



SCORR Marketing and Applied Clinical Trials
Mobile Health in Clinical Trials Survey Report

Overview

Mobile health continues to be a hot topic in the drug development services industry as companies explore ways to leverage its use to optimize clinical trials and improve engagement with participants and patients.

Recently, SCORR Marketing, in partnership with Applied Clinical Trials, conducted a survey to gather information about **mHealth** initiatives, regarding the use of mobile phones, patient monitoring devices, tablets, smart phone apps and other wireless devices in the industry.

Global respondents included individuals from service providers, consultants, CROs, academia and labs. Those taking the survey had job functions of corporate management, project management, medical affairs, strategy/planning, QA/QC, business development/sales, product management, marketing, clinical research associates, market research, trial recruitment, consultants and IT.

In the survey, information was gathered on:

- The biggest benefits of **mHealth** technologies in clinical trials
- The biggest challenges **mHealth** poses
- What factors are making it difficult for companies to implement **mHealth**
- Therapeutic areas where **mHealth** is most useful
- What companies want to achieve with **mHealth** technologies



What is mobile health technology?

It includes a variety of devices such as smart phones, wireless laptops, portable medical devices, wearable devices and others.

What are the biggest benefits of mHealth?



How far along is the industry's use of mHealth technology?
80% say it is in the early stages



In what therapeutic areas would mHealth be most useful?

Recipients selected their top 3 most useful.



What mHealth technologies can be effectively used in a clinical trial?

Respondents felt that disease-specific wireless health monitoring would be the most effective mHealth technology used in a clinical trial.



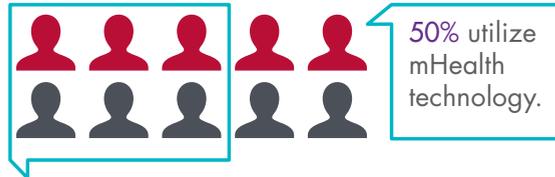
What challenges are you facing in pursuit of your mHealth goals?

Biggest Challenges = Internal knowledge  Funding \$ Organizational buy-in 

What are the major challenges mHealth poses?



Are you using mHealth in your clinical trials and protocols and how important is it?



60% consider it very or extremely important to use mHealth.

Who should regulate the development and use of mHealth in clinical trials?



19% chose an independent third party.

What are the primary objectives that you want to achieve with mHealth?



Does your organization follow what your competitors and others in the industry are doing in mHealth?



More than 60 percent say their company follows their competitors' mHealth initiatives.

When will your clinical trials incorporate an mHealth component?



Within the next year

If currently using mHealth in clinical trials, how long has it been in place?

78.3%
More than a year

Key Takeaways

- Improved data quality is the biggest benefit **mHealth** offers and is a main objective of most respondents. **mHealth** is also having an impact in patient trial adherence and patient engagement.
- Disease-specific wireless health monitoring is the most effectively used **mHealth** technology in a clinical trial.
- Key challenges for **mHealth** technology include security and cost.
- Respondents consider **mHealth** to be most useful in cardiovascular studies or when cardiac safety is a concern.
- It is a toss-up between the FDA and the industry itself as to who should be regulating the development and use of **mHealth** in clinical trials.
- Companies recognize that they need to confront internal obstacles by improving their own **mHealth** knowledge and expertise and obtaining stronger support from key leaders.
- More than half of respondents currently use **mHealth** technology.
- Nearly half of respondents plan to incorporate **mHealth** technology in their clinical trials within the next year. Only 14 percent say they have no plans to implement **mHealth** technology.