

DIGITAL HEALTH: STATISTICS & TRENDS IN OVERVIEW¹



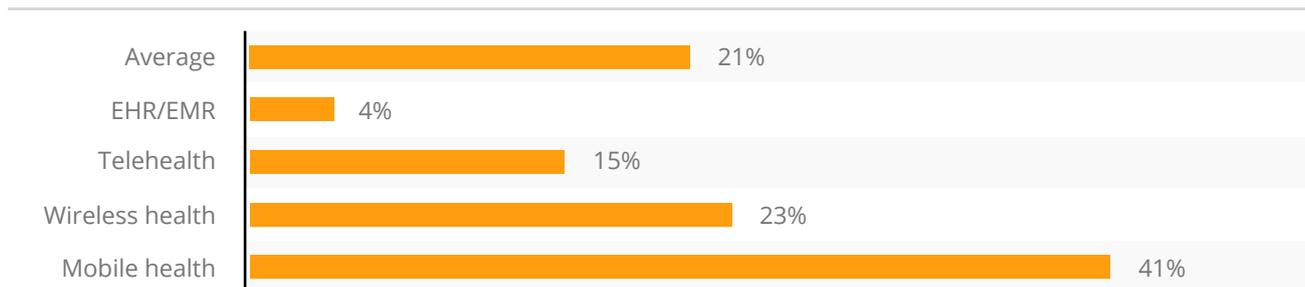
Digital health is becoming an integral part of healthcare systems. mHealth, telehealth, and eHealth are usually used as synonyms. The rapid spread of internet usage and mobile devices is considered as the key precondition for the rise of digital health.

The technology is putting healthcare directly in the hands of consumers. Digital health is expected to deliver precision medicine, i.e. customization of healthcare, with medical decisions, treatments, practices, or products being tailored to the individual patient.

1 The global digital healthcare market

According to Statista, from 2015 to 2020, the mobile health market's compound annual growth rate is projected to be around 41 percent. The global digital healthcare market is expected to reach over 200 billion U.S. dollars by 2020.

Projected CAGR for the global health market in the period 2015-2020, by major segment



2 Mobile health and wireless health as main growth drivers

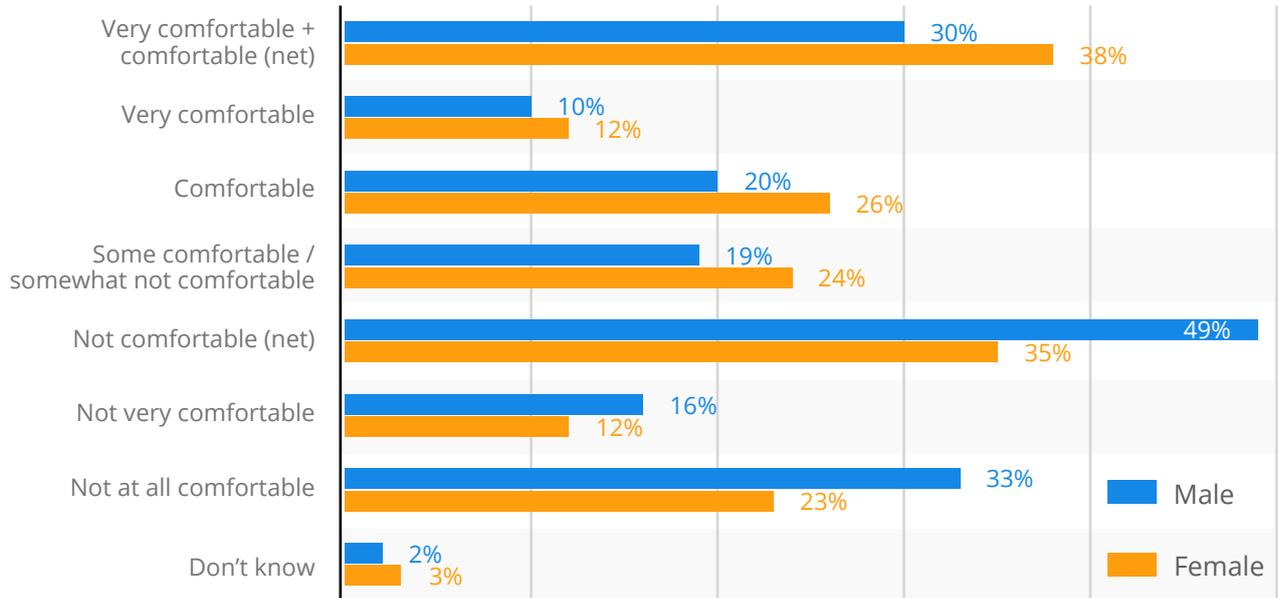
Mobile health and wireless health are forecasted to be the leading drivers of this growth.

The mobile health segment of the global digital health market is expected to generate the second largest revenue share, reaching 46 billion U.S. dollars in 2020.

The growing popularity of mobile health can be explained by increasing demand of consumers for more accessibility to their medical health professionals, and greater transparency in healthcare.

However, there are some doubts among consumers regarding personal data safety. About 33 percent of female respondents said they were not at all comfortable sharing self-collected digital information, while some 12 percent of male adults responded they were very comfortable with it.

Comfort in sharing self-collected digital information among U.S. consumers as of 2014, by gender

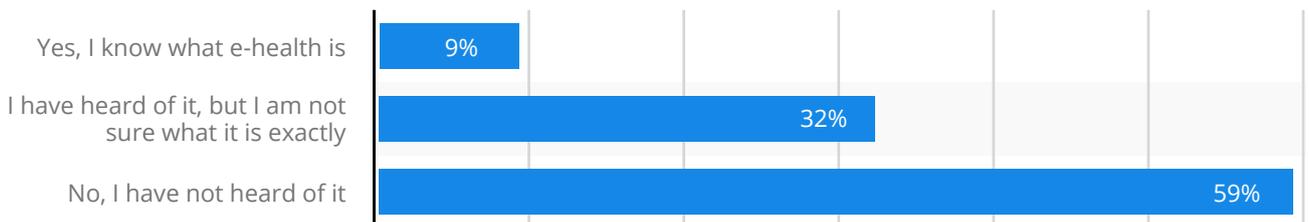


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Public awareness about digital health

Despite the Health Reform ('Obamacare') which is considered as a driver for digital health solutions in the U.S., most of Americans still have no clear idea what digital health, e-Health or m-Health really mean.

Percentage of U.S. adults who have ever heard about e-health as of 2017



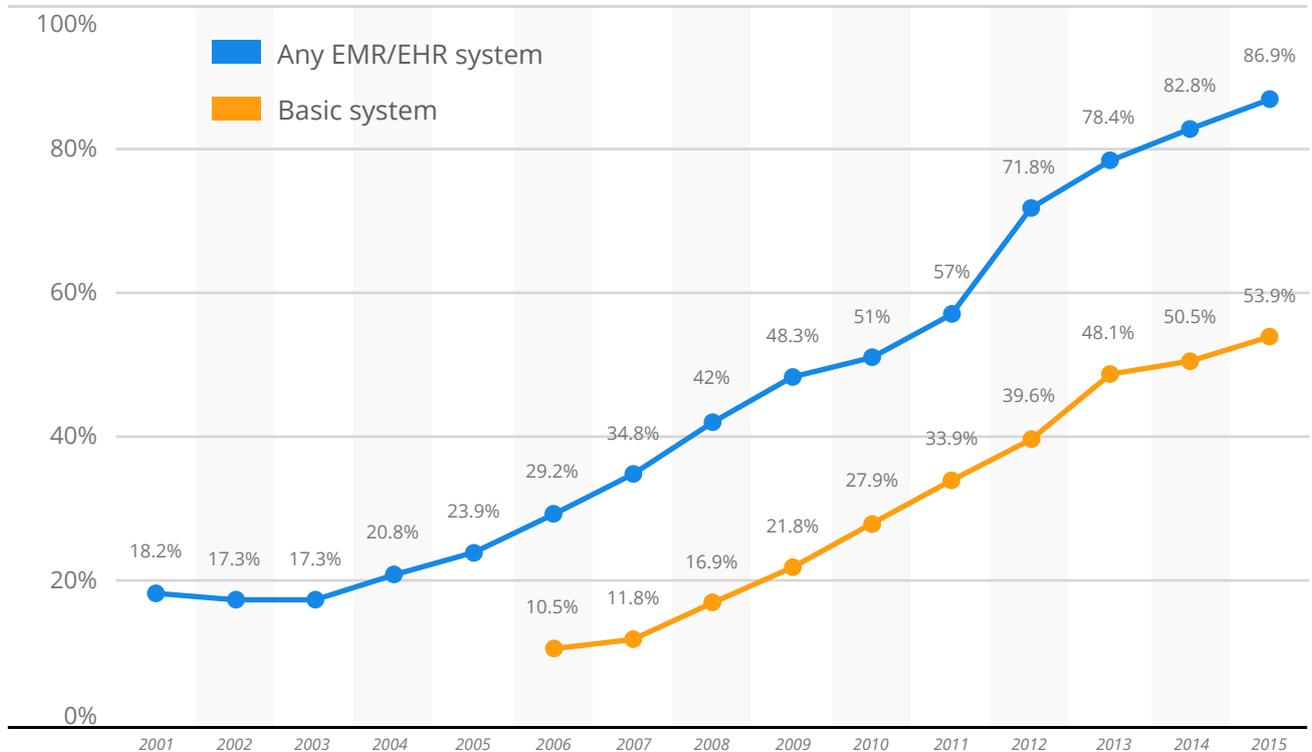
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EMR/EHR systems adoption

The use of electric medical record/electric health record among physicians can be seen as one of the main factors responsible for the growth of the adoption of eHealth solutions.

In fact, the share of office-based U.S. doctors using EMP/EHR systems was around 18 percent in 2001. In 2015, around 87 percent of physicians reported to have such systems.

Percentage of office-based physicians with EMR/EHR systems in the United States from 2011 to 2015

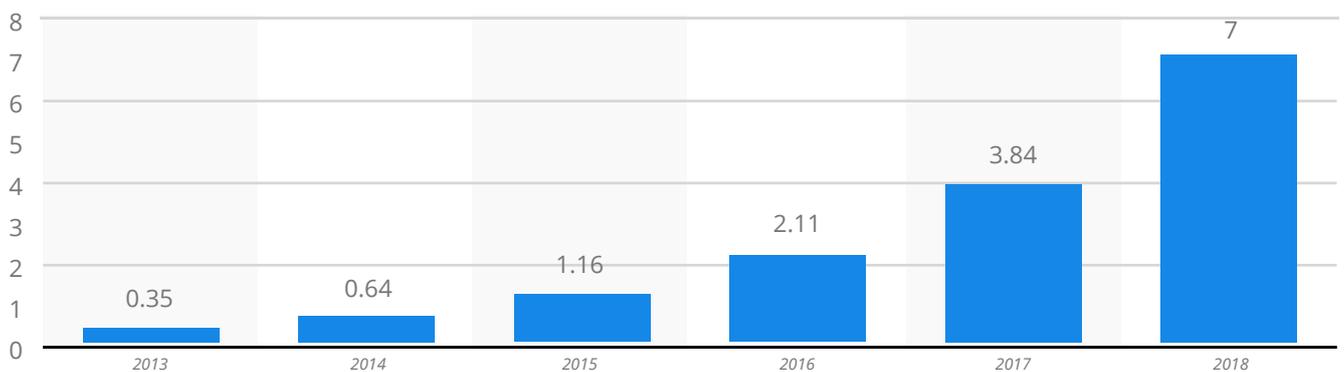


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Telehealth

Telehealth and telemedicine are also expected to grow in demand. According to forecasts, the number of telehealth patients worldwide will increase to about seven million by 2018.

Projected number of telehealth patients worldwide from 2013 to 2018 (in millions)



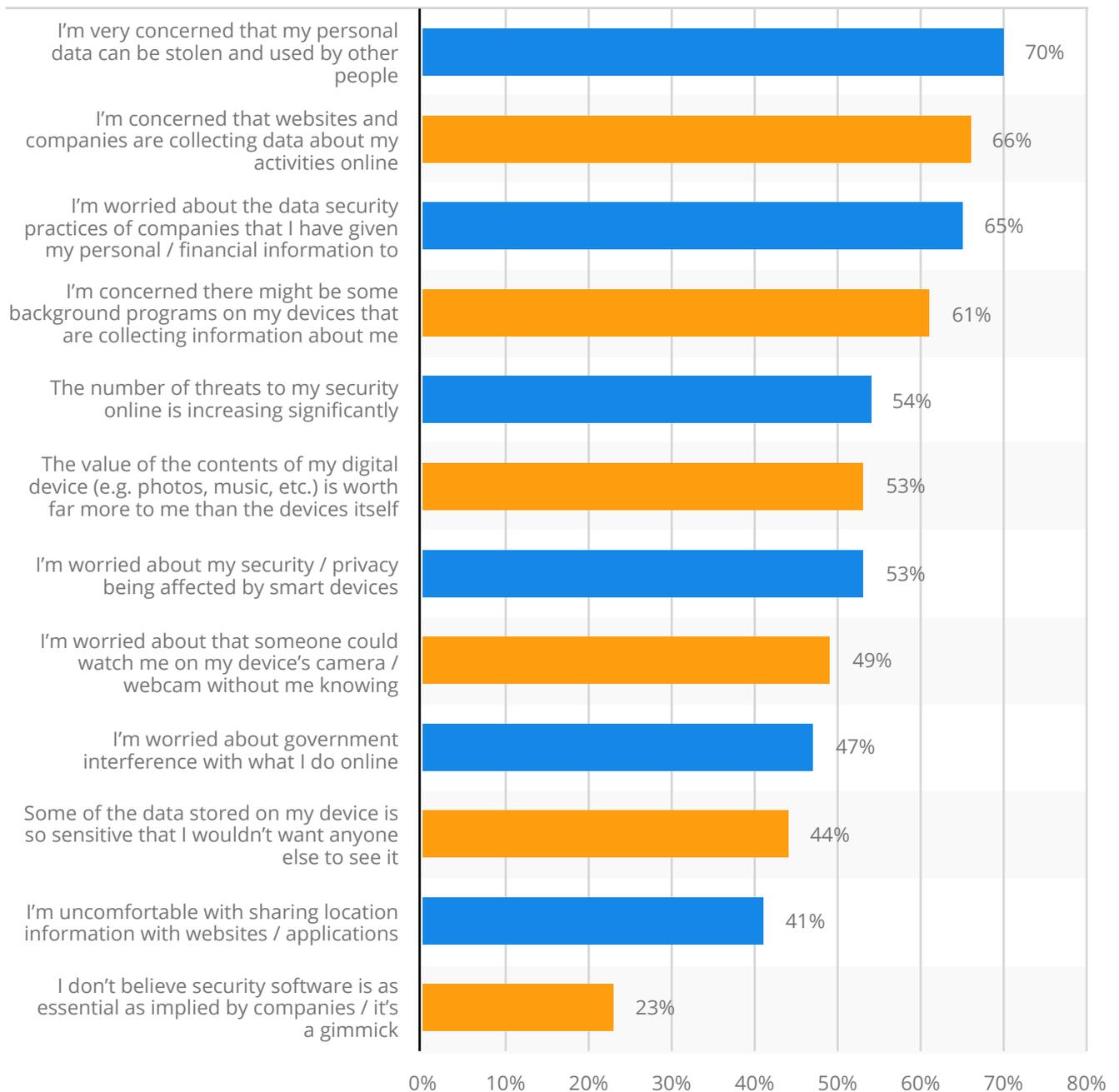
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Concerns about cyber-security

Real-time data transfer and information exchange provide both physicians and patients with a range of benefits. However, many patients still have misgivings about cyber-security.

According to a survey, 70 percent of respondents were very concerned about their personal data can being stolen and used by other people.

Internet user attitudes towards personal digital data security as of June 2015



Conclusion

The presented statistics and facts help to draw the following conclusions. The global digital health market will keep growing driven particularly by the mobile health market. Consumers still have not enough knowledge about the technology. Besides, most of them have concerns on security of their personal data. Hence, the technology will very likely require more time to achieve the wide acceptance.

About Qulix

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