

# MedData Point on Physician Adoption of Mobile Health

MedData Point is a market research program powered by MedData Group that collects and analyzes data to provide healthcare marketers with insights into the latest trends, technologies and perceptions in healthcare among physicians and across a variety of specialties and practice sizes.

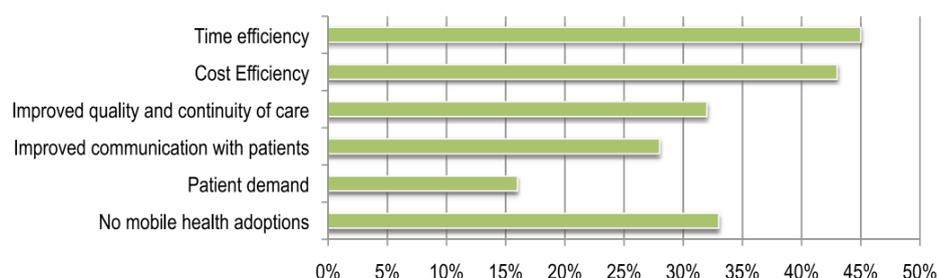
## Insights into Physician Adoptions and Challenges of Mobile Health

The world is becoming more dependent on mobile technology, and the healthcare industry is no exception. In this survey, MedData Group polled physicians across a variety of specialties and practice sizes to find out how they incorporate mobile health (mHealth) into their practices, as well as their biggest barriers to adopting these new technologies. The data below is reflective of the 141 physicians who participated.

TIME EFFICIENCY IS THE NUMBER 1 REASON FOR PHYSICIAN ADOPTION OF MHEALTH



### Top reasons for physician adoption of mHealth



### Practice size plays a role in the types of challenges faced when adopting mHealth apps and services

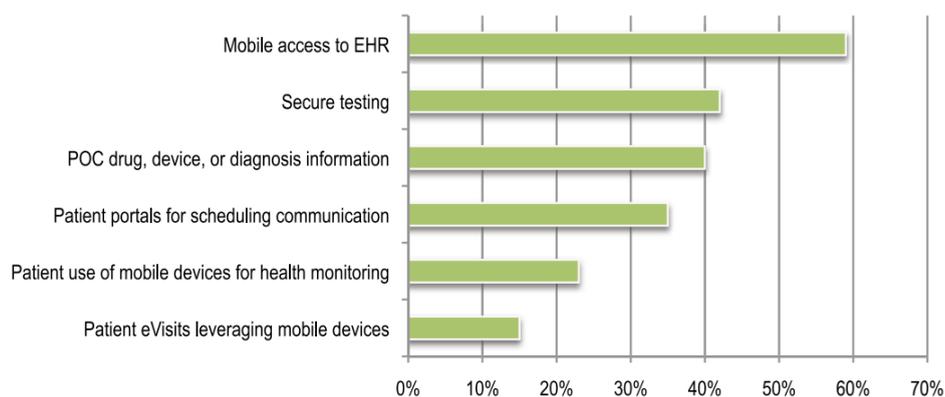


50% OF SMALL PRACTICES (SIZE 1-15) SAID LACK OF INTEROPERABILITY WAS THE TOP CHALLENGE IN ADOPTING MOBILE HEALTH APPS AND SERVICES

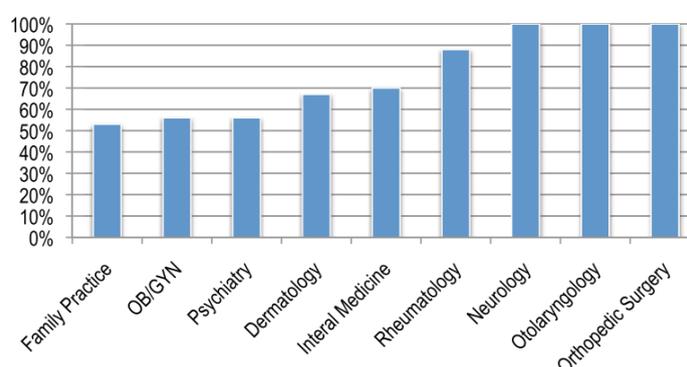


25% OF LARGE PRACTICES (SIZE 16+) SAID LACK OF INTEROPERABILITY WAS THE TOP CHALLENGE IN ADOPTING MOBILE HEALTH APPS AND SERVICES

### Most used mHealth applications among physicians



### Mobile access to EHR was found to be the most popular mHealth app among physicians. Of the users polled, the top 10 specialties incorporating this technology are:



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