

Availability and profile of consumer mHealth apps

Health and wellness apps available through the iOS platform has more than doubled in the past two years

Today, more than two-thirds of Americans own smartphones and almost 20% depend solely upon their smartphone for internet access.¹ Consequently, the number of mobile apps has increased to meet the demand and opportunity presented by smartphone proliferation of the mobile market. The increase in the number of healthcare apps, otherwise referred to as mHealth apps, available to consumers has grown at an even greater rate given the increased push for patients to become more actively engaged in their own healthcare management.

The term mHealth, used throughout this report, is defined as “medical and public health practice supported by mobile devices such as mobile phones, patient monitoring devices, personal digital assistants (PDAs), and other wireless devices”² The use of mobile apps in improving healthcare outcomes is of continued interest across industry stakeholders from patients and healthcare providers to healthcare systems and payers.

To better understand the current landscape of use, availability, evidence and barriers to mainstream adoption, a comprehensive follow-up study has been completed to the one performed in 2013 on mHealth apps that are publically available to consumers and categorized as health, fitness or medical. In comparing the number of mHealth apps available on the iOS platform, the number of health and wellness apps increased over 100% from 2013 to 2015 (Exhibit 1).

Exhibit 1: Comparison of iOS mHealth Apps 2013 and 2015

