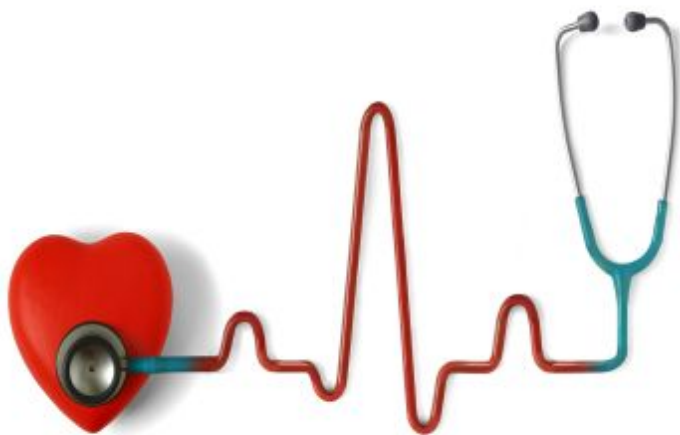


## Mobile Healthcare pitching in to improve cost-efficiency

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Bharat Book Bureau presents The Mobile Healthcare (mHealth): 2014-2020, with more than seven billion mobile network subscriptions worldwide, the mobile communications sector is rapidly gaining traction from a diverse range of vertical sectors.

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 and 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. 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 of opportunities to the pharmaceutical industry ranging from R&D activities to securing the supply chain and, in the battle against counterfeit drugs.

Driven by thriving ecosystem, SNS research estimates that the mHealth market will account for nearly \$9 billion in 2014 alone. Despite barriers relating to regulation, patient acceptance and privacy concerns, SNS Research estimates further growth at a CAGR of nearly 40% over the next 6 years.

This report presents an in-depth assessment of the global mHealth market. In addition to covering key market drivers, challenges, future road-map, value chain analysis, deployment case studies, service/product strategies and strategic recommendations, the report also presents comprehensive forecasts for the mHealth market from 2013 till 2020.