

THE MOBILE DIFFERENCE

▶ *Consumer and patients want accessibility and transparency when it comes to their health.*

Nearly two-thirds of Americans own a smartphone and 19% of Americans rely on a smartphone for accessing online services and for staying connected. And according to a Pew Research Center report, 46% of smartphone owners say their smartphone is something “they couldn’t live without,” compared with 54% who say their phone is “not always needed.”

In 2017, the mobile health market is expected to reach \$24.2 billion worldwide, according to the statistics portal Statista. And the digital health market is expected to reach \$233.3 billion by 2020 up from \$60.8 billion in 2013. During this time, the mobile health segment of the industry is expected to generate the second largest revenue share, reaching 55.9 billion U.S. dollars in 2020.

Statista analysts say mobile health is experiencing a growth trend as consumers demand more accessibility to their medical health

professionals and transparency in healthcare becomes more important. However, some hesitation still exists among consumers in regard to the privacy of personal information and the security of data systems. About 33% of females reported that they were not at all comfortable sharing self-collected digital information, while about 12% of male consumers claimed to be very comfortable.

More efficient healthcare expenditures are also important to many consumers, where 43% of consumers state that the ability to reduce one’s own healthcare costs is driving their adoption of mHealth applications and services as of 2012.

Statistics show mobile is surging, and in fact, according to ABI Research, mobile commerce will account for 24.4% of overall ecommerce revenue by the end of 2017, so it’s no wonder that marketers and their pharmaceutical clients are paying attention. ^{PV}

Mobile Stats

- ▶ **65%** of U.S. smartphone users check their phones within 15 minutes of rising; 64% check their phones within 15 minutes of going to bed. — March 2015
- ▶ **87%** of millennials always have their smartphone at their side, day and night; 78% of millennials spend more than 2 hours a day using their smartphones; and 68% of millennials consider their smartphone to be a personal device. — March 2015
- ▶ **84%** of 13-17 year olds own a mobile phone; 83% of 6 to 9 year olds use a tablet. — March 2015
- ▶ **78%** of Facebook users are mobile-only. — February 2015
- ▶ **64%** of decision-makers read their email via mobile devices. — February 2015

EXECUTIVE VIEWPOINTS



TIM DAVIS
CEO and Founder
Exco InTouch

INTEGRATING MOBILE SOLUTIONS

It’s important for companies to clearly consider how the use of mobile technology can improve the delivery of healthcare programs. Secondly, they must look at how it can naturally integrate into patients’ daily lives. Also, how can the introduction of digital technology actually simplify the process for other stakeholders such as healthcare professionals or program managers? Only with this knowledge can companies ensure they integrate the most appropriate mobile strategy.

THE VALUE OF MOBILE SOLUTIONS

Apps became popular as an effective conduit into patients’ lives. However, the real value comes from the technology supporting

them. The industry is now moving toward fully integrated platforms, with apps facilitating the collection of external data into a central repository. This type of connected platform will bring a multitude of benefits to everyone involved in the healthcare process, opening up lines of communication and delivering greater visibility of data.



CHRIS CULLMANN
Senior VP,
Engagement Strategy,
Ogilvy CommonHealth

MOBILE UBIQUITY

Mobile strategies need to evolve from a niche solution that is focused on specific parts of a marketing journey and be realized throughout. Mobile has become a ubiquitous source for many audiences. Awareness, research, engagement, decision-making, and evangelism should be addressed with mobile users and behavior at the forefront.



NELSON FIGUEIREDO
VP, Associate
Director of Technology,
Ogilvy CommonHealth

VIRTUAL ASSISTANCE

Virtual assistants have the potential to drastically improve the way we manage our day-to-day life. And not just to manage your life, but to connect to other virtual assistants—anything from managing your child’s play date with a friend to scheduling a doctor’s appointment between a caregiver, a patient, and the HCP. Speech recognition has really been jumping by leaps and bounds. Removing that interaction from your smartphone and instead adding that to your smarthome, for a lot of your day-to-day tasks you could simply be talking into an earpiece or tabletop device. You can then remove some of your dependence on your smartphone for the miniscule tasks and start talking about quality-of-life changes.



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