The mHealth (Mobile Healthcare) Ecosystem: 2015 – 2030 – Opportunities, Challenges, Strategies & Forecasts

Description:  With more than 7 Billion mobile network subscriptions worldwide, the mobile communications sector is rapidly gaining traction from a diverse range of vertical sectors. Healthcare is no exception to this trend.

As healthcare providers seek to maximize their patient outreach while minimizing costs, many view mobile healthcare (or mHealth) as the solution to improve healthcare cost-efficiency. mHealth refers to the usage of mobile communications technology & devices to enhance access to healthcare information, improve distribution of routine and emergency health services and provide diagnostic services.

Mobile network operators also view mHealth as a lucrative opportunity for the monetization of their mobile connectivity services as a growing proportion of their subscribers adopt healthcare centric wearables. Given that most operators have established themselves as reputable consumer brands, they are also eyeing on opportunities to offer services beyond simple connectivity. Many operators already offer branded or co-branded end-to-end mHealth solutions to their customer bases.

In addition, mHealth offers a multitude to opportunities to the pharmaceutical industry ranging from R&D activities to securing the supply chain and, in the battle against counterfeit drugs.

Driven by the thriving ecosystem, estimates suggest that the mHealth market will account for nearly $18 Billion in 2016 alone. Despite barriers relating to regulation, patient acceptance and privacy concerns, estimates suggest further growth at a CAGR of 40% over the next 5 years.

The “mHealth (Mobile Healthcare) Ecosystem: 2015 - 2030 - Opportunities, Challenges, Strategies & Forecasts” report presents an in-depth assessment of the global mHealth market. In addition to covering key market drivers, challenges, future roadmap, value chain analysis, deployment case studies, service/product strategies and strategic recommendations, the report also presents comprehensive forecasts for the mHealth market from 2015 till 2030. The forecasts and historical revenue figures are individually segmented for 5 individual submarkets, 29 use case categories, 5 ecosystem player categories, 6 geographical regions and 34 countries.

The report comes with an associated Excel datasheet suite covering quantitative data from all numeric forecasts presented in the report.

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