



- Generating revenue, collecting data for analytics and cutting healthcare costs follow patient health management as aims for health apps development;
- Integration of a healthcare provider communication channel ranks high for developers but is most difficult to out in place;
- Personalised messages, dashboards and educational content are currently used for patient behaviour change tactics;
- Most mHealth apps are ultimately abandoned;
- Only 10 to 20 percent of app downloads are used more than once a month.

The article argues that what is needed for a healthy mHealth app market in the U.S. is increased investment in primary care and value for prevention.

Source: [Healthcare IT News](#)

Image Credit: Forbes

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