<table>
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<th>Info-Document :</th>
<th>AEMH 14-012</th>
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<tr>
<td>Title:</td>
<td>EC Green paper on mobile Health (mhealth)</td>
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<td>Author :</td>
<td>European Commission</td>
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<td>Purpose :</td>
<td>Info-documents disseminated by the AEMH European Liaison Office do not necessarily reflect the opinion of the AEMH and its Board. Info-documents are meant to inform, to raise awareness, to alert, to launch a debate, to incite taking action,.....</td>
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<td>Distribution :</td>
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<td>Date :</td>
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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
- Wearable devices
- Smart watches
- Health apps

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 our time spent on analyzing & accessing medical records or getting reminders about their medication

mHealth market

- The mHealth market is sustained by over 6 billion wireless subscriptions worldwide
- Current deployment breakdown in Europe
- Solutions for increasing healthcare workforce efficiency
- Patient treatment & remote monitoring solutions

Forecast: estimated global market value in 2017

- 17.6 billion EUR
- 97,000 mHealth apps are currently available

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

- By 2017, 3.4 billion people worldwide will own a smartphone
- 1/2 will use health apps

What is the EU doing about this? Targeting 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

Learn more & participate in the European Commission’s public consultation bit.ly/ECoHealth

Have your say!