Telehealth refers to medical providers using telecommunication technologies to deliver health education and care to patients. This trend is on the rise and having massive impacts on data capture and healthcare.

### The market

The global telehealth market is growing at a compound annual rate of **18.6%**.

The market spent (USD):
- **$9.8 billion** in 2010
- **$11.6 billion** in 2011
- **$27.3 billion** by 2016

### Data capture

Clinicians are starting to use apps to engage actively in patient care. Examples of such use include:
- Collecting data at the bedside
- Using the bar code reader on mobile devices
- Monitoring data from medical devices
- Visually representing patient data
- Allowing patients to access their information using a mobile device

### Improving through reducing

Telehealth usage can reduce:
- Emergency room visits by **15%**
- Emergency admissions by **20%**
- Elective admissions by **14%**
- Bed days by **14%**
- Tariff costs by **8%**

### Smart stats

- **1/5** of smartphone owners have at least one health app on their phone.
- **1/10** of mobile phone owners say they receive updates about health or medical issue via texts or other alerts. Smartphone owners are more likely than other mobile phone users to receive health text alerts.
- Nearly **1/3** of mobile phone owners use their phones to look for information about their health.

By 2016, approximately **142 million** consumers will download mobile health applications.

It is expected that by 2016, **3 million** people will use remote patient monitoring devices powered by smartphones.
With chronic diseases on the rise, European leaders say that the healthcare system needs a technological revolution. *International Innovation* presents the facts on the cancer trends that are among several other non-communicable diseases leading to the advancement of eHealth technologies.

**Cancer in Europe**

- 3.2 million patients are diagnosed with cancer every year.
- 1.7 million people die from cancer every year.
- Tobacco consumption, excessive alcohol consumption, inappropriate diet, obesity and insufficient physical activity make up 60% of cancer deaths.
- Cancer is the leading cause of death.
- The EU is working to reduce the number of cancer cases in 2009 by 15% by 2020.
- Lung, stomach, liver, colon and breast cancer are the five most common life-threatening forms of cancer.
- The EU invests over €200 million per year in cancer research.

Within the EU-27, Macedonia experienced the highest number of breast cancer deaths in 2012 (around 37 cases per 100,000 people), while Estonia experienced the smallest number (around 15 cases per 100,000).

Europe comprises one eighth of the world’s population and one quarter of the world’s cancer cases.

Stats sourced from:
- eu-cancer.iarc.fr/EUCAN/Default.aspx
- europa.eu/rapid/press-release_MEMO-14-74_en.htm