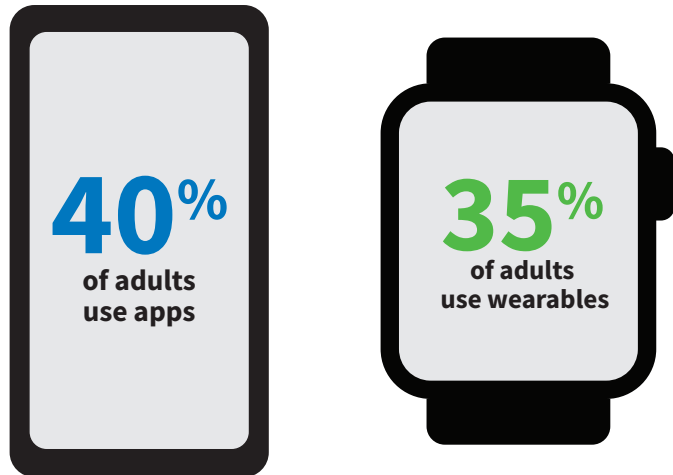


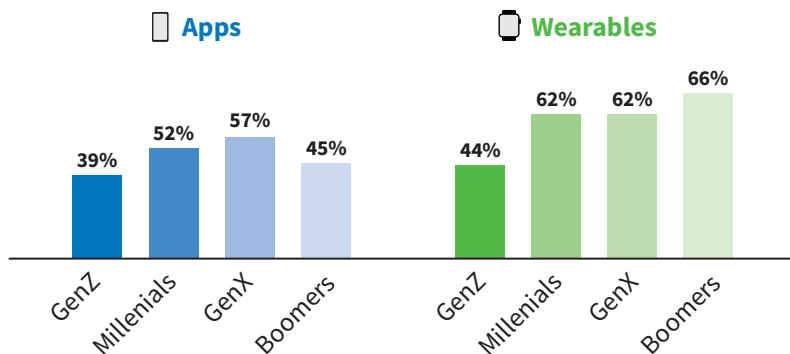
# Clinical Use of mHealth Lags Consumer Adoption

A 2023 survey found that more than a third of U.S. adults—40%—use health apps to achieve fitness goals and track their health, an increase of 6% since 2018, while more than a third use wearables, an increase of 8% since 2018.<sup>1</sup> On the clinical side, roughly a third of physicians, residents, and medical students believe data from apps and consumer wearables can be very beneficial to patients but they also feel largely unprepared to do so.<sup>2</sup>

## Consumers are Buying into mHealth Apps & Wearables<sup>3,\*</sup>

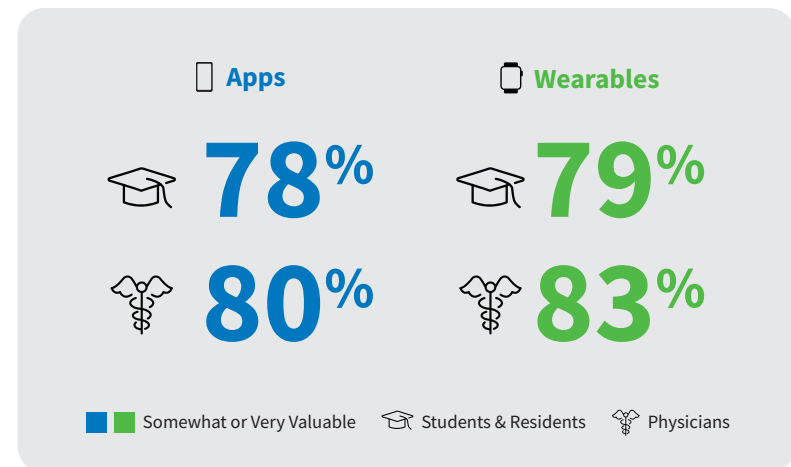


Daily wearables use increased with age while daily app use showed no generational pattern. GenZ, however, reported daily use of both apps and wearables much lower than older generations.

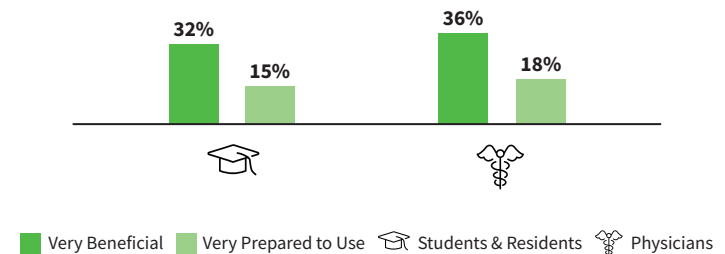


## The Confidence Gap in Clinical Use of Consumer mHealth<sup>2</sup>

Physicians have slightly higher confidence in the clinical value of wearable and app data than residents and medical students.



Roughly half of physicians, medical students, and residents who perceived wearable data as very beneficial to patients felt very prepared to use it in their practice.



\* Frequency of use is for adults who indicated use of apps or wearables  
Footnotes and numbered references available at: <https://www.norcal-group.com/library/clinical-use-of-mhealth-lags-consumer-adoption>