

# Mobile Healthcare Opportunities

## Smartphone Apps, Monitoring & mHealth Strategies 2011-2016

Mobile Content &amp; Applications

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Handsets &amp; Devices

**Mobile Markets & Strategies**

Networks &amp; Technologies

- 15 mHealth Players Profiled
- 37 Exclusive Forecast Tables
- Updated mHealth Revenue Assessment

### A Comprehensive Analysis of the mHealth Opportunity

This new, extrapolative report is an indispensable guide to getting in on the ground floor of this high growth sector. Juniper offers readers a meticulous breakdown of the prospective revenues and initial costs involved in forging a sustainable and lucrative mHealth market for mobile network operators, suppliers, healthcare professionals and module & device manufacturers.

### Extensive Market Sizing & Forecast Data

*mHealth Market Data:* Only Juniper approaches the potential market of this burgeoning sector with two extensive forecast chapters, based on cardiac outpatient monitoring, chronic disease management, service revenues and smartphone shipments, as well as medical app downloads and content subscriptions.

*Scenario Based Analysis:* Customers will receive unparalleled coverage of mHealth cost savings projections, founded on three comprehensive scenarios, progressing from conservative to optimistic. In addition, the future reduction of outpatient-related costs made possible by the implementation of remote patient monitoring is calculated over a five year period.

### Key questions the report answers:

1. How is the smartphone/ app ecosystem affecting the nascent mHealth market?
2. Which areas within the spectrum of mHealth hold the greatest revenue potential?
3. What different strategies are being adopted by operators and mHealth specialists?
4. What drivers and inhibitors exist within the mHealth market?
5. How are the operators addressing mHealth?
6. How is remote patient monitoring forecast to develop over the next five years in terms of numbers monitored individuals and revenues?
7. How will the provision of mHealth differ between developing and developed markets?

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## mHealth Market Structure

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