mHealth Apps - Redefining Patient Engagement
The healthcare industry today is witnessing an ideology shift, with more emphasis on patient-centered care. Government mandates and regulations, along with rising patient expectations have led to hospitals increasing focus on patient engagement and satisfaction.

A growing amount of data too validates that when a patient’s role shifts to a more active participant, the results are shared decision making and informed choices.

And the pervasion of mobile devices and the rising popularity of mobile apps have made smartphones and tablets the new go-to tools of the healthcare industry for patient engagement and involvement.

Mobile apps are helping patients monitor their health consistently, increase health awareness, and gain knowledge of specific diseases and treatments for self-care. Hospitals are enhancing the patient experience by leveraging mHealth solutions for timely and accurate diagnosis, follow-up, point of care services, patient engagement, and improved outcomes.

Already, over 4 million free and 300,000 paid healthcare and fitness apps are downloaded every day.¹

Mobility also provides a range of tools to caregivers and administrators alike to involve, monitor and enhance patient experience. Interactive surveys, demos, personalized content all aid the patient towards a deeper understanding of his/her treatment options and can positively affect outcome and satisfaction.

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Patient Empowerment through Mobile Apps—The Value Addition

✓ Enhancing the patient experience
✓ Raising the bar of healthcare delivery
✓ Driving wellness and healthier lifestyles
✓ Increasing patient satisfaction

Did you know?

75% of US adults used their mobile devices to access health information in 2012. ²
New gen patients expect the benefits of mobility to filter down to their personal healthcare. They demand transparent access to their health records anytime anywhere, better understanding of their medical condition and prognosis, and easy communication with their consulting doctors. At the other end, Meaningful Usage 2 objectives are compelling providers to transform healthcare workflows to facilitate this change.

**Mobile health apps (mHealth apps) are empowering patients by enabling**

- Patient registrations via mobile devices
- Access to electronic health records (EHR)
- Track appointments and follow-ups, on the go
- Prescription renewal
- Rich, interactive educational content
- Location-based services such as directions to the nearest hospital during emergencies or the closest pharmacy.

At hospitals, mobile dashboards are being used by practitioners, nurses, laboratory technicians, and support staff to work cohesively for operational efficiency. *Real time notifications and constant connectivity on ubiquitous mobile devices is helping healthcare providers serve patients in unique ways.*
Hospitals are introducing point of care mobile apps to enhance patient engagement and improve healthcare outcomes.

Medical simulators drive patients' understanding of their medical condition.
Mobile ePrescriptions ensure timely approval of prescription renewals.
Telemedicine solutions enable remote care.

Bedside mobile apps incorporating barcode technology ensure:
- Accurate scanning of patient details
- Correct medication dosages
- Accurate sample collection for lab tests
- Timely follow-up of doctor's instructions.

Mobile patient dashboards allow patients to access the doctor's post operative instructions anytime and hasten their recovery.
Mobile health monitoring devices help practitioners and patients monitor vital statistics of patients at home to prevent readmission.
Mobile video collaboration with doctors enables remote healthcare delivery in emergencies.
Ubiquitous "always on" mobile devices support easy access and distribution of health information to patients and general populace via:

- Mobile videos
- Health awareness campaigns
- Social media platforms
- Games and other forms of digital content.

*Easy accessibility of mobile apps drives:*

- Higher participation in surveys, polls and questionnaires for medical research and analysis.
Increasing patient satisfaction

Traditional healthcare does not always focus on the needs of the patient or take into account that they are active participants in their care. Patient complaints can range from doctors' abruptness to long waiting periods in hospitals.

**Mobility is a strong step towards transforming healthcare for patient satisfaction.**

The objective can be achieved through improved patient-doctor communication, personalized support from care managers, enhancing the social skills of hospital staff, transparent access to billing and other hospital information, affordable care, and better health management – few of the many goals of mHealth solutions.

"*Mobile health devices can help patients feel connected to their healthcare providers by enhancing the patient/provider relationship and providing peace of mind through ongoing support.*"

*David Bjork, President of Telcare Inc.*
ENHANCE YOUR HEALTHCARE PRACTICE TODAY

mHealth apps can help providers transform their healthcare services from a "pay-for-service" model to the value-based "pay-for-performance" model.

Mobile apps within hospitals can enhance healthcare workflows for a superior patient experience.

The ubiquity and personal ownership of mobile devices can help stakeholders engage patients meaningfully and personally, educate and inform them to better manage their health and make healthier lifestyle choices.

Did you know?

*Hospitals with patient satisfaction in the 90th percentile have a 33% increase in patient volume*
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