Unprecedented Opportunity! eHealth Apps: Applying Data to Healthcare

App Developers' Conference | Nov. 6, 2013







.

ME







Notable Clients













manta HEVERGE SEMATION

















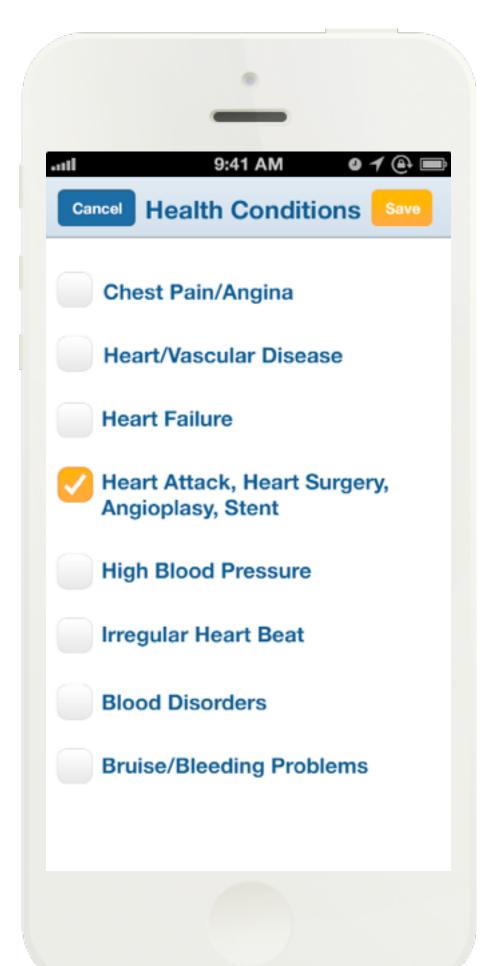
UnitedHealthcare

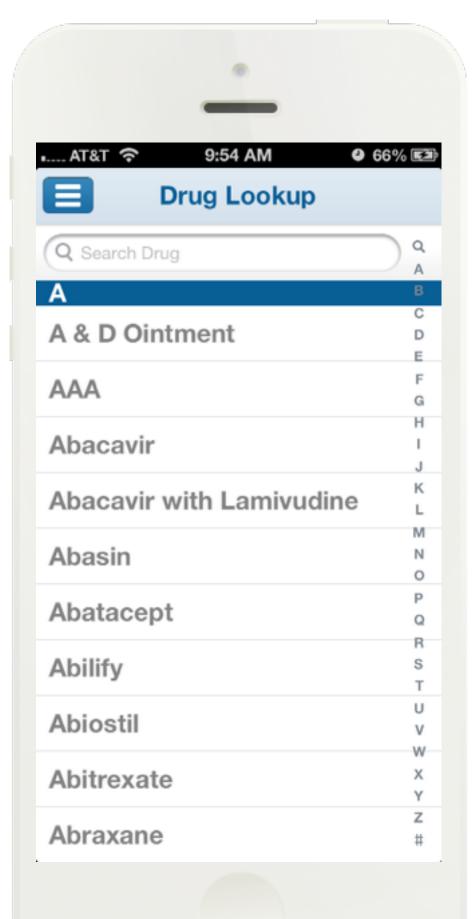
RIVERSIDE



Mediguard App

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• AT&T 今 9:54 AM	9 66% E #
MediGuardo	
My Medicine	
Drug Lookup	
Doctor Visit	
<u> R</u> Profile	
Conditions	
Settings & About	

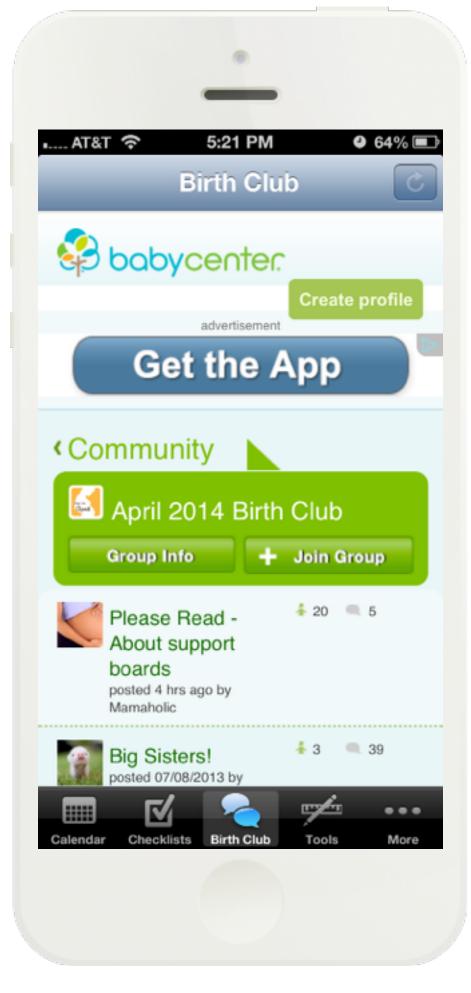




AT&T 奈 9:54 AM ❷ 66% ₪
Drug Lookup A & D Ointment
A & D Ointment (A & D Ointment)
Interactions
Alerts
Facts & Figures
No Reminder Set



Baby Center App



AT&T 🥱	5:20 PM 9 64%	
	Calendar Tod	ay
3 Weeks	40	
3 Weeks		
MON	HEALTH	
Aug 12	Early pregnancy symptoms	
256 days	Some women feel pregnant	>
o go	even before the test turns positive	
	Take your prenatal vitamin	>
TUE	IS IT SAFE?	
Aug 13	Is it safe to take hot baths while I'm pregnant?	
	Yes, as long as the water	1
	temperature	
WED	NUTRITION	
Aug 14	Pregnancy-safe cocktails	
	It's not hard to whip up	>
	pregnancy "mock-tails." Here	_
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Why you should pay attention?

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

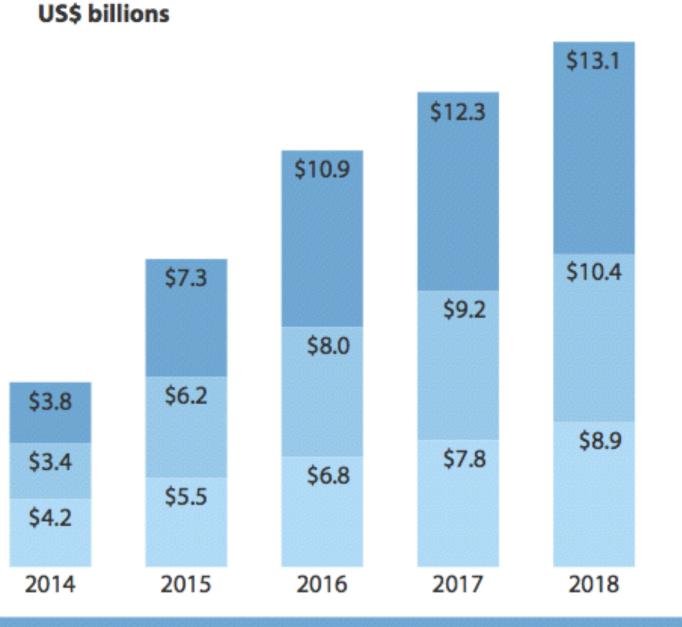


		\$1.1
\$0.2		\$1.8
\$1.6	-\$0.7	\$2.7
2012		2013

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.



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Wearables

Fuelband





Withings

Fitbit



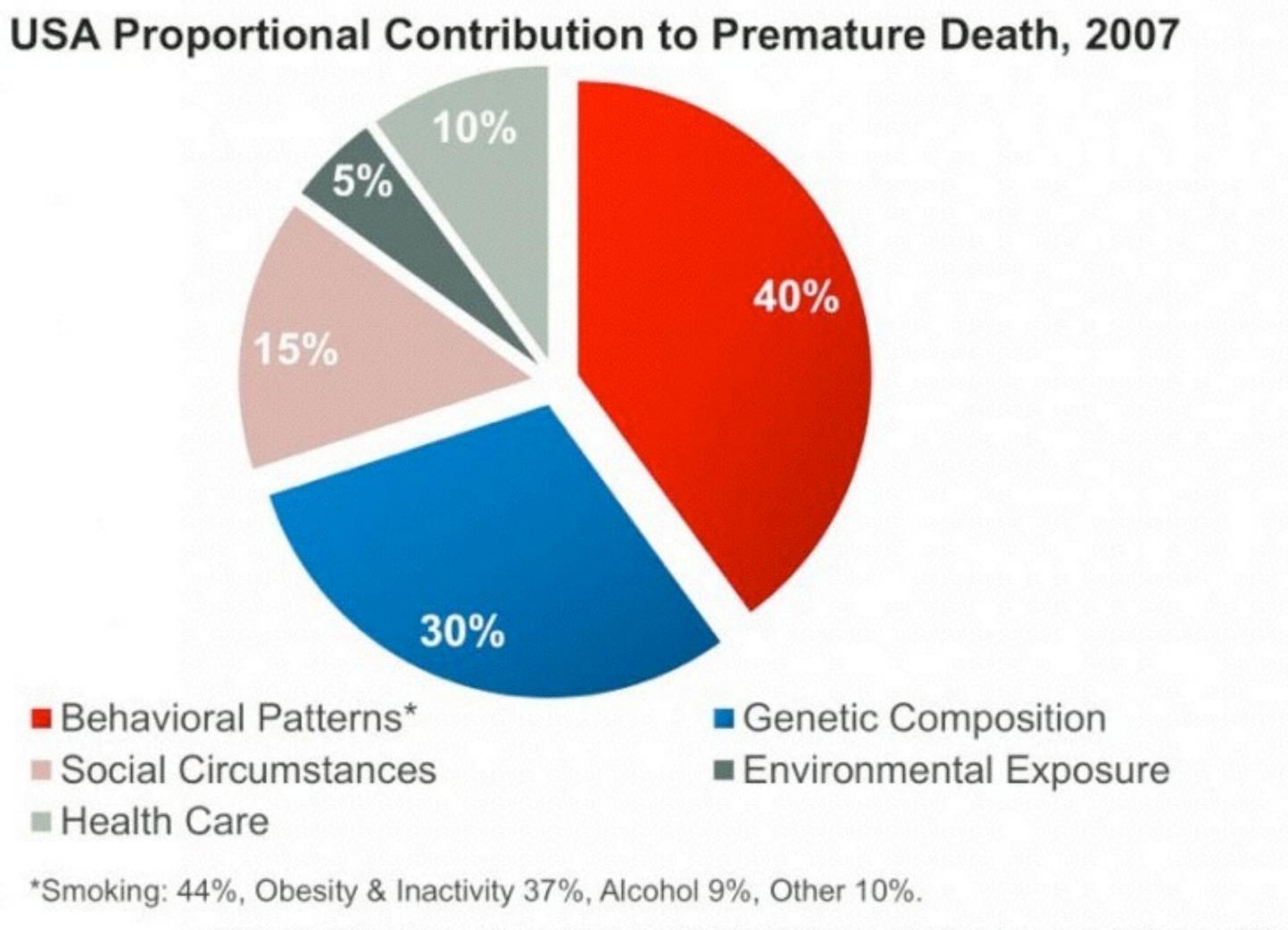


USA Healthcare Spending

\$2.6T+ Annual Spending 18% of GDP (up from 5% in 1960 & 2x OECD Average)



Behavior is huge



Source: "We Can Do Better - Improving the Health of the American People" - The New England Journal of Medicine, 2007.



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:











Manageable Chronic Disease (Diabetes, COPD)

Un-Engageable

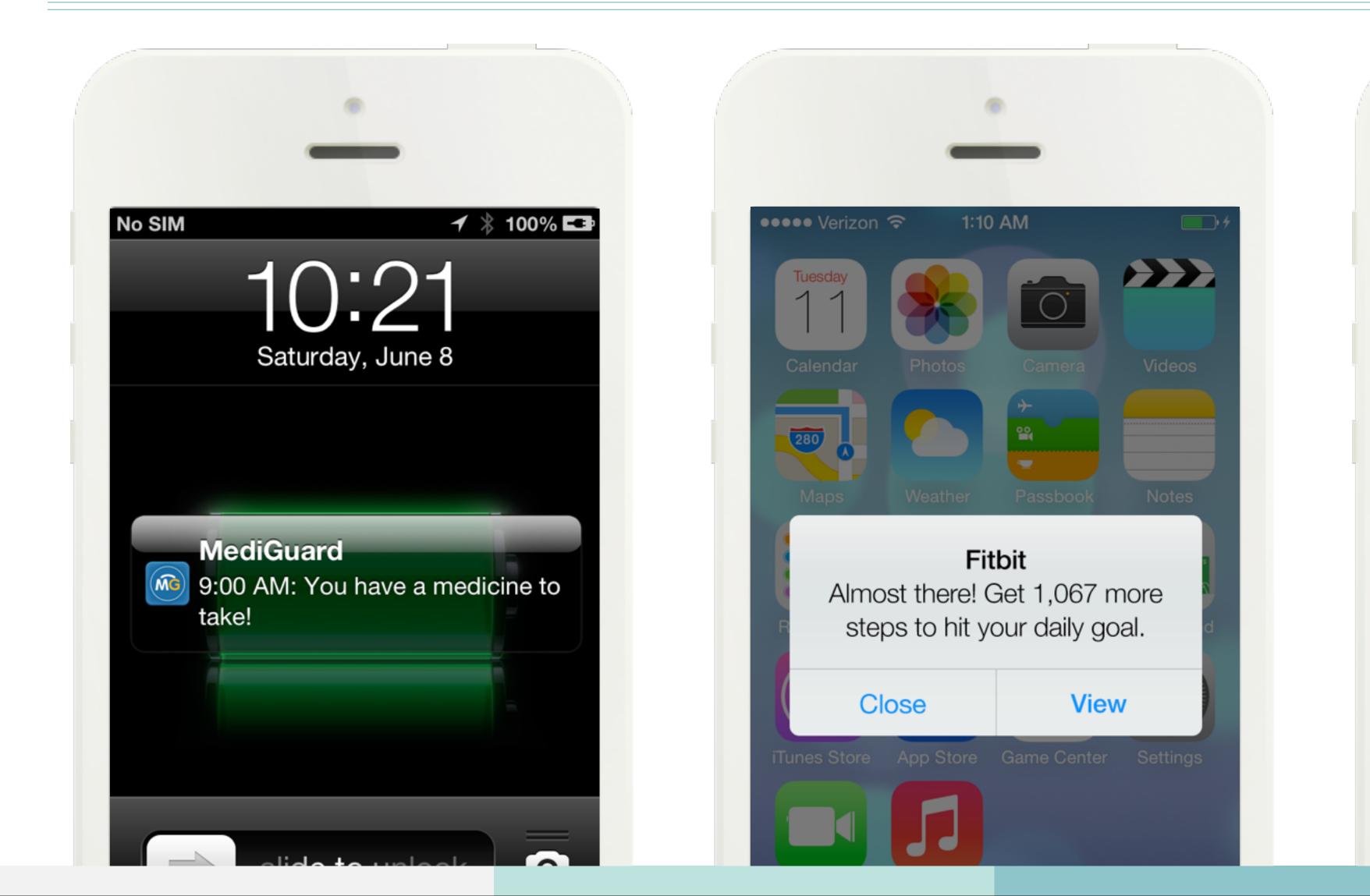


Leverage data to motivate





Gentle, Encouraging Reminders





Federate Data





Thank you!

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