

Socio-economic factors

Healthcare market is very fragmented and heavily regulated. These two main characteristics make the healthcare regulatory (socio-economic and policy) framework very complex with a number of different regulatory bodies involved at different levels from European to regional levels. Regulations play a major role in the healthcare industry and can modulate and orientate the way mHealth initiatives will be developed and deployed.

Socio-economic factors include issues of data protection and privacy, liability, ethics, inclusion, the provision and reimbursement of healthcare, and the interoperability of healthcare systems.

Data protection and privacy	<ul style="list-style-type: none">•clear framework•guidance on applicability of new developments in data protection to mHealth•stronger emphasis on privacy by design
New actors in healthcare	<ul style="list-style-type: none">•improving guidelines•harmonisation of regulation concerning new profession
Reimbursement schemes	<ul style="list-style-type: none">•stronger cooperation of Member States•recognition of eHealth/mHealth as a reimbursable act
Inclusion and ethical guidelines	<ul style="list-style-type: none">•use mHealth to guarantee accessibility of healthcare•establish and promote ethical guidelines
Liability issues	<ul style="list-style-type: none">•harmonisation of liability at European level for both healthcare providers and users
Interoperable healthcare systems	<ul style="list-style-type: none">•harmonisation of standards at national and European level•coordination of therapies