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ΕΥΡΩΠΑΪΚΟΣ ΣΥΛΛΟΓΟΣ ΝΟΣΟΚΟΜΕΙΑΚΩΝ ΙΑΤΡΩΝ ΔΙΕΥΘΥΝΤΩΝ  
ASSOCIAZIONE EUROPEA DEI MEDICI OSPEDALIERI  
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ASSOCIAÇÃO EUROPEIA DOS MÉDICOS HOSPITALARES  
ASOCIACIÓN EUROPEA DE MÉDICOS DE HOSPITALES  
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ΕΒΡΟΠΕΪΣΚΑ ΑΣΟΪΙΑΪΙΑ ΗΑ ΣΤΑΡΣΗΤΕ ΒΟΛΗΝΗΧΝΗ ΛΕΚΑΡΗ  
ASOCIATIA EUROPEANA A MEDICILOR DIN SPITALE**

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<b>Author :</b>	<b>European Commission</b>
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**Sent:** 10 April 2014 15:09  
**Cc:** Brigitte Jencik  
**Subject:** Info: EC Green paper on mobile Health (mhealth)



## Public consultation on the Green Paper on mobile Health

The Commission is launching a public consultation on the Green Paper on mobile health, inviting comments on the barriers and issues related to the use of mHealth. Your input will help identify the right way forward to unlock the potential of mobile health in the EU. The Commission also publishes a Staff Working Document on the existing EU legal framework applicable to lifestyle and wellbeing apps, aiming at providing simple guidance to app developers on EU legislation in the field.

The objective of this consultation is to receive the views of:

- regional and national authorities e.g. health ministries, authorities dealing with medical devices/data protection
- health professionals, carers, health practitioners, medical associations
- consumers, users of mHealth apps, patients and their associations
- web entrepreneurs
- app developers and app stores
- manufacturers of mobile devices
- insurance agencies
- sports centres, health clubs, etc.

This is not an exhaustive list – we welcome replies from all interested parties.

**Period of consultation:** 10 April 2014 - 3 July 2014

Comments received after the closing date will not be considered. Please state whether you are responding as an individual or representing the views of an organisation. If responding on behalf of an organisation, please explain who the organisation represents and, where applicable, how the views of members were assembled.

### How to respond

It is essential that you read the [Green Paper on mHealth](#) and the [Staff Working Document](#) before responding to the questionnaire.

- [Respond online](#)
- [Email your answers](#)  
Attach your reply as Word, PDF or ODF document.
- Write to:  
*European Commission*  
*DG Communications Networks, Content & Technology*  
*Avenue de Beaulieu/Beaulieulaan 31*  
*Unit H1, Health & Well-being*  
*Brussels 1049 - Belgium*

# mHealth

**What it covers**

mobile devices    Personal Digital Assistant (PDA)    smart watches & other body-worn devices or implants

With these devices it is possible to collect big amounts of data such as:

- health monitoring
- diets
- daily activity

With this data, your doctor will make a better diagnosis & give the best treatment.

patients can take control of their health: accessing their records or getting reminders about their medication.

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**Why it is important**

- early diagnosis & better treatment
- patients care for their own health & having healthier lifestyle
- increased prevention
- more efficient & sustainable healthcare
- health professionals could save 30% of their time spent on accessing & analysing information

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**mHealth market**

the mHealth market is sustained by over **6 billion** wireless subscriptions worldwide

Current deployment breakdown in Europe

- others
- patient treatment & remote monitoring solutions
- solutions for increasing healthcare workforce efficiency

Forecast: estimated global market value in 2017 **17.6 billion EUR** divided as follows

- North America: 28%
- Europe: 30%
- Asia: 30%
- Africa: 5%
- South America: 7%

**97,000 mHealth apps** are currently available

- 70% target consumers & fitness
- 30% target health professionals

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By 2017, **3.4 billion people** worldwide will own a smartphone

**1/2** will use health apps

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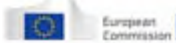
**What is the EU doing about this? Targetting potential issues & barriers, such as**

- lack of knowledge among mHealth manufacturers about the legal framework
- data protection & trust
- lack of interoperability between healthcare systems in the EU
- safety of mHealth apps

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Learn more & participate to the European Commission's public consultation [bit.ly/ECmHealth](http://bit.ly/ECmHealth)

**Have your say!**

 European Commission