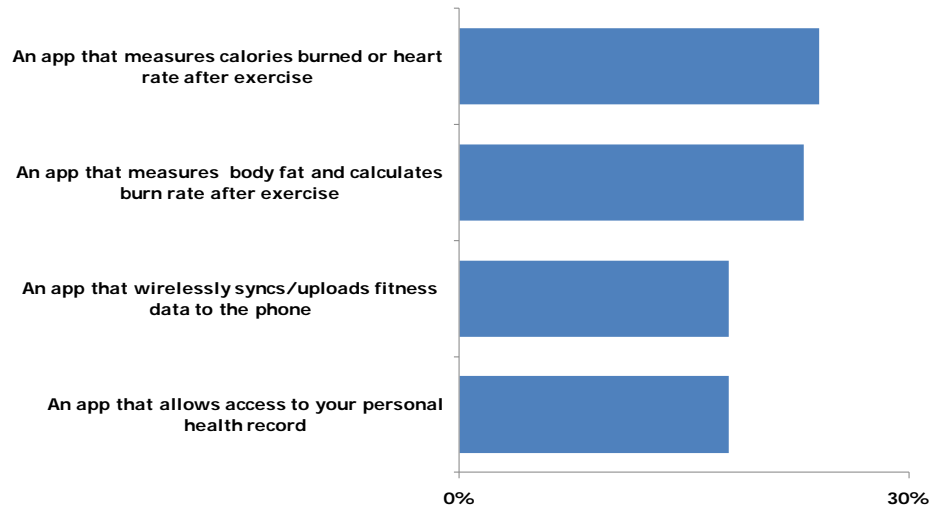


**Synopsis** **Consumer Interest in Mobile Health Apps**

This report updates the inaugural wireless health report from Parks Associates two years ago. It continues to profile innovations in both wireless technology-supported personal health applications and business models, analyzes current market size and segments, highlights impact from new health policies and regulatory requirements, and projects market directions and growth potentials.

**Interest in App-based Personal Care Services**  
(U.S. mobile phone users)



Source: *Personal Health Tools and Applications*  
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“Parks Associates believes that mobile technology and wireless connectivity will greatly enhance the appeal of personal health applications and solutions to end users,” said Harry Wang, Director of Health and Mobile Product Research, Parks Associates. He added that a growing interest from care providers, insurers, and technology developers is driving the industry’s expansion. “We now need clearly-defined health policies, transparent regulations, and well-aligned the business partnerships to bring wireless health opportunities to fruition.”

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