A Growing Business
The number of health apps currently available is growing exponentially.

A Growing Need
More American adults than ever before are searching for health information via mobile devices.

As of April 2015, more than 2/3 of Americans own smartphones and almost 20% depend upon only their smartphone for Internet access.3

Fulfilling A Need
Americans value effective and secure mobile solutions for their health.4

QUICK FACTS:
Percentage Increase in Number of mHealth Apps for iPhones Alone from 2013 to 20152

Health Apps: A National Perspective
$26 Billion
Projected Revenues from Health Apps by 20171

General Tally of Devices Used to Access Internet4

<table>
<thead>
<tr>
<th>Devices Used to Access Internet</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>At Least 2 Devices</td>
<td>27%</td>
</tr>
<tr>
<td>3 or More Devices</td>
<td>26%</td>
</tr>
<tr>
<td>iPhone Only</td>
<td>22%</td>
</tr>
<tr>
<td>Android Only</td>
<td>3%</td>
</tr>
<tr>
<td>Tablet Only</td>
<td>1%</td>
</tr>
<tr>
<td>Cellphone Only</td>
<td>21%</td>
</tr>
</tbody>
</table>

Health App Categories Consumers Are Currently Using On Their Mobile Devices4

- Exercise/Fitness
- Pregnancy
- Diet/Calorie
- Health Management
- Sleep Tracking
- Weight/BMI
- Other

23%
22%
22%
52.2%
15.5%
21.8%

9%
8%
16%

SLEEP TRACKING
WEIGHT/BMI
OTHER

Believe regulation is very important to assure quality and effectiveness.

48%

75%

Health information collected on a mobile device through a health app.

75%

are concerned with sharing health information with their healthcare provider in general (not using an app).

60%

are concerned with sharing health information with their healthcare provider that is tested for quality and effectiveness.

36%

are concerned with sharing health information with their doctor’s approval.

90%

Nearly are likely or somewhat likely to download a health app that is tested for quality and effectiveness.

Sources: