



How Mobile Technology is Changing How Healthcare is Delivered

Trish Enright, RN, BSN, MS
Healthcare Consultant
AT&T







Today

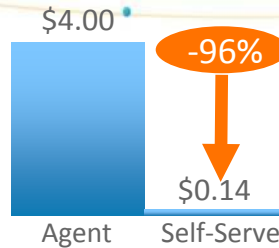
- 5.3 Billion Cell Phone Users Today
- Global Sales of Smart Phones expected to hit 1.5 billion units by 2016
- 90% of the world's population is covered by a commercial wireless signal
- Market for health apps is expected to quadruple to \$400 million in 2016



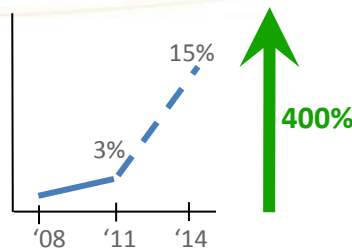
Why High Tech ... Why Mobile?

Lowers admin costs, improves customer experience

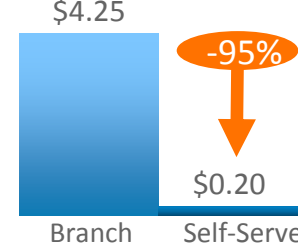
Airline check-in cost ⁴



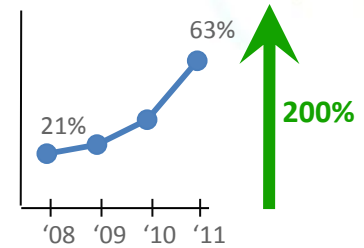
Mobile check-in adoption⁶



Banking Transaction Cost ³



Internet Banking Adoption⁵



Mobile technology is redefining consumer expectations

There will be **OVER 7.1 BILLION** mobile-connected devices¹



Smart phone traffic will grow 144% from 2010-2015¹

...By 2015...

Traffic from tablets alone



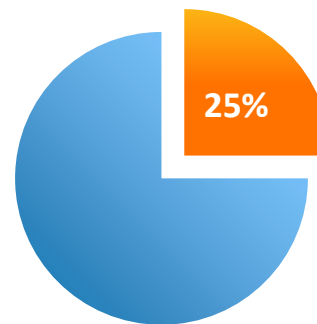
2010 traffic from entire global mobile network

Tablet traffic will grow 216% from 2010-2015¹

Network speed will increase 10-fold from 215 kbps to 2.2 mbps¹



Social networks may shift "coaching" away from one-on-one interactions



25% of internet users in the U.S. who live with a chronic disease and go online to find others like them²

1: Cisco Visual Networking Index
 2: Pew Internet (Academy of Marketing Studies Journal, Jan 2008) (IATA 2009 Survey)
 3: Academy of Marketing Studies Journal, Jan 2008
 4: IATA 2009 Survey
 5: American Bankers Association Survey: Popularity of Online Banking Explodes, 2011.
 6: "Airline IT Trends Survey," SITA and Airline Business magazine, 2011.



5 Ways Digital Apps & Smart Phones are Transforming Healthcare

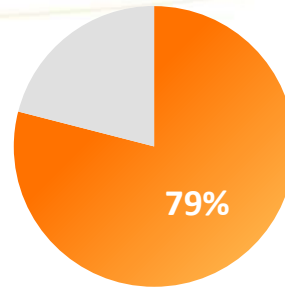
- Improved Access to Care
- Improved Patient Engagement
- Real-Time Data Transfer
- Reduction of Medicare Fraud
- Improved Patient Safety



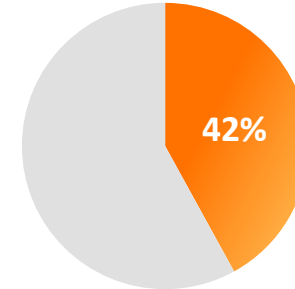
Adoption of New Technology by 50+ Individuals

50+ adults are becoming increasingly accustomed to using wireless devices

Cell phone ownership¹

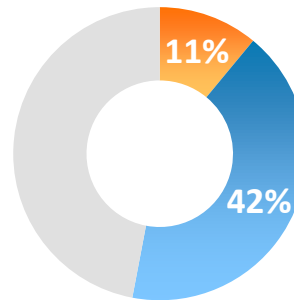


Tablet/laptop ownership¹

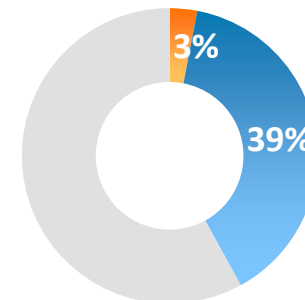


50+ adults and their caregivers are seeking mobile health solutions

50+ Adults¹



Caregivers¹

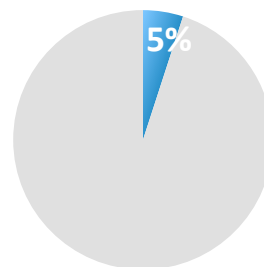


■ Use mHealth

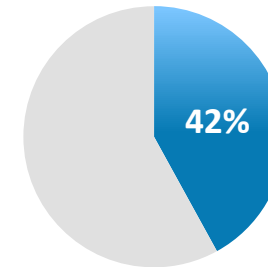
■ Want mHealth

Social media use among adults aged 50-64²

50+ adults are ready and able to adopt new technology



2005



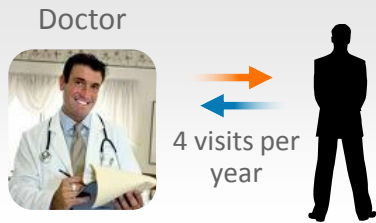
2010

1. Barrett, Linda. Health and Caregiving among the 50+: Ownership, Use and Interest in Mobile. Technology. AARP Research and Strategic Analysis. January 2011
2. Madden, Mary. Older Adults and Social Media. Pew Internet & American Life Project



Example

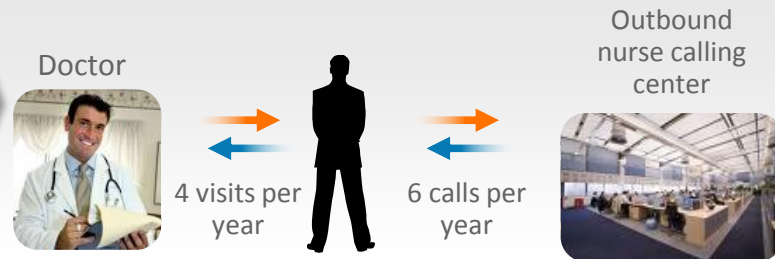
Without disease management



Current pain points:

- Low touch with limited early detection capability (reactive care)
- Highest service cost per consultation (i.e. \$150-200)

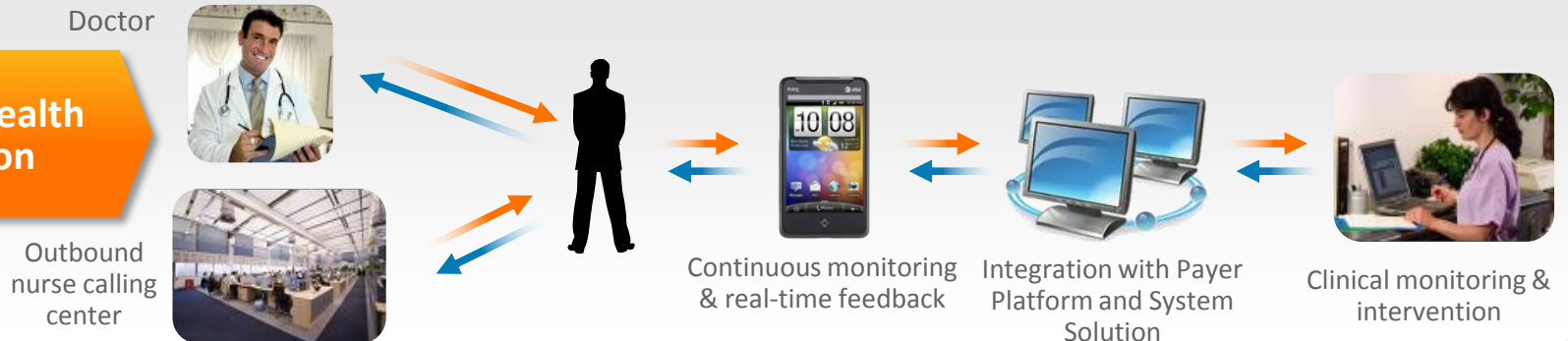
With disease management



Current pain points:

- Inadequate ROI
- High cost
- Limited reach; medium to low risk patients underserved (e.g. mailings)
- Unable to monitor/intervene in real-time (proactive care)

With mHealth Solution





Executive Summary

Top Three Reasons Companies Pursue mHealth Solutions.

- Reduces Operating cost/expenses (59.7% of respondents)
- Reduces Medical costs (56.3%)
- Clinical and quality improvement (55.7%)



Rethink Possible[®]

