

Engaging the ePatient!

Consumers and patients are increasingly engaging more with their health. Many do so through the use of devices, apps and wearables. We look at the uptake of these technologies in USA and APAC, and what this means for patient engagement.

What's Happening in the USA?

Facilitating ongoing communication between patients and physicians via apps and online portals can improve engagement rates by **60% or higher**.



Texting patients can increase medication adherence for chronic disease patients from **50% to 67.8%**, or a **17.8%** overall increase.



Mobile-friendly communication is crucial for patient engagement, as people use a mobile device or tablet for **57%** of email opens.



About **80%** of patients who can access their own EHRs actually use that health information.



74% patients said that if it was easy to electronically access their own healthcare data, it would improve their understanding of their health and patient-to-physician communication.

Increased online patient involvement can result in a **90%** satisfaction rate for both patients and physicians.



Asia Pacific Prioritizes Patient Engagement

Out of **15** countries, citizen-patients in South Korea rated highest on patient engagement.



Europe and APAC hold the largest mHealth market shares across the globe. Japan and China lead in APAC's mHealth market share (by revenue) with **21%** and **37%** respectively.



The number of Australian consumers who use health wearables more than tripled from **6%** to **21%** between **2014** and **2016**.



In Singapore, **78%** of consumers and **81%** of doctors surveyed said that using wearables helps a patient engage in their health.



Access to smart phones and tablets has become commonplace in Thailand, with the country reaching **73%** penetration by the end of **2017**. Consumers, through apps, interact with their environment and companies seek to extend this into health engagement.



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