
Stats, trends, costs
Everything you need to know
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Investment in mHealth App Development

Why to invest in healthcare apps creation? Reasons and answers

Let’s cut the odd words and see what benefits the investment in mHealth apps development represents for the world of medicine:

• Remote access to the various medical services via devices
• Smart medical staff management in hospitals and clinics
• Patient can effortlessly reach any medical worker
• More accurate health measurements with the help of IoT
• Remote examination, drug prescription, and treatment made possible
• Simplified drug delivery process
Healthcare App Development Trends

Mainstream categories in mHealth apps
Healthcare app development trends

For the last several years, the following health cross-platform apps categories have turned out to be the most popular among users:

- Fitness apps
- Vitals measurement
- Medical supply delivery
- Care coordination + telemedicine

According to Flurry Analytics, the state of health-care apps in 2017 looked like this:
Tech trends for healthcare apps

Currently people are discussing the following trends in features for healthcare apps:

Telemedicine (online consultation via remote real-time communication)

Benefits for patients:
- Ability to contact doctor online, arrange video/audio chat, exchange medical-related files and receive online consultation in the real-time mode when there’s no opportunity to schedule in-person examinations.

Benefits for doctors:
- Better and more flexible workflow organization.
- Enhanced and closer cooperation in the medical team.
- Obtaining patient’s health info in one place. More time for patients who require in-person care.

Apps examples: UbiKitous - online consultation and care coordination app, Stitch - care coordination app, KRY, Practo - online consulting and booking apps
Tech trends for healthcare apps

Wearables and their integration with the medical apps and devices

Benefits for patients:
Opportunity to take measurements on your own by means of wearable medical devices. Integrate the results with an online doctor consulting app via Bluetooth. Share the data in the live mode with your doctors to receive further recommendations.

Benefits for doctors:
Comfortable way to collect and monitor data on patient's health remotely. By receiving the required files, doctor is able to prescribe the right cure.

Apps examples: UbiKitous - online consultation and care coordination app
Tech trends for healthcare apps

Medical supply drone delivery

Benefits for patients:
The proper medication is delivered right to the patient's home or wherever they are.

Benefits for doctors:
Remote delivery of the prescribed cure. If it's a critically sick patient who requires a certain cure right away, drone delivery is a great way to save their life.

Apps examples: Zipline - urgent medicines drone delivery system
Tech trends for healthcare apps

3-D visualization/printing + VR/AR in medicine

Benefits for patients and doctors:

Doctors and interns will be able to train their practical skills using VR/AR and 3-D visualization. With 3-D printing, the new generation of relatively affordable prosthetics can be produced quickly and help people who’re in need.

Apps examples: 3D4Medical - human anatomy projection in 3-D
Key Healthcare Statistics

Healthcare facts and numbers
Key statistics

We’ve decided to provide some key stats to validate the previously written information

• The global mobile health market is awaited to reach approximately $112 billion by 2025 (Source: Grand View Research)

• The cost of healthcare B2B lead is US$60

• 16% is the number of US consumers over the age of 65 who are increasingly willing to use digital devices at home and visit doctors virtually (Source: PwC)

• In 2017, 23% of healthcare workers in the US stated that they used apps to track their diet on a daily basis (Source: Statista)

• According to the U.S. Center for Medicare and Medicaid Services, the total U.S. healthcare spending will increase by 5.8% per year between 2018 and 2025, and constitute 19.9% of U.S. GDP in 2025
Key statistics

• According to Aruba report, ~86% of organizations aim to integrate with IoT in 2019
• In 2017, a survey called ‘The Internet of Things: Today and Tomorrow’ polled 3,100 IT businesses in 20 countries and it turned out that 60% of healthcare organizations have introduced IoT devices into their facilities.
• The number of IoT in healthcare in the EU is expected to reach 26.7 million units by 2025
• The majority (89%) of healthcare organizations have suffered from an IoT-related security breach.
• The stats on acceptance of order delivery via drone among U.S. online shoppers in 2017 shows that 35% of respondents would probably use drone delivery
• According to IHS, the number of doctor s’ virtual consults will double by 2020
Security measures get people tensioned...

According to the research by PwC, phishing (31%), email (22%) compromise and ransomware (16%) are the top issues in the digital and mobile healthcare industry. This refers to online payments and transactions too. One of the mainstream solutions for finances is to implement blockchain to perform transactions in healthcare securely.

For data privacy you can implement such features:

- ID verification (phone number or email verification)
- Finger scanner
- Facial recognition, retina scanner
- Encryptable peer-to-peer chats
Must-Have Features

List of functionality for commercially successful mHealth projects
Healthcare app must-have features

We offer you to consider several of must-have features to build the successful mHealth project

- Real-time peer-to-peer video, audio calls and chat
- App Bluetooth integration with medical wearables (like blood pressure monitor, finger pulse oximeter, continuous temperature monitoring, etc.) to examine patient’s state of health
- Opportunity for medical instances or other medical specialists to get enlisted in the mHealth app and offer their healthcare services
- Browse the list of available medical specialists to book and appoint online examination
- Ability to send private messages
- Secured files sharing and exchange between medical staff or between a doctor and a patient
- Notifications system (push, in-app, email or sms alert notifications)
- Real-time tracking of key health indicators (vitals measurements).
Portfolio

Our healthcare apps cases and experience
Healthcare real-time mobile app

A client has requested the development of mobile medical app to monitor patient's vitals with the real-time communication features included. The app should provide the opportunity to conduct video, audio calls, messaging and files sharing between a caregiver and a patient in the live mode.

Major features:

- App Bluetooth integration with medical wearable devices (weight scales, ECG, pulse oximeter, blood pressure monitor)
- Secured, peer-to-peer video, audio, messaging chat and files exchange in the real-time mode using WebRTC technology and React Native.
- A patient can take body and health indicators measurements (e.g., blood pressure, body temperature, ECG measurements) on their own and share them with their doctor in the real-time mode
- Notifications system. If patient’s health indicators are somehow unstable, the doctor is immediately notified.
Add patients

Integration with medical wearable devices

Update, stream, share health indicators

Check the history of patient's measurements
Forum board for helping people with mental disorders

Healthcare project backed by one Danish governmental organization

Apiko team has assisted with the task to create a forum board where people with mental disorders could receive help from the specialists remotely.

Major features:

• Basic forum functionality (create thread, leave a comment, attach and send files)
• This forum enables people with similar issues to get in touch with each other and share treatment experience
• Medical specialists can communicate to receive effective approaches or consultation on how to treat a certain mental disorder
Let’s Take Care of the World’s Health Together.