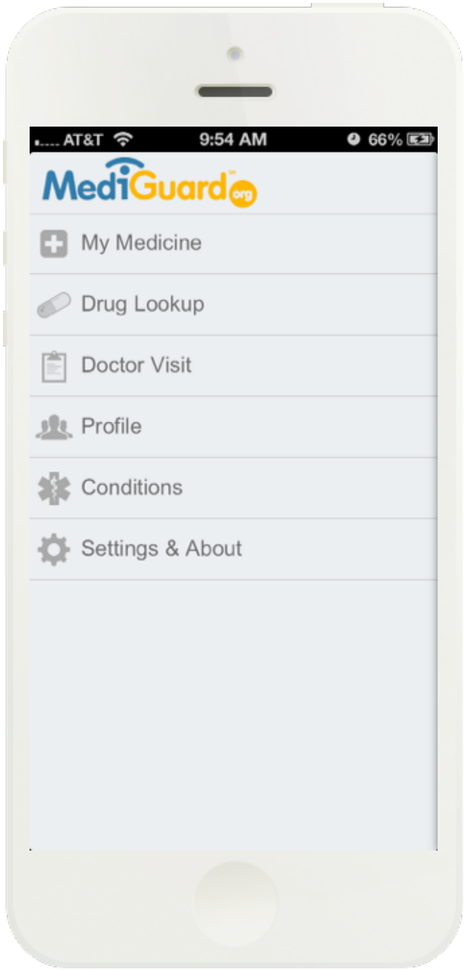
QUINTILES®

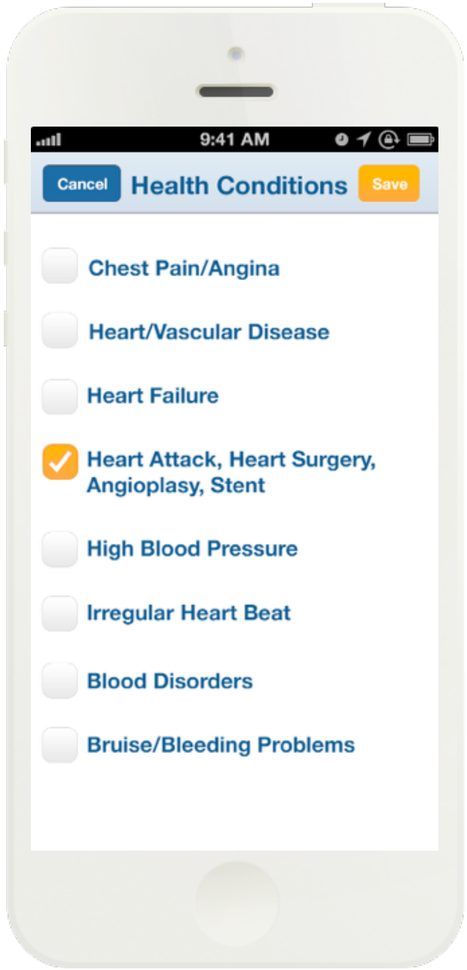
UnitedHealthcare

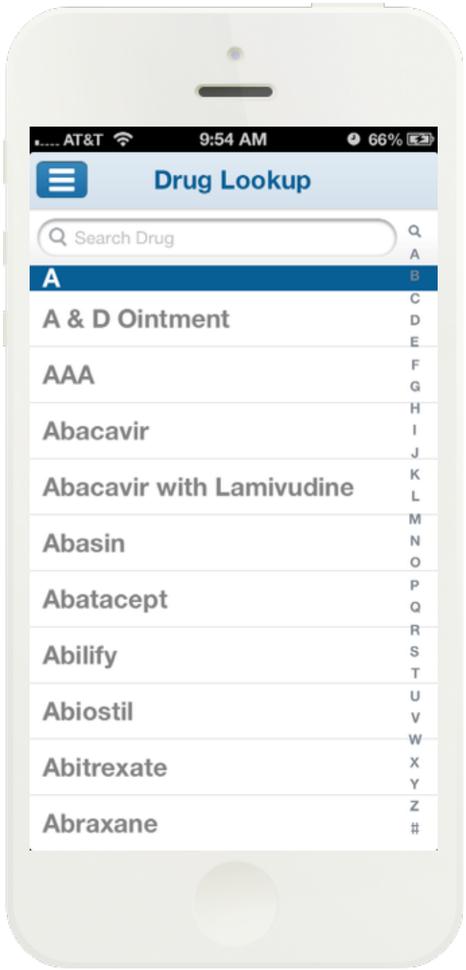
UNIVERSITY of VIRGINIA
HEALTH SYSTEM

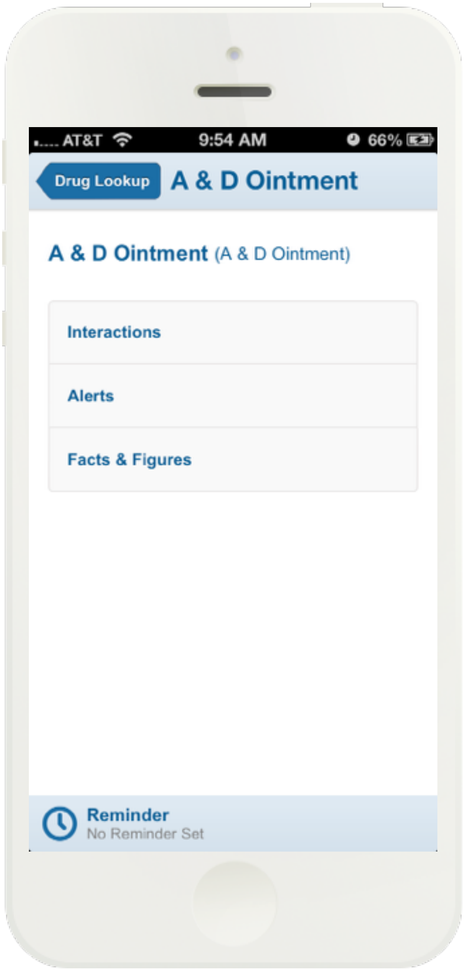
RIVERSIDE

Mediguard App

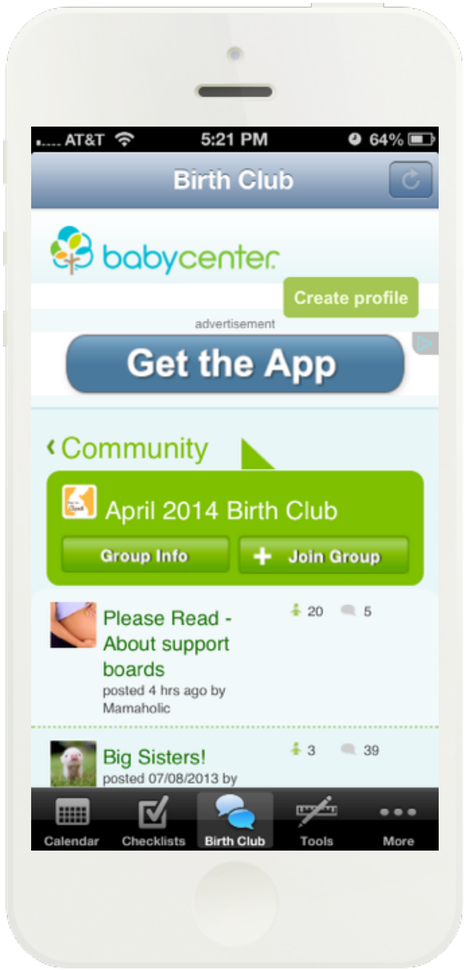


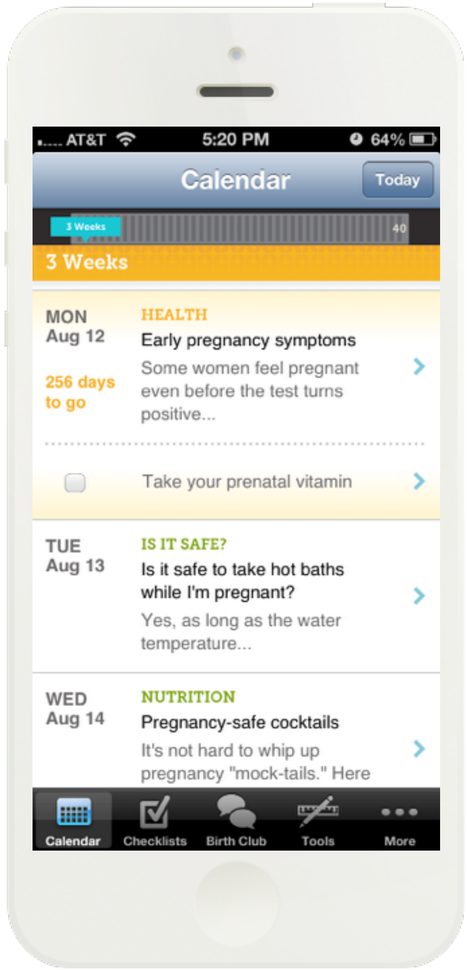






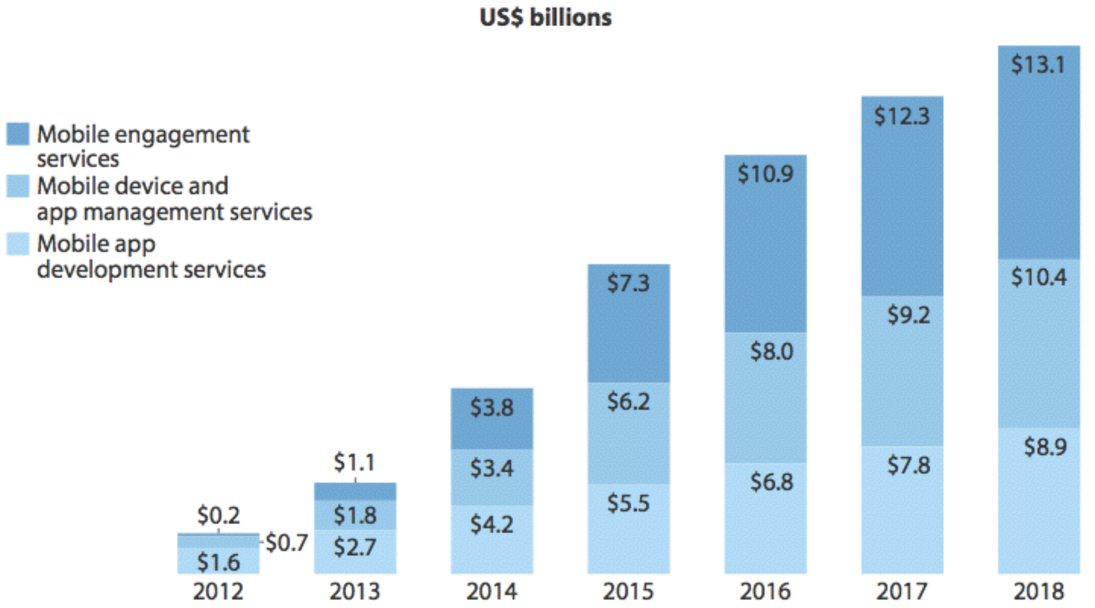
Baby Center App





Why **you** should pay attention?

Figure 1 Mobile Services Will Soar To $32.4 Billion Globally By 2018



Mobile engagement services: This includes the complex services for building a full system of engagement: ethnographic research, experience design, mobile strategy, business process re-engineering, redesigning middleware, analytics, system consolidation, and upgrades to back-end services. Cloud delivery, third-party services, and platform operations are not included.

Mobile device and app management services: This includes the per-device fees for managing devices and the apps that run on them: mobile device management and mobile app management. It could include the setup and management of a corporate app store to manage app and policy updates. It does not include monthly telecom or wireless broadband expenses.

Mobile app development services: This includes developing and maintaining native and hybrid apps for smartphones and tablets as well as mobile websites, including responsive design. It also includes using existing APIs to provide connections to the back-end systems. It does not include experience design.

forrester

Wearables

Fuelband

Withings

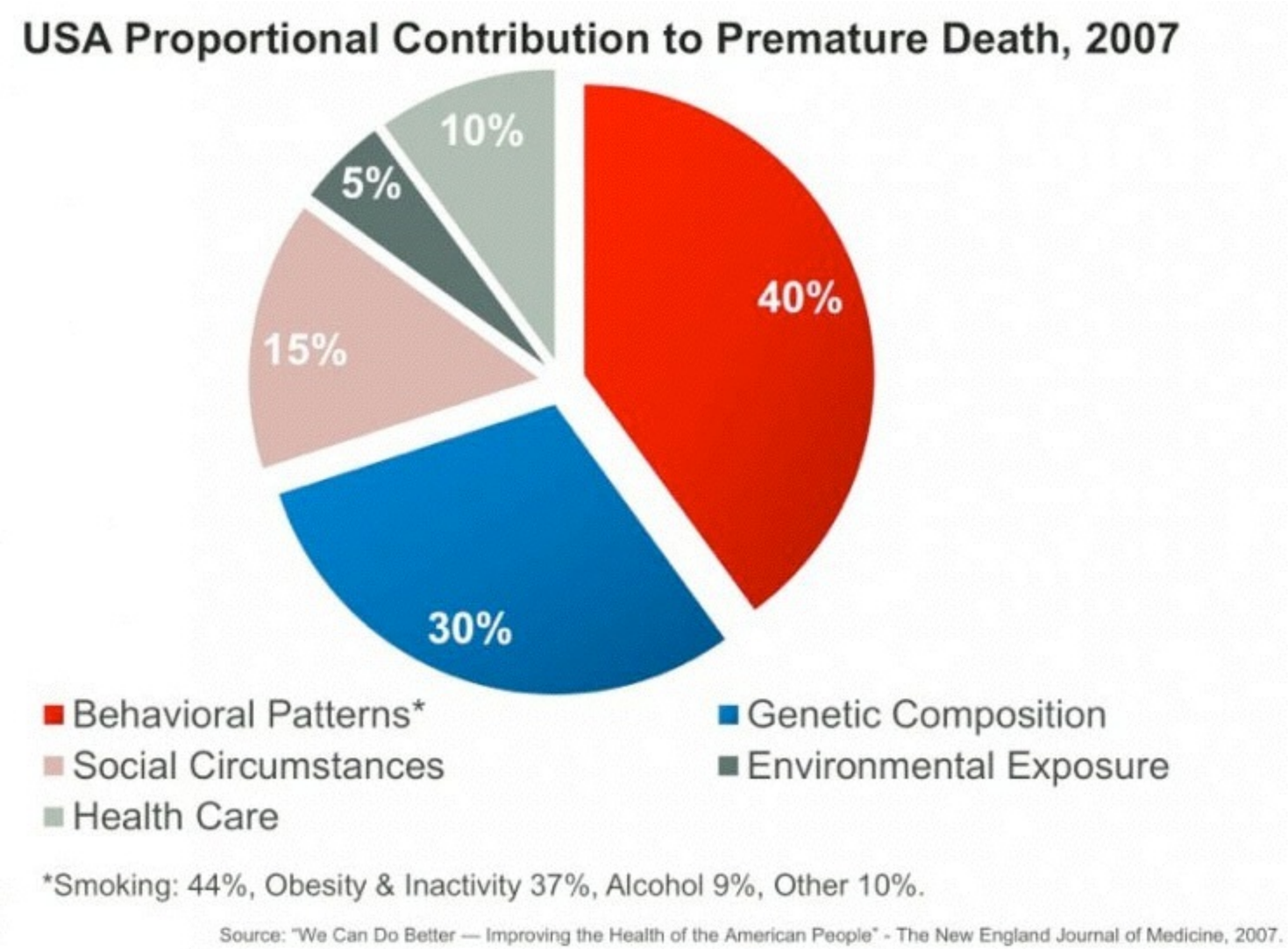
Fitbit

USA Healthcare Spending

$2.6T+ Annual Spending

18% of GDP (up from 5% in 1960 & 2x OECD Average)

Behavior is huge



Some More Data

- **30% of Americans** (~100MM People) of Americans considered obese in 2012, up from 15% in 1990.
- **$147B** estimated medical costs associated with obesity in 2008, up from $79B in 1998.
- More than double in **10 years**!

Mobile’s influence on behavior

How we can make a difference

Three types of patients:

Healthy

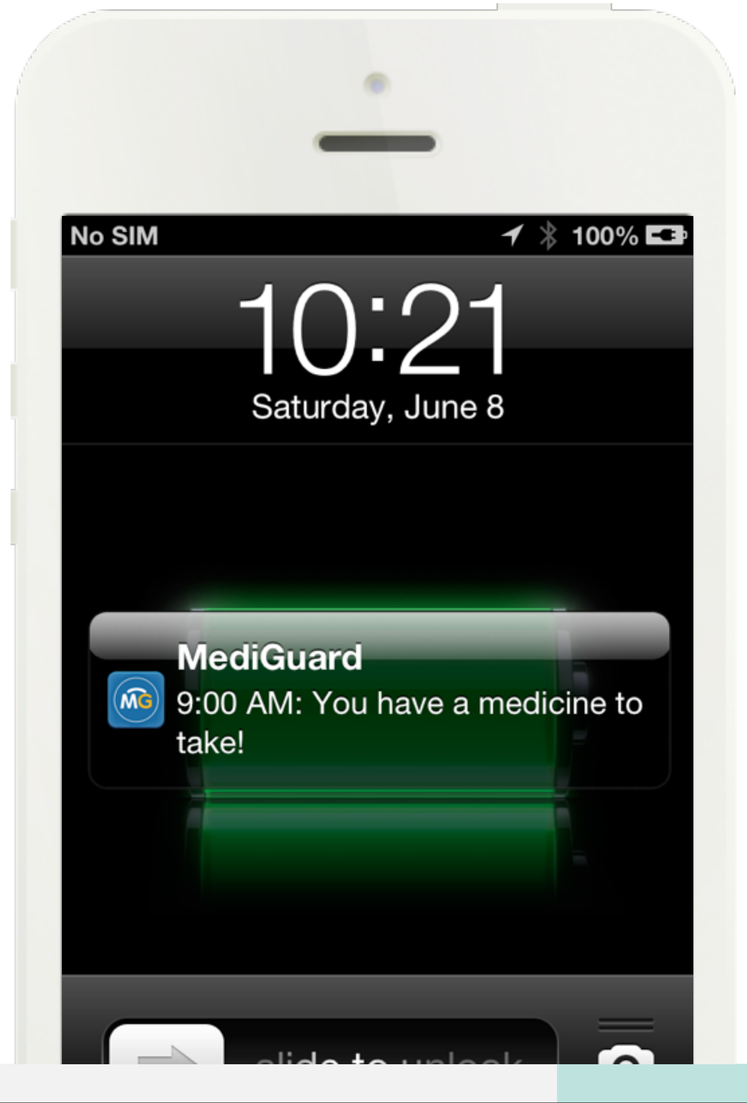
Manageable Chronic Disease

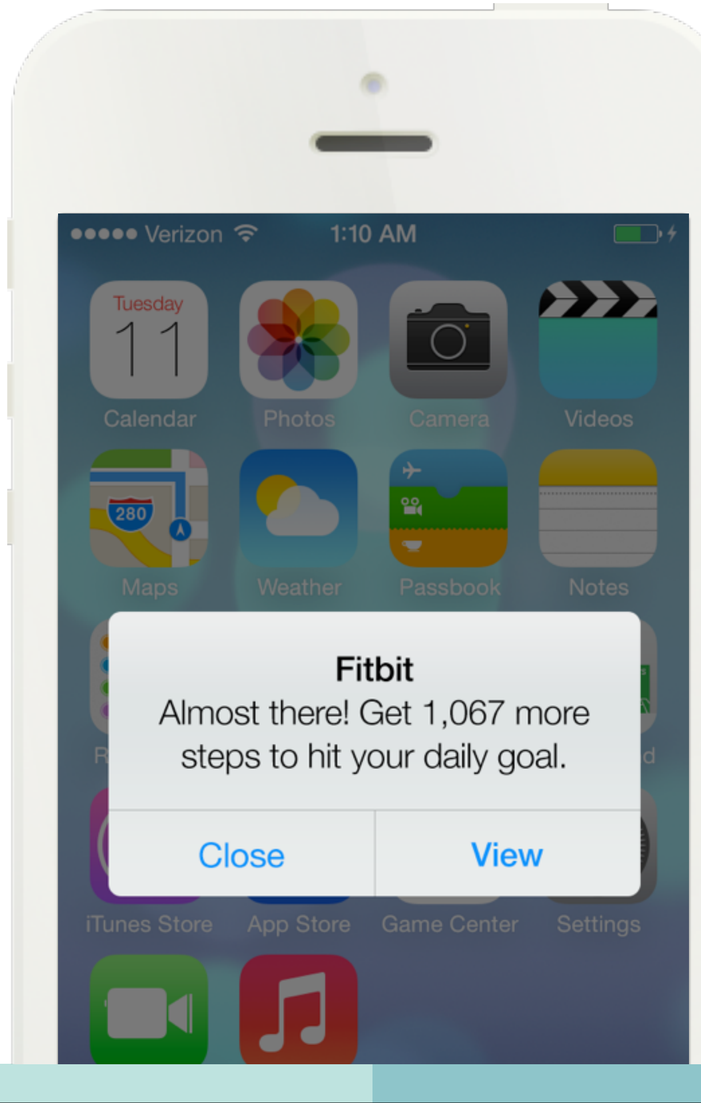
(Diabetes, COPD)

Un-Engageable

Leverage data to motivate

Gentle, Encouraging Reminders





Federate Data

Thank you!

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