

Synopsis	Health Games Among Most Popular Mobile Health Apps												
<p>This report analyzes the intersection of the entertainment world with human health and well being. It defines this unique industry sector with highlights of its value chain, major players, and various business models. It also analyzes major types of hardware and services and focuses on games, mobile apps, and new-generation fitness products and platforms. The report concludes with forecasts of market growth by users and end-user revenues.</p>	<p style="text-align: center;">Most Appealing Mobile Health Apps (Among Mobile Phone Users Who Have Not Used Mobile Function in the Past)</p> <table border="1"> <caption>Most Appealing Mobile Health Apps Data</caption> <thead> <tr> <th>Function</th> <th>% Finding Function Very Appealing</th> </tr> </thead> <tbody> <tr> <td>Communicate with my doctor</td> <td>~22%</td> </tr> <tr> <td>Play stress relief or brain stimulating games</td> <td>~20%</td> </tr> <tr> <td>Search for diet information</td> <td>~18%</td> </tr> <tr> <td>Look up doctors and hospital facilities</td> <td>~16%</td> </tr> <tr> <td>Manage personal health records</td> <td>~14%</td> </tr> </tbody> </table> <p>© 2011 Parks Associates</p>	Function	% Finding Function Very Appealing	Communicate with my doctor	~22%	Play stress relief or brain stimulating games	~20%	Search for diet information	~18%	Look up doctors and hospital facilities	~16%	Manage personal health records	~14%
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<p>Publish Date: 3Q 12</p>	<p>"Health entertainment is a perfect example of technology's imprint on the science of human behavioral changes," said Harry Wang, Director of Mobile & Health Research at Parks Associates. "Technology, in the form of attractive hardware and easy-to-use software and applications, is gradually re-inventing patient engagement models and making self-care less dreadful to most patients."</p>
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Health Entertainment: Bringing Fun to Wellness and Fitness

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