



# Security is the make-or-break factor for mHealth apps.

Successful providers put customers at the center.



Verimatrix  
Mobile Health

MARKET BRIEF

## A MARKET SNAPSHOT

# BY THE NUMBERS

48%

Healthcare consumers who use at least one mHealth app.<sup>1</sup>

50X to 175X

The rise in number of telehealth visits vs. pre-COVID-19<sup>2</sup>

76%

Consumers interested in using telehealth or mHealth.<sup>2</sup>

\$250-\$1,000

The estimated black market value of a single health record.<sup>3</sup>







## TELEMEDICINE AND MHEALTH ARE TRANSFORMING HEALTHCARE

Already a \$41 billion global market in 2019, the mHealth space is expanding at unprecedented speed. Several factors are propelling global supply and demand, including ubiquitous smartphones, readily available high-speed broadband, and a significantly aging first-world global population. A new wave of innovative smartphone apps and solutions take advantage of data provided by today's affordable, easy-to-use sensors and wearable technology solutions.

The emergence of COVID-19 has forced healthcare organizations worldwide to find new ways to minimize physical contact between patients and provider teams. One of the most powerful ways to address the challenge of how to provide services to patients in the context of a global pandemic is to embrace mHealth.

Of all the factors driving the adoption of mHealth, none is more important than shifting customer expectations. Patients have come to expect the same easy, up-to-the-moment access to their healthcare information that they enjoy in other parts of their life.

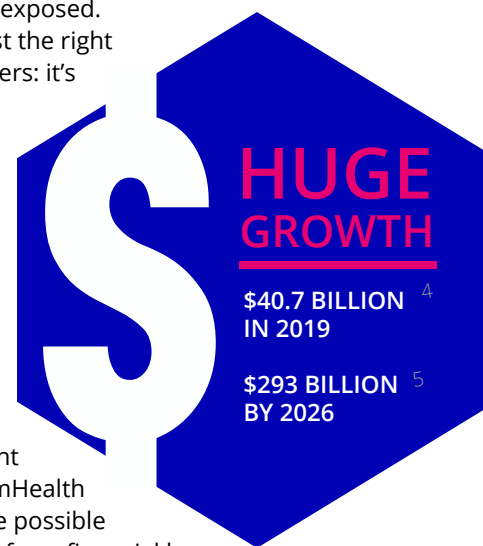
While most mHealth solutions – 62% – are monitoring services, diagnostic services are growing rapidly in both sophistication and adoption. Telemedicine is moving rapidly from an adjunct in the healthcare value chain to a primary means of tracking and diagnosing patients. While these apps are becoming more advanced, making use of AI and other

technologies, they must remain very simple and compelling to the end user. Ultimately, the key to winning in this space is to provide a solution that meets the customer's needs and expectations.

### 41 Million Patient Records Breached in 2019 <sup>7</sup>

By their very nature, mHealth solutions tap consumers' most sensitive and high-value personal data. To create the deeply relevant experience customers demand, these apps need up-to-the-moment data, ranging from biometric information to private medical details. In the wrong hands, this information could easily be abused and exposed. Protecting that data isn't just the right thing to do for your customers: it's the law. Strong consumer protection laws, including HIPAA in the United States and GDPR in Europe, place a heavy legal and compliance burden on solution providers.

From malicious attacks by hackers to unintended exposures, for instance caused by a doctor or patient losing their mobile device, mHealth apps face many threats. The possible impacts of disclosure range from financial loss to much worse consequences, including medical identity theft that could allow hackers to secure drugs or illicit medical procedures under someone else's name. Worse yet, the life-or-death nature of many mHealth apps open the possibility that interference could lead to serious harm to the patient.



## BUILD YOUR SOLUTION ON VERIMATRIX FOR STRONG, PROVEN PROTECTION

### **Block Hackers from Accessing Devices and Patient Data**

If hackers can gain control of a customer's mobile device or app, they can access sensitive health and biometric information. This data can serve as the basis of a ransomware attack or malicious public exposure, harming your customers and potentially devastating your business. Stop hackers cold with the leading endpoint security for mHealth solutions. With Verimatrix App Shield, it's never been easier to harden your solution, protecting your patients, users, and your own systems from harmful actors.

### **Minimize Risk through Intelligent, Real-time Monitoring**

Your mobile app is the key point of interaction with your customers – but it is also your greatest point of exposure. By managing your risk profile through Verimatrix intelligent app monitoring, you minimize the chances that hackers access either your customers' data or your own systems. An intuitive, easy-to-use online dashboard shows you where and how your apps are being used, including location, operating environment, and device type. This smart, actionable intelligence allows you to identify high-risk users or devices before they can be exploited by hackers.

### **Cut the Risk of Data Corruption**

In mHealth, data integrity isn't just important – it's essential. When patient life and well-being may be at stake, you must keep their data safe and intact. Apps protected by Verimatrix automatically validate the integrity of the underlying data. If there is any issue, our solution detects it instantly and shuts the app down,

### **Manage Data Security and HIPAA Compliance**

The mobile device is the key interaction for your customers, but it is also your most obvious point of exposure. To protect sensitive data such as biometric information and health records and ensure compliance with privacy regulation, you need an iron-clad endpoint security solution. Verimatrix allows you to minimize risk and maintain compliance by managing your risk profile through both monitoring and always-on device-level protection.

### **Stop Others from Stealing Your App IP**

Protect your application investment and block potential copycats and pirates. Verimatrix stops hackers from reverse-engineering your application, keeping your code and IP safe from duplication or exploits.

### **Get to Market Quickly Without Compromising Security**

We combine proven security with ease of use and rapid development time. Get there faster than your competitors, without cutting corners or compromising on security. Verimatrix enables and accelerates your development process by providing a true "zero code" integration capability – meaning that your team needs add no code or perform any customer integration. They simply upload the final app to our cloud service, then receive a secured version, ready for your customers, back in minutes.



## Award-Winning Customer Support

Benefit from industry-leading 24/7/365 worldwide customer support. With a customer satisfaction score of 99% and four prestigious Stevie® Awards for Excellence in Customer Service, you can trust our support team to be there when you need them.

## About Verimatrix

Verimatrix (Euronext Paris: VMX) helps power the modern connected world with security made for people. We protect digital content, applications, and devices with intuitive, people-centered and frictionless security. Leading brands turn to Verimatrix to secure everything from premium movies and live streaming sports, to sensitive financial and healthcare data, to mission-critical mobile applications. We enable the trusted connections our customers depend on to deliver compelling content and experiences to millions of consumers around the world. Verimatrix helps partners get to market faster, scale easily, protect valuable revenue streams, and win new business. To learn more, visit [www.verimatrix.com](http://www.verimatrix.com).

### Sources

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- 2 <https://www.mckinsey.com/industries/healthcare-systems-and-services/our-insights/telehealth-a-quarter-trillion-dollar-post-covid-19-reality>
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## CONTACT US



Verimatrix Headquarters  
Impasse des carrés de l'Arc  
Rond-point du Canet  
13590 Meyreuil , France  
Tel: +33 4 42 905 905

Verimatrix USA  
6059 Cornerstone Court West  
San Diego, CA 92121-3713  
United States  
Tel: +1 858 677 7800

Verimatrix Germany  
Fraunhoferstr. 7 85737  
Ismaning, Germany  
Tel: +49 89 55265 100  
Fax: +49 89 55265 101