



Healthcare Marketing White Paper



THE MOBILE HEALTH REVOLUTION

HOW MOBILE DEVICES ARE CHANGING THE
WAY PATIENTS SEEK HEALTH INFORMATION
AND HOW PHYSICIANS TREAT THEM



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Today's healthcare patients are using mobile devices, apps and gaming to manage their health on their own terms and their own schedules. This white paper reviews the rise of the consumer trend called Mobile Health, and how physicians and hospitals can adopt new technologies to engage patients and lower healthcare costs.

We'll explore three examples of mHealth that hospitals and practices can start using today:

- Gamification programs that motivate and reward people for positive behavior;
- Medical apps to provide information and feedback on medical conditions; and
- Telehealth applications that allow physicians to provide care at a distance.

Mobile technology's influence on consumer habits

The modern nuclear family model is changing. Gender roles are shifting where both parents play equal roles in working and taking care of their families. Children have packed schedules with after-school programs and sports teams that practice year-round. We're all busier than we used to be, making it harder to access healthcare for our families during normal business hours.

According to a national survey conducted by the Pew Research Center's Internet & American Life Project, 85% of U.S. adults own a cell phone, and of that group, 31% have used their phone to search for health or medical information. The following groups were more likely than others to use their phones to search for health information: Latinos, African Americans, those between the ages of 18 and 49, and those who have at least some college education.

With our busy schedules and increasing reliance on smart phones, tablets, and wi-fi, mobile health will have a strong presence in the future of healthcare. And although it may take time and resources to leverage new technologies and train staff, healthcare providers that make use of mHealth tools such as gamification, mobile apps, and telehealth will help cut expenses by providing preventive care and eliminating unnecessary office visits.

GAMIFICATION: REWARDING HEALTHY CHOICES

Interactive games promote diet, exercise and preventive care

Hospitals and physician practices are starting to use social media to incentivize patients to lead healthier lifestyles through integrated online and mobile games. This approach to healthcare is called gamification, and is picking up in popularity among patients and organizations. Rather than telling people that they should exercise or eat more vegetables, gamification gives healthy choices a purpose and more immediate gratification.

The idea of integrating gamification into the marketing plan for a hospital or physician group may seem intimidating, but it doesn't need to be complex to be effective. It is most effective when the game or program taps into what motivates patients and is available on the most convenient channels, such as social media and mobile apps.

Five successful health-related gaming programs:

1. **Zombies, RUN!** Although the prospect of a zombie apocalypse is somewhat terrifying, this app uses it as motivation to keep running. In this audio app, runners are in a game trying to rebuild civilization during a zombie invasion and receive commands through their headphones to collect supplies and outrun zombies. Good for use outside or on the treadmill, it can make the mundane task of running exciting again. The app also records your distance, time, pace and calories burned during each mission of the game.
2. **Nike+**: This gear and app allows people to track their everyday activities, such as running, yoga, and hiking, set goals, and compete with friends. Nike+ also shares training tips from coaches, and suggests ways that will help you improve, such as taking a new route on your next run. For an incentive, Nike+ rewards your successes with badges and ribbons that you can then share on social networks with your friends.

3. **GE #GetFit Campaign:** This past year, GE Healthcare launched its second annual gamification/social media hybrid campaign to increase cancer awareness and prevention. The goal of GE's campaign, called #GetFit, was to spread the message that 30% of cancers are preventable by maintaining a healthy diet and exercising regularly, and to get people to share the simple changes they made in their daily lives that helped them lead a healthier lifestyle and reduce their risk of cancer. To participate, people shared their healthy choices and activities on Facebook, Twitter or Weibo including the #GetFit hashtag. For each post on a social network that included #GetFit, people received 10 points. People also created teams and competed against others around the world.
4. **CDPHP Life Points:** CDPHP created an online rewards program for members 19 and older called Life Points. Through Life Points, members are able to create an online profile, take a personal health assessment, and then log points for every healthy choice they make. For example, members can earn points for joining a gym, getting an annual physical, logging the number of steps they take, or joining an adult intramural sports team. Once points have accumulated, members can cash them in for up to \$365 a year in gift cards for shopping, travel, dining, or entertainment.
5. **Baby Blocks Mobile App:** UnitedHealth created this mobile app to encourage women on Medicaid to attend all of their prenatal checkups. Each time a woman goes to one of her checkups, she unlocks a block. When she unlocks certain blocks, she receives gift cards for things like baby clothing and maternity clothing. UnitedHealth said that in 2012, 2,296 women used the app.

How to create simple gamification plans to engage patients of all ages:

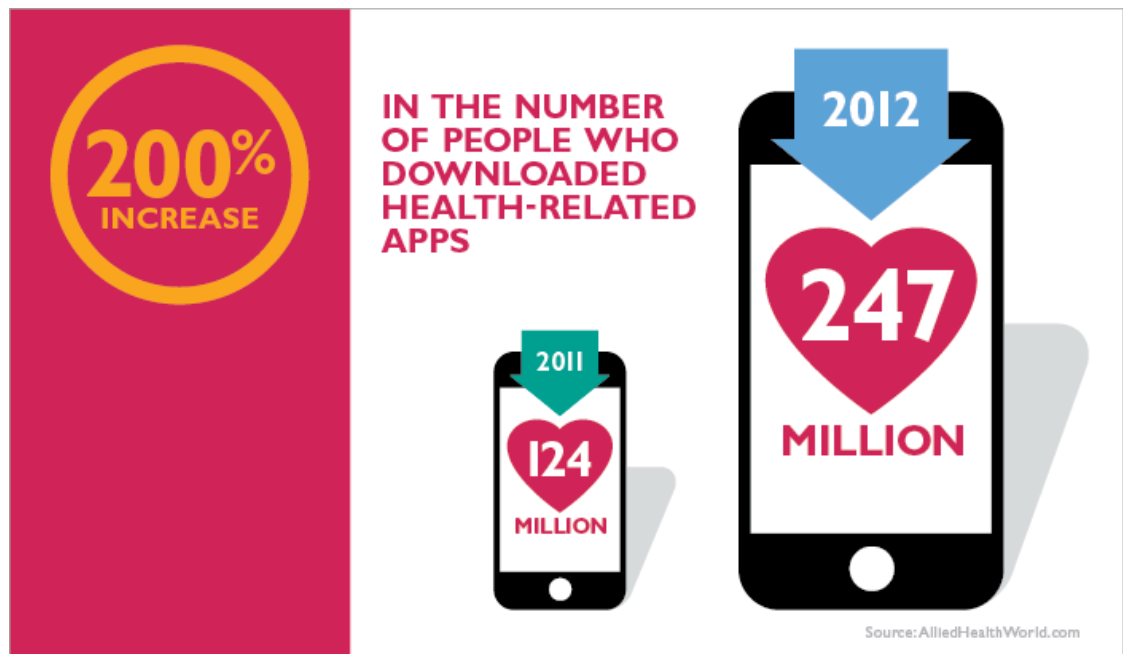
- Share health challenges on your Facebook page or Twitter feed and encourage followers to complete them and tell you about their experience through a hashtag or mobile app.
- Ask patients to share their daily exercise with a hashtag on Twitter. Tell patients that each time someone tweets using the hashtag they will be entered into a raffle to win a new pair of running shoes, yoga pants, a fitness DVD, or a 1-year membership to a local gym.
- Use Nintendo Wii sports games to help get physical and occupational therapy patients, seniors, and pediatrics active and healthy.
- Make iPads available in waiting rooms to calm patients, especially children, before appointments or surgery. This is a nice outlet for apps that teach patients more about your hospital, but it's also a great opportunity to teach children about healthy choices through educational games.

MEDICAL APPS: DOWNLOADS DOUBLE IN ONE YEAR

Health-related apps help patients manage medical conditions

Currently, there are more than 40,000 medical apps available for smartphones and tablets. There are apps that manage sleep patterns, track pregnancies, manage moods, monitor blood pressure, check pollen levels, manage prescriptions, remind patients to take pills, and help people lose weight by tracking physical activity, counting calories, and providing healthy food options.

While mobile apps are often used in gamification, they are strong enough to stand on their own. Many patients are using mobile apps to find health information and manage their health or medical conditions such as diabetes and weight loss. According to a recent report on smart phones and healthcare, the number of health app downloads increased almost 200% between 2011 and 2012. This rapid growth in the use of mobile apps has companies racing to capitalize on the trend, while other organizations seek to protect patients through regulation.



mRx: Prescribing mobile apps to patients

In response to the popularity of mobile apps, mobile health application store, Haptique, recently launched a pilot mRx program that will allow healthcare providers to prescribe apps to their patients. Hospitals and physicians can send medical apps directly to a patient's smartphone or tablet, or direct them to download the app from the App Store.

Not only could mobile apps help patients take better care of themselves, but it could help the healthcare system. Haptique projects that by the year 2014, public and private healthcare providers could save between nearly \$2 billion and \$6 billion in healthcare costs worldwide by using mHealth technologies for health monitoring.

Haptique plans to certify all apps available through MRx so patients and physicians know they are reliable and secure. They will have all developers submit their apps, which will then be judged by physicians in relevant specialties for their certification.

FDA reviews mobile apps to protect patient privacy

With so many apps available for download, it's hard for the average consumer to know which apps are of high quality and reliable for health information. The U.S. Food and Drug Administration (FDA) hopes to start reviewing medical apps in order to protect patient health and privacy.

As of now, the FDA has cleared a few apps for distribution as medical devices, but it doesn't have any mobile app guidelines in place for developers. Many health apps are in violation of FDA regulation as it stands; however, the FDA hasn't investigated them because it doesn't want to stall innovation.

On December 3, 2012, the Health Care Innovation and Marketplace Technologies Act of 2012 (HIMTA) was introduced in the U.S. House of Representatives and on December 7, 2012, it was referred to the Subcommittee on Health. If passed, this bill could establish an Office of Wireless Health Technology within the FDA. This office would help the FDA with the clearance of medical apps and set up resources for developers so they can comply with privacy regulations and standards.

Two mobile apps that the FDA has cleared for distribution as medical devices:

- WellDoc, DiabetesManager: This app does what its name suggests, it helps patients manage their diabetes. It can be accessed on a computer or mobile device and allows patients to input information about their diet, blood sugar levels, and medication regimen. In return, it gives advice to the patient and sends clinical recommendations to the patient's physician. In addition to FDA clearance, two health insurance companies have agreed to cover the app for patients at \$100 a month.
- MobiSante, MobiUS™ SPI system: This app is a smartphone-based ultrasound system. It includes a mobile app and an exterior ultrasound device that connects to a smartphone. With the device, images can be stored and shared wirelessly through a secure network for second opinions and diagnosis.

How your hospital or physician practice can start using mobile apps:

- Research mobile apps online and by speaking to patients. Create a database of apps that are trusted and effective and start suggesting these apps to other patients when they come in for appointments as a way to keep healthy in between checkups.
- Create a mobile app for your hospital or practice that serves as a directory with locations of different offices within the building, directions, and parking information.
- Keep an iPad in the office with the different health apps that you trust on it and teach patients how to use them while they are at their appointment. This will make it more likely for them to continue use at home.
- Create a mobile app for your hospital or practice that allows patients to e-mail their doctor health related questions through a secure form, request prescription refills, make appointments, and find basic health information.

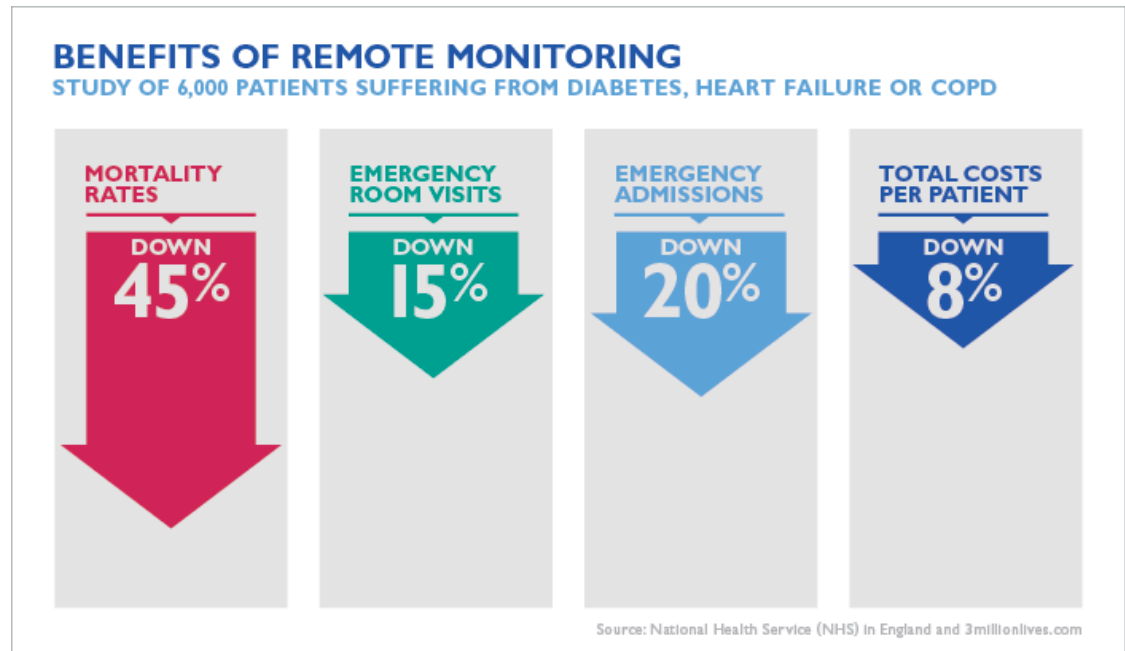
TELEHEALTH: IMPROVING CARE AND LOWERING COSTS

Telecommunications allow healthcare professionals to practice remotely

Another new trend is the use of telecommunications technologies such as videoconferencing, shared imaging and streamed media for patient care, collaboration between physicians and public health education. Known as telehealth, it allows physicians and hospitals to provide healthcare at a distance. According to Nicola Ziady, the Director of Marketing & Communications at St Jude Children's Research Hospital, investing in telehealth is key for the success of hospitals because it lowers cost and allows physicians to reach more patients.

Lowering costs of healthcare through telehealth

The National Health Service (NHS) in England conducted a pilot study where they monitored more than 6,000 patients in three cities that were using remote monitoring. The patients were suffering from three primary conditions: diabetes, heart failure, and COPD. Through this study, they found that mortality rates decreased by 45%, emergency room visits decreased by 15%, emergency admissions reduced by 20%, and total costs per patient decreased by 8%.



In addition, the Department of Veterans Affairs published a study about the savings that telehealth created for its patients. The study found that patients who stayed at home with biometric devices to monitor and record their vitals had a 25% decrease in the number of days confined to bed and a 19% decrease in hospital admissions. The average cost per patient per year in the Veterans Affairs monitoring program is \$1,600, whereas the cost to provide home-based primary care is \$13,121 and the cost for nursing home care is \$77,745.

Telehealth initiatives bring care to patients

Price Chopper, a grocery store chain in the Northeast, is testing out a telemedicine program in select stores. It is called a Health Station and allows patients to test their vitals, including blood pressure, heart rate, weight, temperature and pulse. It also allows patients to speak to a board-certified physician via phone or online video to diagnose minor, common conditions and prescribe treatments and medications. Common conditions that can be treated in the health station are: acne, allergies, asthma, cold and flu, joint aches and pains, rashes, sinus infections, and urinary tract infections. This station also creates a personal health record that patients can access via their website.

An article in the New York Times reports another type of telehealth called “epidermal electronics;” a smaller and thinner version of an electrode that patients can press onto their skin and wirelessly transmit their vitals to monitoring machines. Similarly, the medical device company Corventis has a Nuvant Mobile Cardiac Telemetry System, which detects arrhythmias by wirelessly sending a patient’s electrocardiogram to a nearby transmitter, which then sends it to a central monitoring center.

How your hospital or physician practice can start using telehealth:

- Make some doctors available for common, non-emergency related appointments via a video chat service like Skype. This will be helpful for people who work full-time and don’t have time in their schedules to get to the office.
- Set up a video-chat service at a local retirement home or 55+ apartment complex for seniors with quick questions related to arthritis, the flu, or other common ailments. Especially during the winter, they will appreciate being able to get a script without leaving the house.
- Monitor a patient’s treatment using a mobile app that wirelessly transmits vitals to your computer or tablet.
- Create a texting program for teens to text a doctor questions they have about STIs, pregnancy, safe sex, and general health questions. A texting program for depression and anxiety would also be a great channel for teens to get health information.

ARE YOU READY FOR THE FUTURE OF mHEALTH?

Does your hospital or physician practice have mHealth written into its budget? Do you have a marketing strategy behind it? If not, now is a good time to start thinking about it since consumers are already using these platforms to manage their health. To learn more about how to integrate mHealth into your marketing plan, visit our website <http://smithandjones.com>. ■

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