mHealth apps and cancer: What is going on?

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A compact computer program (application) written for mobile devices

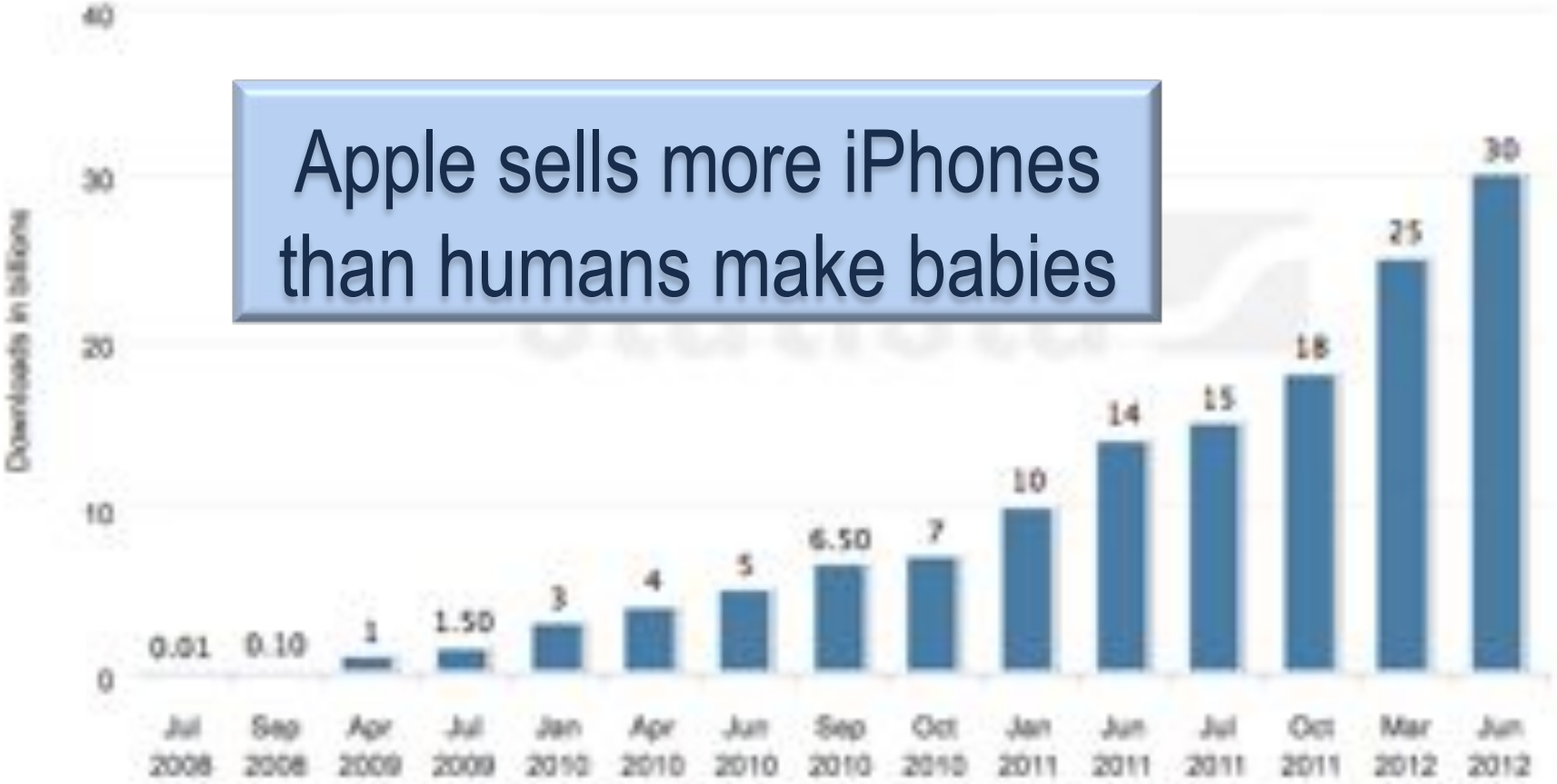
What is a mobile “app”?

Google play
App Store
NOKIA
BlackBerry
App World
WEB
NATIVE

Why such a fuss?

APPLE APP STORE: NUMBER OF DOWNLOADS AS OF JUNE 2012

Cumulative number of apps downloaded from the Apple App Store as of June 2012 (in billions)



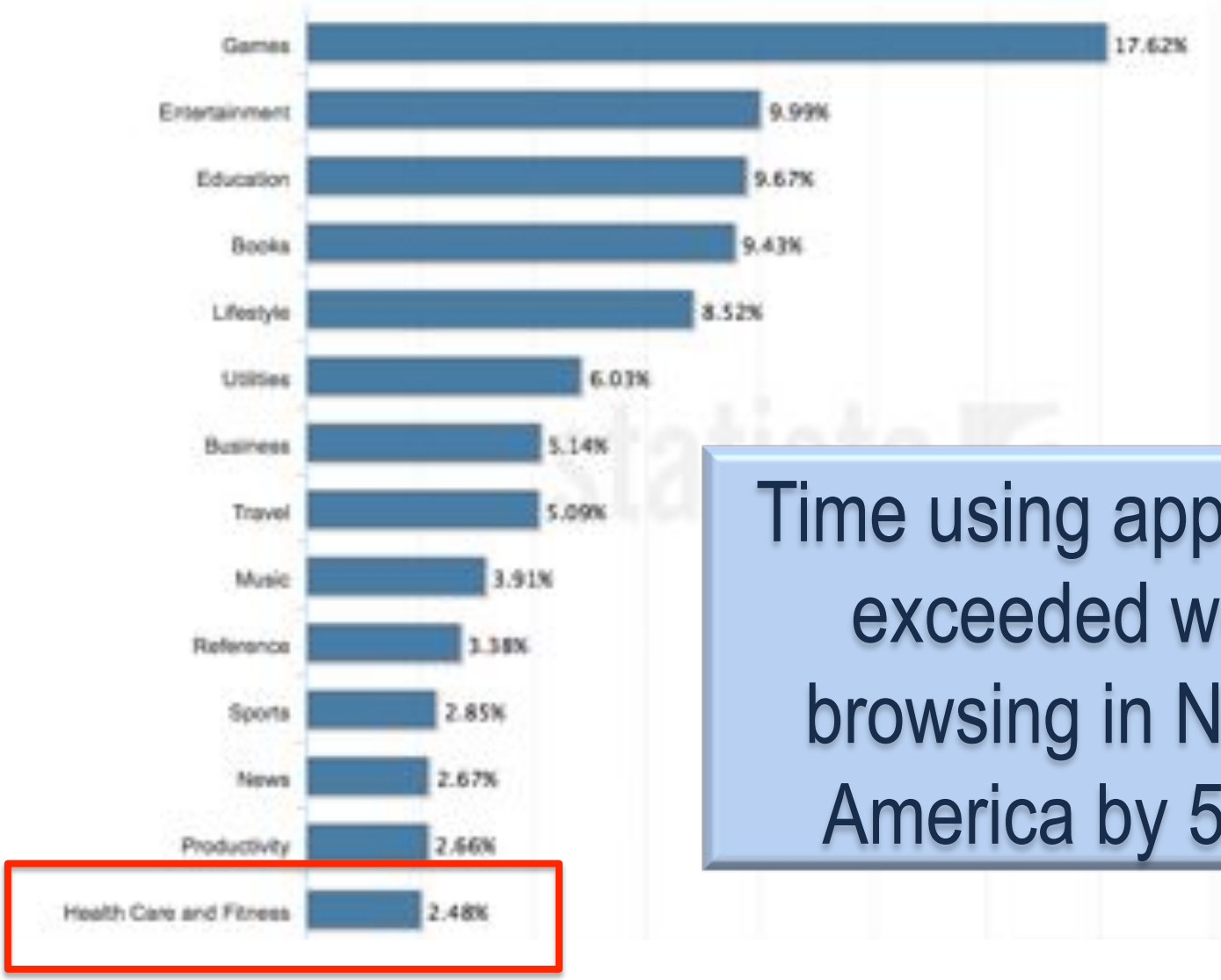
Apple sells more iPhones than humans make babies

Worldwide; Apple; July 2008 to June 2012

Source: Apple

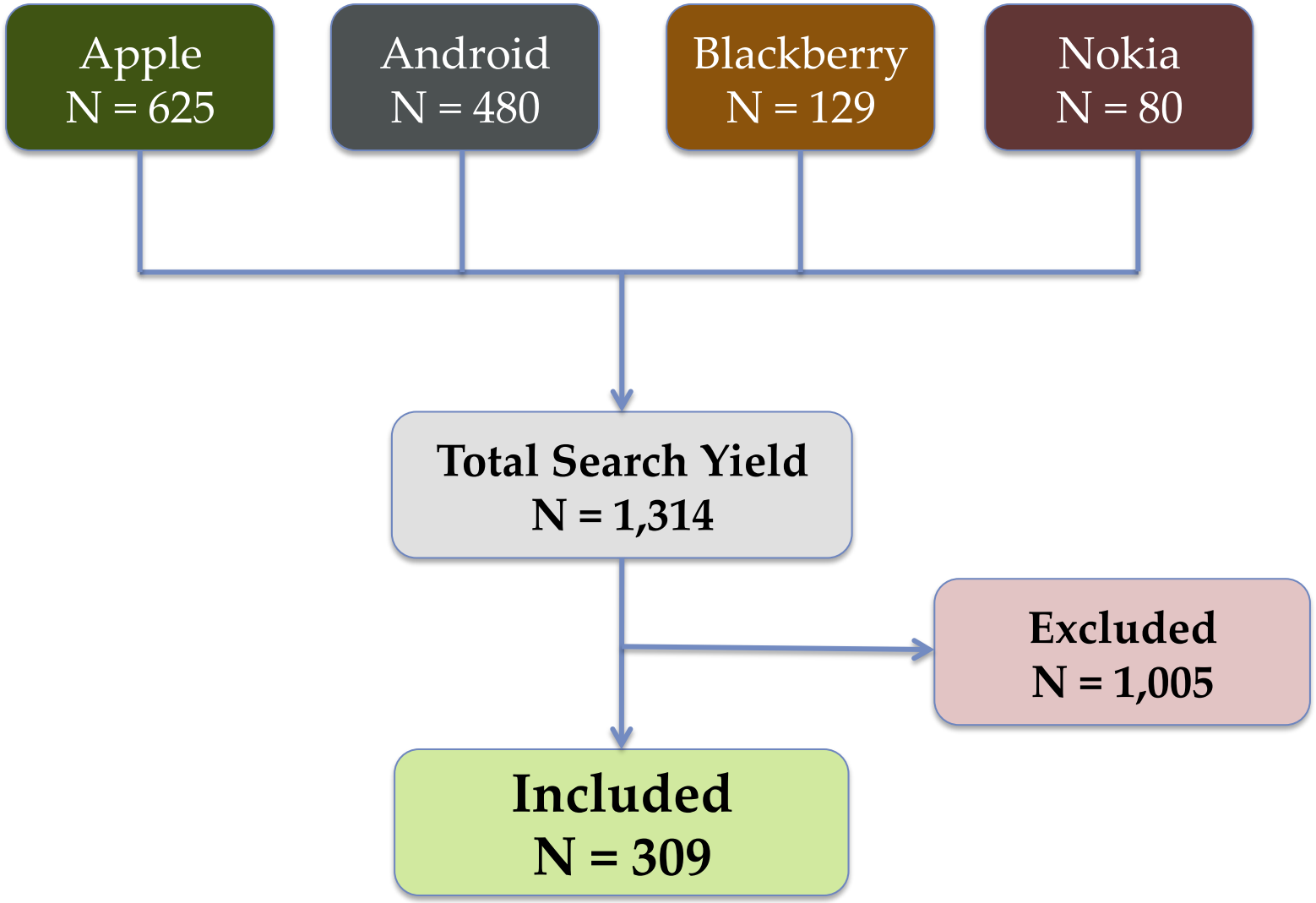
MOST POPULAR APPLE APP STORE CATEGORIES IN JULY 2012

Most popular Apple app store categories in July 2012, by share of application category (in percent)

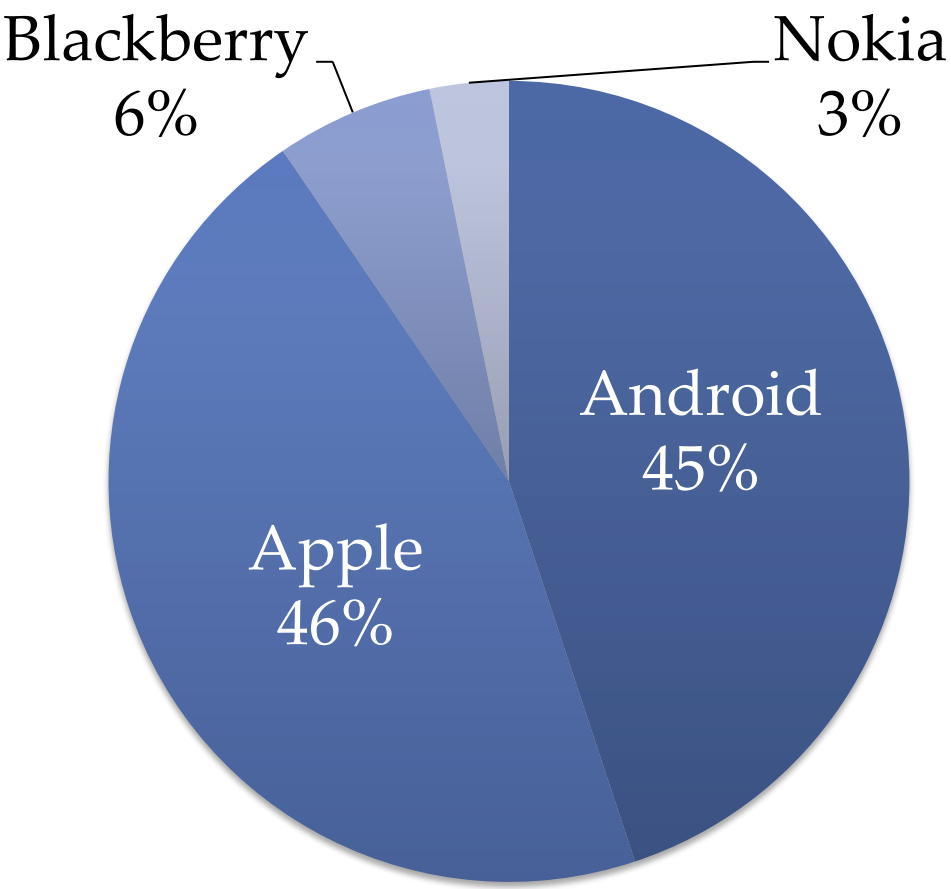


Time using apps has exceeded web browsing in North America by 50%

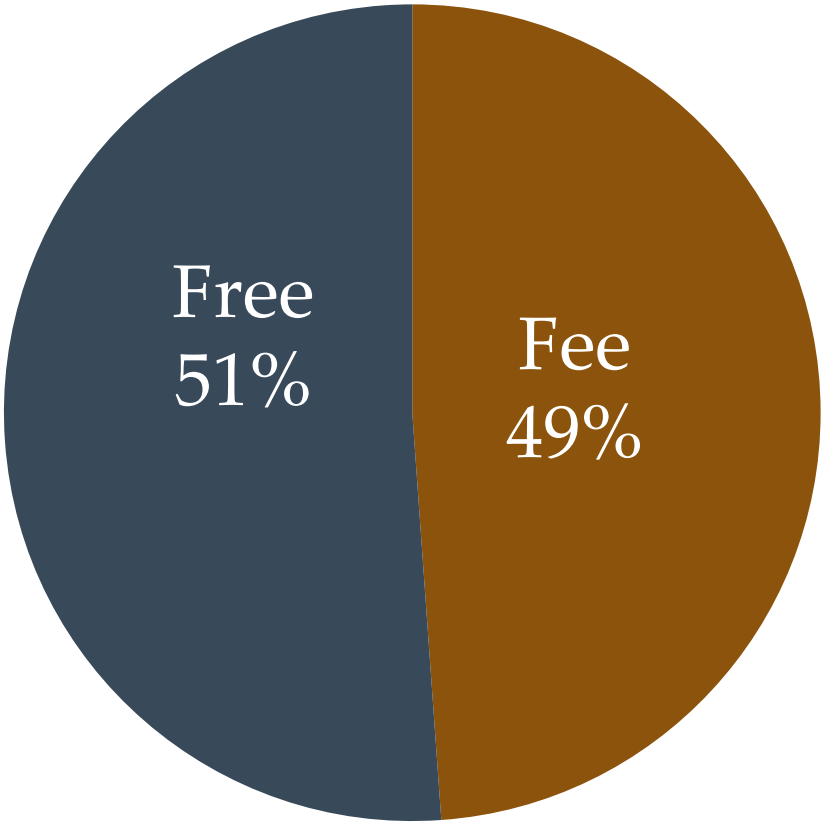
How many native apps on cancer?



Native cancer apps on leading markets



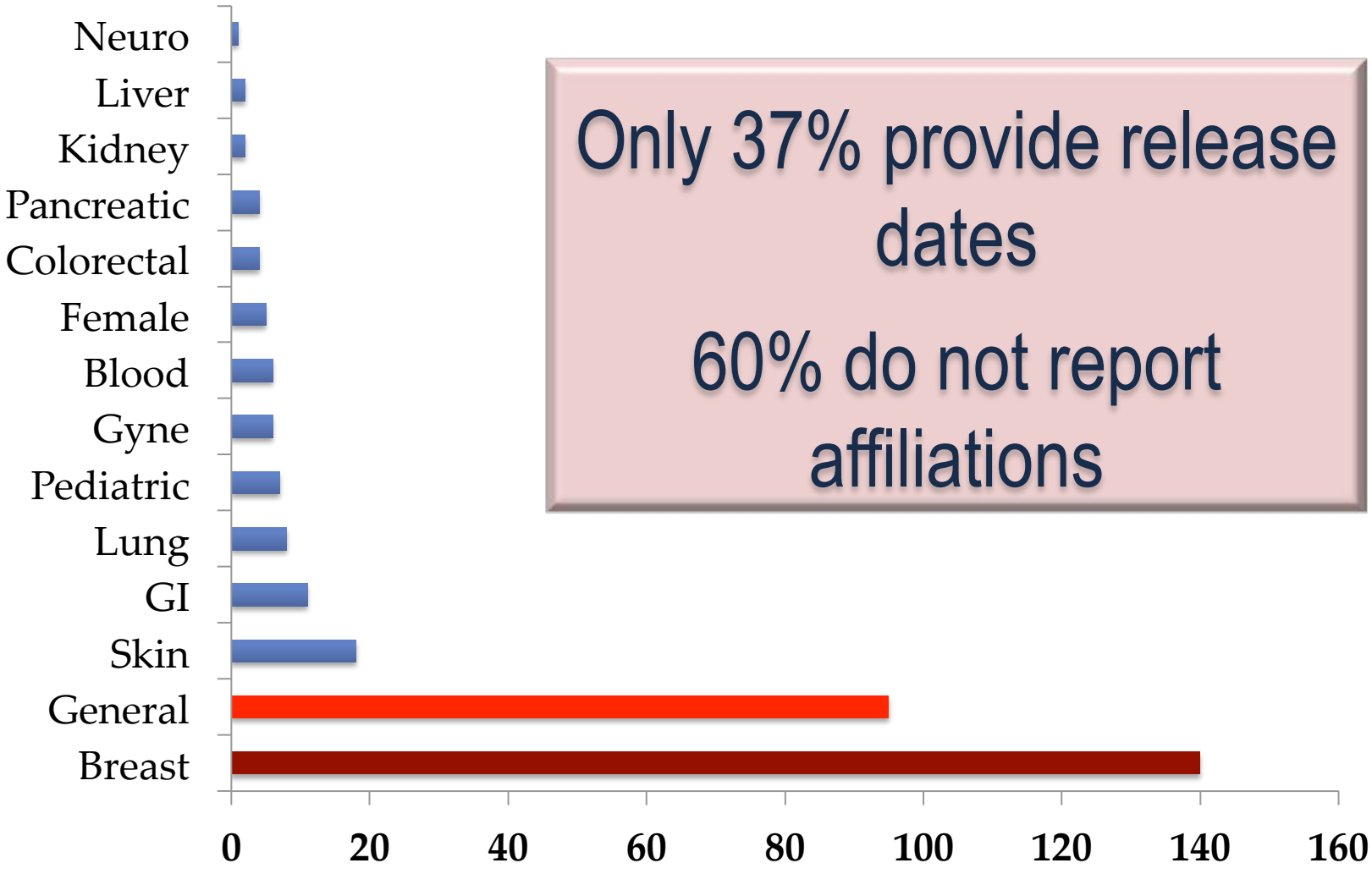
Cost



Range: $1 to $12

Median: $1

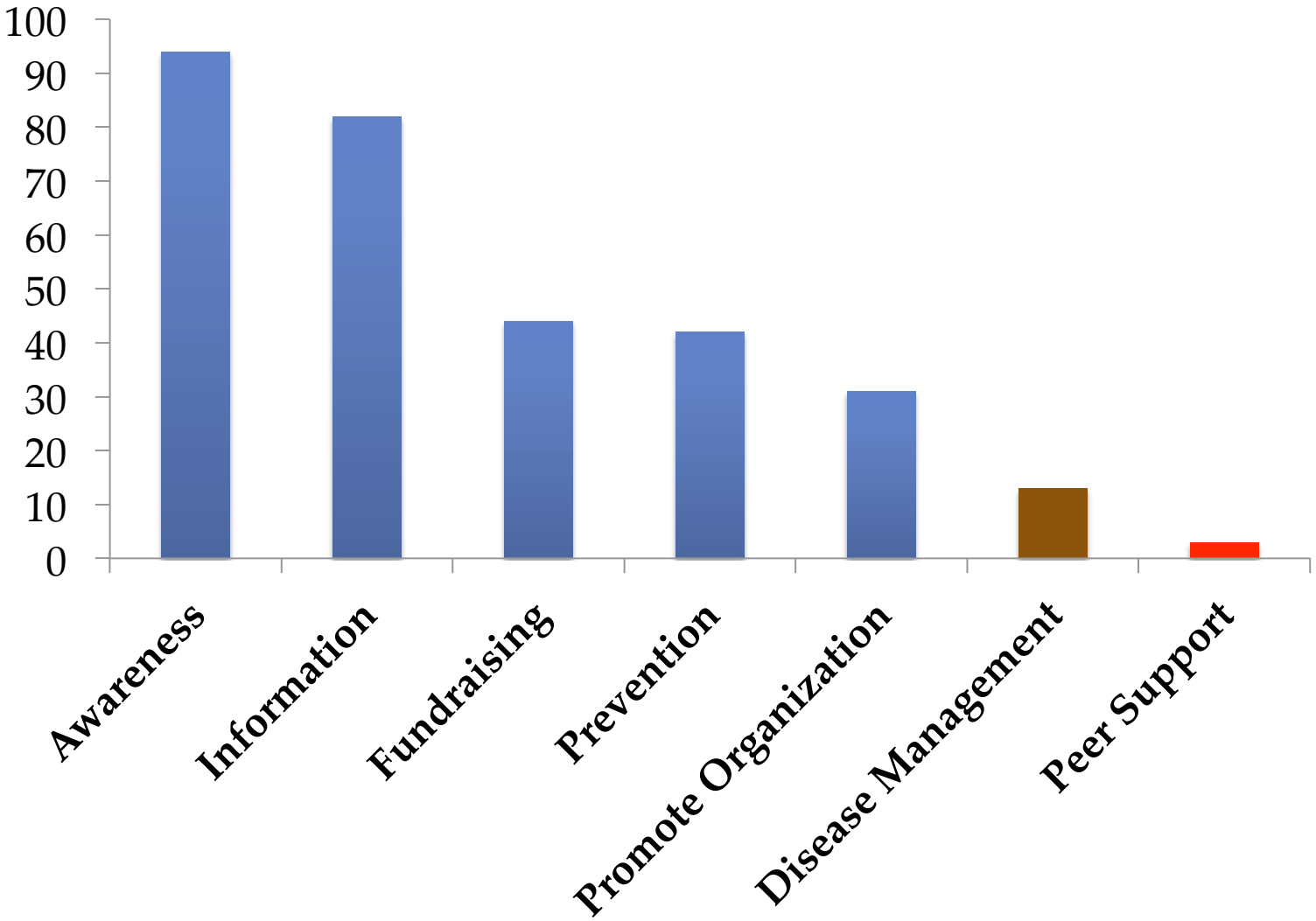
Over 45% focus on breast cancer



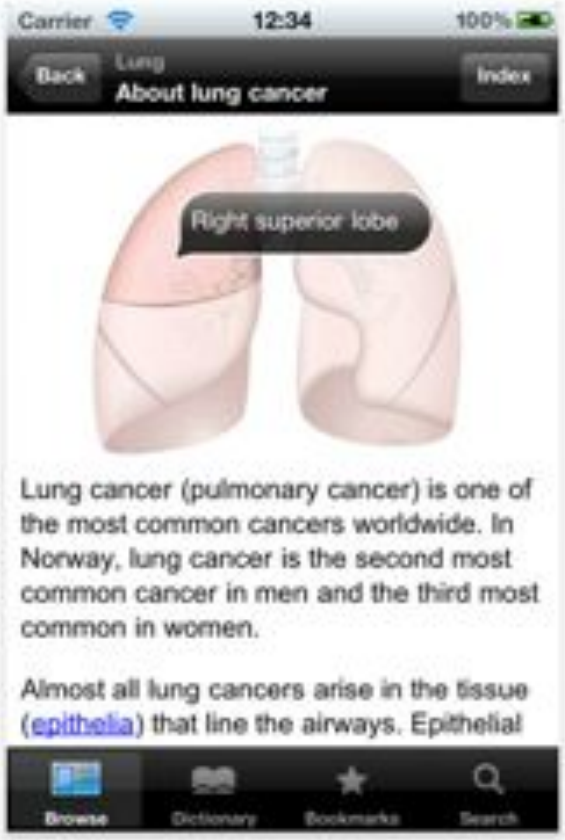
Only 37% provide release dates

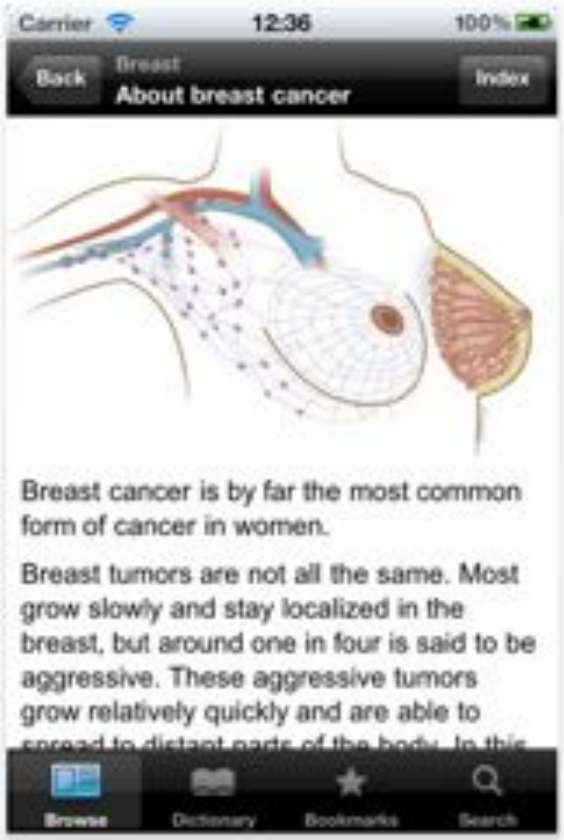
60% do not report affiliations

Few are of direct clinical value

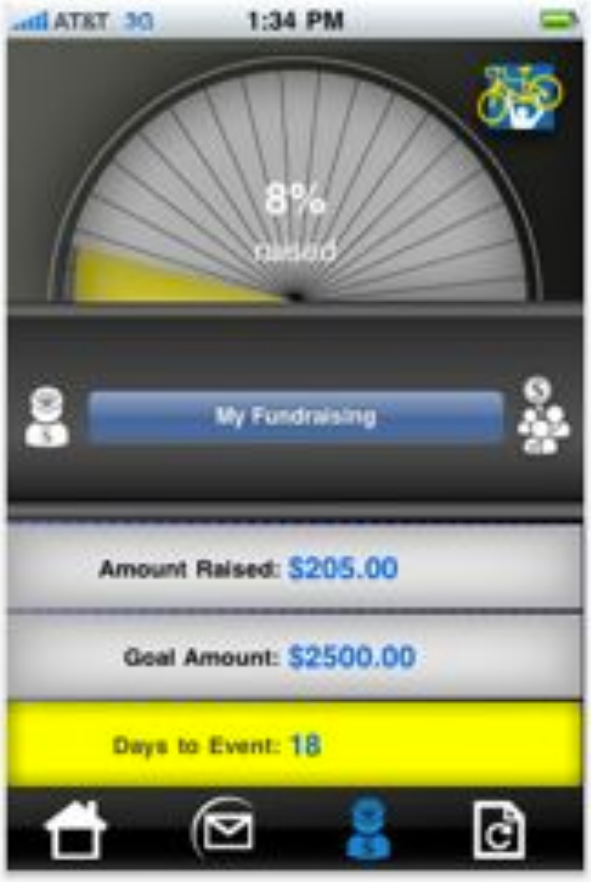


Information (n = 82; 27%)

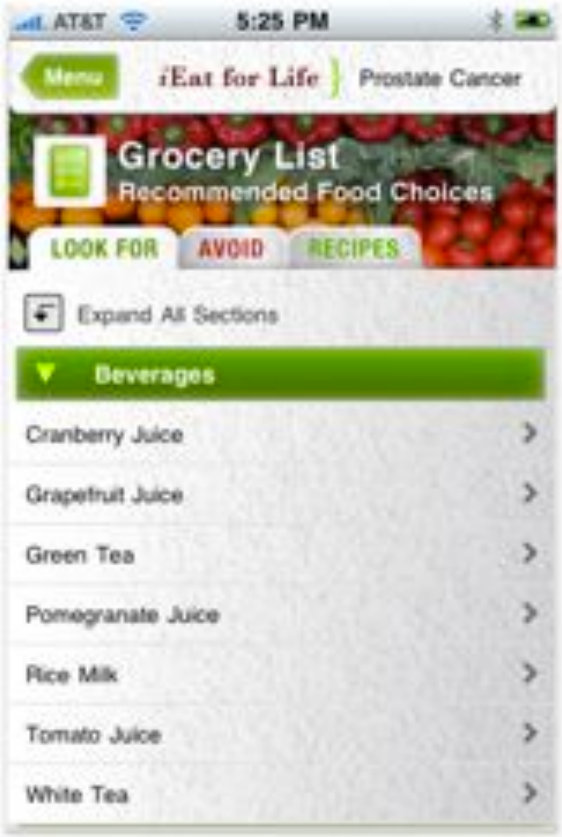


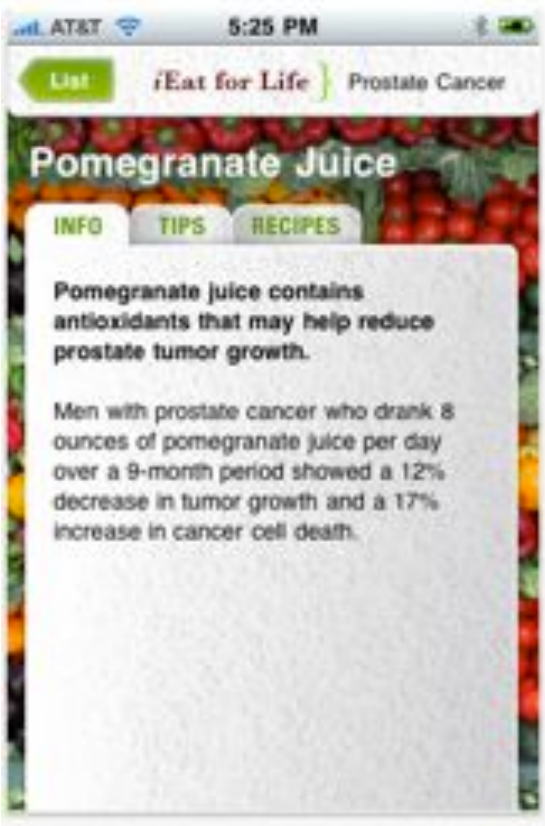


Fundraising (n = 44; 14%)

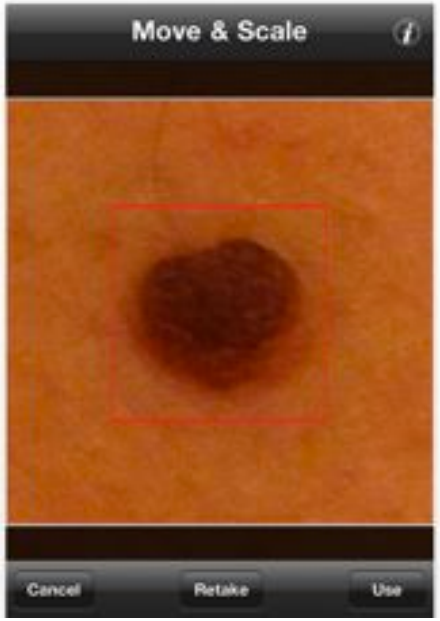


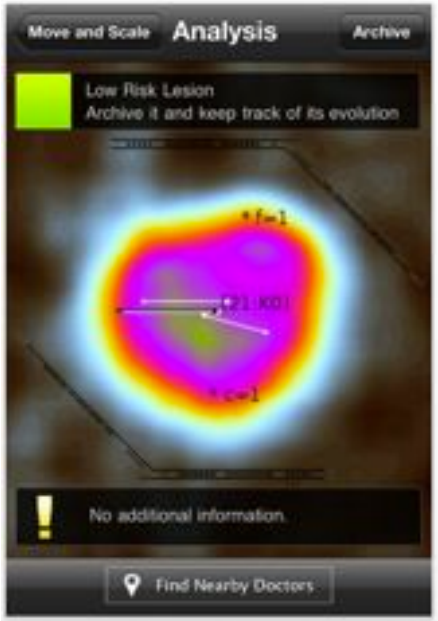
Prevention or early detection (n = 42; 14%)





Some fancy work is emerging…





Promotional (n = 31; 10%)

Disease Management (n = 13; 10%)

Peer Support (n = 3; 1%)

Bravo!

UICC
CONNECTING FOR GLOBAL IMPACT
SCHEDULE
WHAT'S ON NOW
MY SCHEDULE
SPEAKERS
ATTENDEES
EXHIBITORS
CONTACT EXCHANGE
ABSTRACTS
MESSAGING
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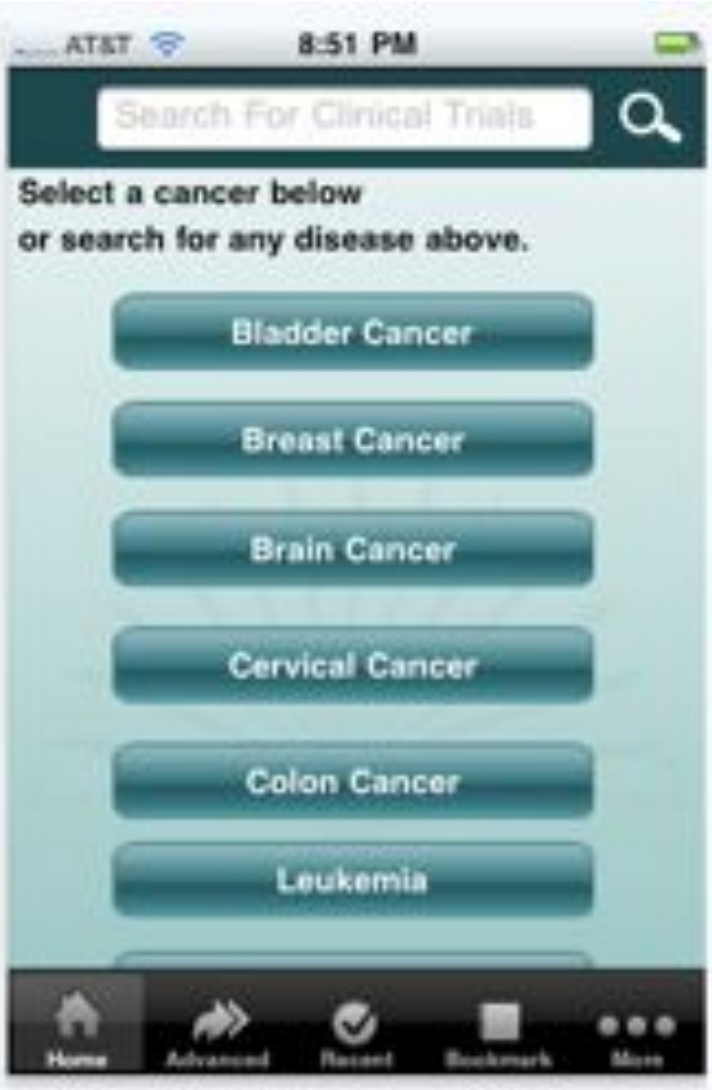
Back
29 August
Search events title
Plenary: Connecting Knowledge
Practice
8:30 AM - 10:00 AM
517 AB
E-posters and Networking activit
10:00 AM - 10:30 AM
Global Village
Brazil and Canada - exchanging
experiences and ideas to improv
10:30 AM - 12:00 PM
518 - translation cabin
Cervical cancer prevention: The
interface of HPV vaccination and
MON
TUE
WED
THU
27 August
28 August
29 August

Apps for cancer research?



Are specialized tools needed?

Native apps with RFID tags

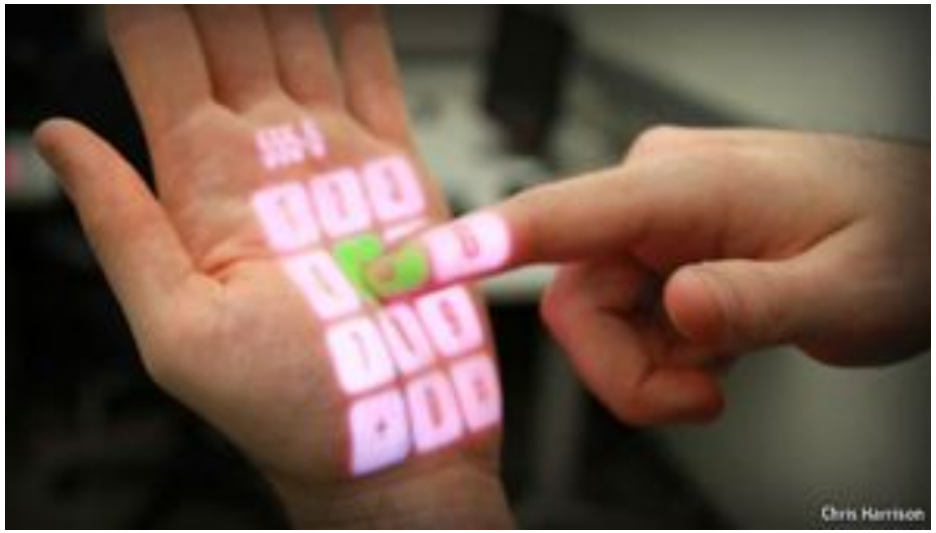
savemii
Save Medical Important Info

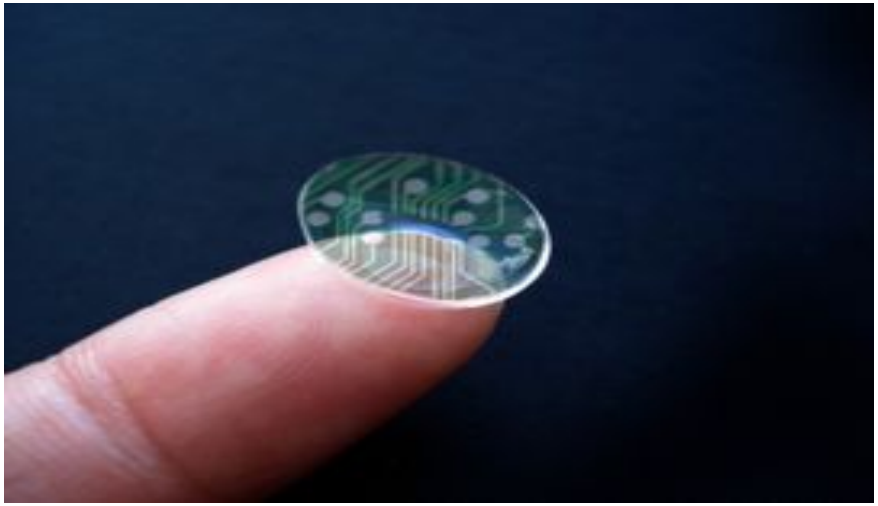
Technological convergence!

savemii

Save Medical Important Info

What next?





The team behind the work…

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Laetitia Daecken

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