

# ENHANCED HEALTHCARE THROUGH THE ADOPTION OF MOBILE HEALTH APPS

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## INTRODUCTION

Mobile Health (m-Health) technologies revolutionize healthcare by overcoming time and geographical barriers, crucially aiding developing countries. **Despite offering cost-effective, evidence-based solutions, adoption rates are low**, especially among the elderly, with many users discontinuing use quickly.

## OBJECTIVES

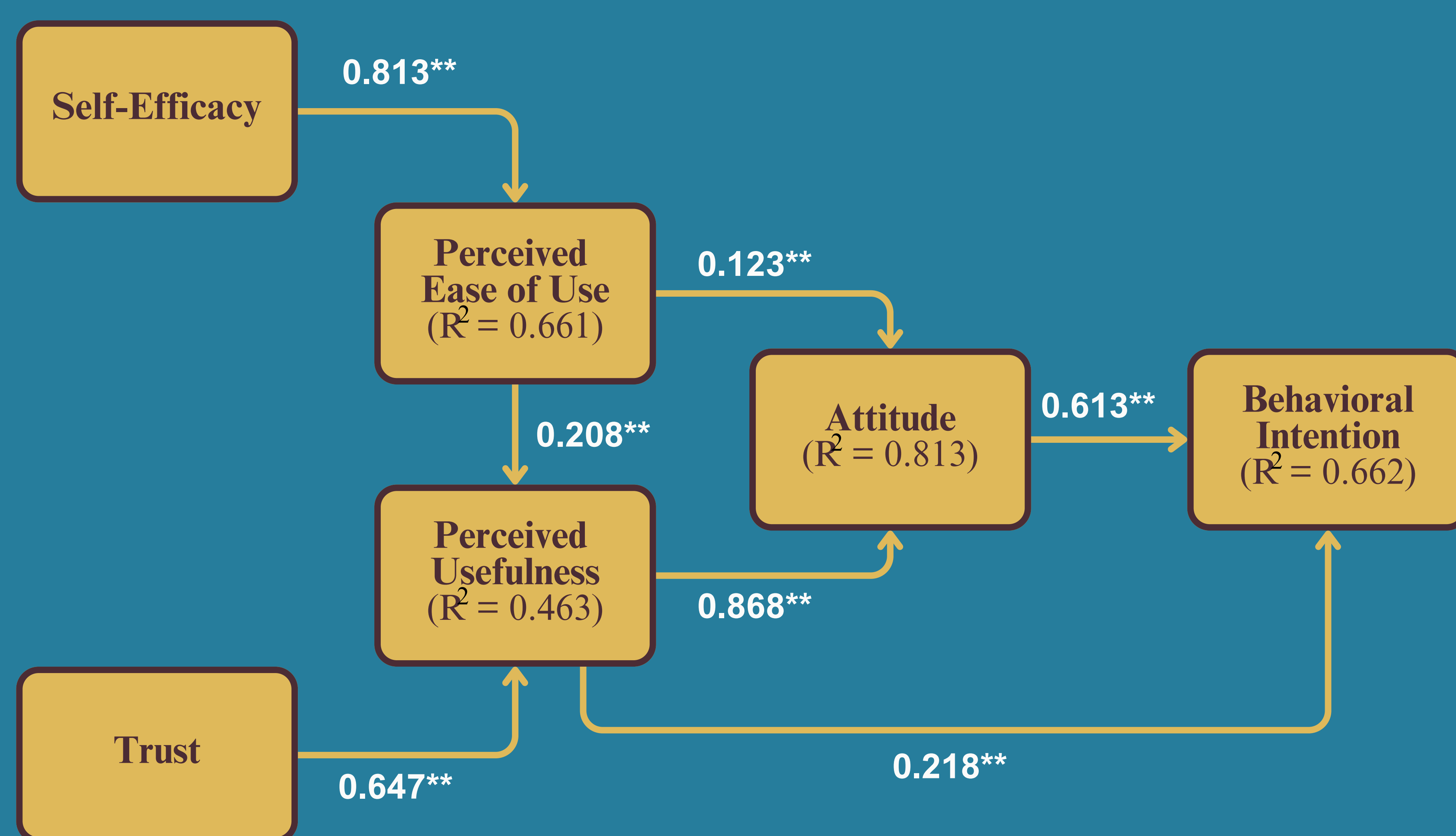
Leveraging on models like TAM and UTAUT, **propose a model** to better **understand and enhance m-Health adoption**.

## METHOD

\* **Cross-sectional Survey** with 512 adult Brazilian respondents

\* **Structural Equations Modeling (SEM)**

\* **Use of established scales** to measure Behavioral Intention, Attitude, Perceived Ease of Use, Perceived Usefulness, Self-Efficacy, and Trust



\*\*p<0.000 \*p<0.05

Sample Healthcare Provider distribution:

- 17.6% National Health System (SUS),
- 75% Private Health Plan
- 7.4% Direct Pay to Service Providers

## RESULTS

\* **Significant effects for these relationships:**

- patient **Self-Efficacy** perceptions on Perceived **Ease of Use** of wearable technology for health purposes (0.813),
- patient **Trust** in the mobile app on their Perceived **Usefulness** of the app (0.647),
- the impacts of Perceived **Usefulness** on patient **Attitude** toward using mHealth apps (0.868).

\* **The model could explain:**

- **86.8%** of the variance in patient **Attitude**,
- **62.2%** of the variance in patient **Behavioral Intention** to adopt mHealth apps for consultations.

## CONCLUSIONS

\* **Several issues influence the adoption of m-Health apps:**

- the degree of mobile app diffusion among the population,
- the availability of healthcare options,
- the impact of patient self-confidence,
- patient trust in the use and adoption of mobile technologies,
- patient perception of mobile app usefulness.

\* **Implications for management:**

- diffusion strategies should emphasize utilitarian attributes,
- developers should focus on usefulness,
- client security concerns should be minimized both regarding their health and their privacy.

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