

## Largest global mHealth research study reveals top five mHealth countries in Europe

*More than 4,000 people participate in landmark study for mobile health app companies*

RIGA, Latvia, 12 May 2015: Denmark, Finland, The Netherlands, Sweden and the UK are the top five countries offering the best market conditions for mobile health app companies in Europe, according to a survey conducted by research2guidance in collaboration with HIMSS Europe.

As part of the largest global mHealth research programme, research2guidance and HIMSS Europe have come together to analyse the market readiness of the 28 EU member states through “The EU Countries’ mHealth App Market Ranking” survey.

Over 4,000 app developers, healthcare professionals and mHealth practitioners were asked to rank European countries based on five dimensions: eHealth adoption, level of digitalisation, mHealth market potential, regulations and ease of starting a business.

Denmark, Finland, The Netherlands, Sweden and UK proved to have the highest market readiness and most mature market conditions, providing the best starting points for mHealth companies to succeed. Out of these five countries though, the UK emerged as the leader according to 55% of mHealth practitioners. The study revealed that this is primarily due to the openness and positive attitude many doctors in the UK have when it comes to new technology and integrating mHealth solutions into patient treatments.

Ralf Jahns, Managing Director at research2guidance, who announced the survey findings at the mHealth Summit Europe, said: “The survey is now in its sixth year and the response this time has been overwhelming becoming increasingly evident that the momentum around mHealth is growing at a rapid pace. The report is extremely valuable for anyone thinking about starting an mHealth company, as well as for government organisations in European countries that want to benefit from a flourishing mHealth ecosystem through creating highly qualified jobs, reducing national healthcare costs and ensuring high levels of quality of care.”

Germany and France emerged with mixed results: on the one hand these two markets have enormous potential when it comes to the amount which has been invested in patients, doctors, hospitals and healthcare on a whole. However, rankings for eHealth and mHealth adoption in Germany and France were extremely low, showing these countries are more reluctant to embrace the digitalisation of healthcare, thus classifying themselves as “average” countries to invest in mHealth.

Rainer Herzog, General Manager at HIMSS Europe added: “The timing of the report is particularly important as it coincides with the mHealth Summit Europe which will bring together the most

important stakeholders in the mHealth industry in Europe. The survey results will provide a great platform for discussion and give us an insight into how ready European countries really are to adopt mHealth and the challenges that some countries are yet to overcome, meanwhile giving entrepreneurs a head-start when deciding which country would be best to start an mHealth business.”

[To view the full report please click here.](#)

**About [research2guidance](#):**

Research2guidance is a strategy advisory and market research company. Research2guidance concentrates on the mobile app eco-system and are convinced that mobile health solutions will make a difference to people’s lives and that the impact on the healthcare industry will be significant. The organisation provides insights to make it happen and to successfully lead a business.

**About [HIMSS Europe](#):**

HIMSS Europe is a global, cause-based, not-for-profit organization focused on better health through information technology (IT). HIMSS leads efforts to optimize health engagements and care outcomes using information technology.

HIMSS is a cause-based, global enterprise producing health IT thought leadership, education, events, market research and media services around the world. Founded in 1961, HIMSS WorldWide encompasses more than 52,000 individuals, of which more than two-thirds work in healthcare provider, governmental and not-for-profit organisations across the globe, plus over 600 corporations and 250 not-for-profit partner organisations, that share this cause. HIMSS WorldWide, headquartered in Chicago, serves the global health IT community with additional offices in the United States, Europe, and Asia.