

1	Table of Contents
1.1	List of Tables
1.2	List of Figures
2	Executive Summary
2.1	Enhancing Healthcare
2.2	Improving Clinical Outcomes
3	Introduction
3.1	What is mHealth?
3.2	mHealth Aims
3.3	Stakeholder Groups Involved in the Funding and Provision of mHealth
3.4	Role of mHealth Technologies in the Pharmaceutical Industry
3.5	Key Market Segments in the mHealth Space
3.5.1	Mobile Health - Mobile Network Operators
3.5.2	Mobile Health - Pharmaceutical Industry
3.5.3	Mobile Health - Healthcare Professionals
3.5.4	Mobile Health - Healthcare Providers
3.5.5	Mobile Health - Consumers
3.6	GBI Report Guidance
4	mHealth in Drug Development
4.1	Introduction
4.2	Mobile Health in Pharmaceutical R&D
4.3	Patient Recruitment in Clinical Trials
4.3.1	Case Study: REMOTE (Pfizer)
4.3.2	Social Media
4.4	Patient Compliance and Retention in Clinical Trials
4.5	Safety Data Collection
4.6	Consumer Education
4.7	Mobile Medical Education
4.8	Drug Authentication
4.9	Post-market Surveillance
5	mHealth in Healthcare
5.1	Introduction
5.2	Electronic Personal Health Records
5.3	Electronic Health Records and Medical Records
5.3.1	Electronic Health Records and Observational Studies
5.4	Clinical Decision Support Systems
5.4.1	Case Study: Epocrates
5.5	Mobile Healthcare for Healthcare Providers
5.5.1	Prescribable Apps
5.5.2	Virtual Consultations
5.6	Recent Innovations in Medical Diagnostics
5.7	Barriers to mHealth Implementation
6	Transforming Healthcare in the Emerging Economies through mHealth
6.1	Introduction
6.2	Shortage of Medical Resources
6.3	Improving the Flow of Health Information

- 6.4 Role of the mHealth Alliance
- 6.5 mHealth Applications in the Emerging Economies
- 6.6 Disease Surveillance
- 6.7 Education and Awareness
 - 6.7.1 Mobile Technology for Community Health
 - 6.7.2 iTEACH
- 6.8 Healthcare Information Management Systems
- 6.9 Health Financing
- 6.10 Patient Monitoring and Support
- 6.11 Point-of-care Services
- 6.12 Barriers to mHealth Implementation in the Emerging Economies
- 6.13 Overall Conclusions
- 7 Appendix
 - 7.1 Acronyms
 - 7.2 Bibliography
 - 7.3 Terminology
 - 7.4 Methodology
 - 7.4.1 Primary Research
 - 7.4.2 Secondary Research
 - 7.5 Contact Us
 - 7.6 Disclaimer