



**Committee on Small Business  
Subcommittee on Health and Technology  
Rep. Chris Collins, Chairman**

**Hearing: “*Mobile Medical App Entrepreneurs: Changing the Face of Health Care*”  
June 27, 2013**

Good morning. I call this hearing to order. I want to welcome all of our witnesses and thank them for being here.

Today, we meet to learn more about how American small businesses are changing health care through innovations in mobile medical applications, or “apps.”

According to a Pew Center report, a majority of adults in the United States now own a smartphone. Our overall economy is still weak, but the apps economy seems to be thriving. Some studies have found that mobile devices and their apps are responsible for creating over 500,000 jobs, and global revenue for mobile apps exceeded \$20 billion last year.

Apps that can help individuals monitor their health are becoming more prevalent and popular. Worldwide, an estimated 500 million smartphones will be using a medical app by 2015, and 78% of top app developers are small businesses.

In fact, entrepreneurs have pioneered apps for purposes as varied as tracking fitness routines to reading a patient’s digital images. These are groundbreaking medical apps to help empower consumers to make better health care decisions; allow patients to access critical health data in real time; and guide physicians to diagnose or monitor patient conditions. Apps may also help to reduce hospital readmissions and cut the cost of managing chronic diseases.

To bring these products to the public, small businesses must navigate a complex web of challenges: product financing, marketing, taxes and regulations. We are eager to learn more about these innovations as well as the challenges that small businesses are encountering.

Today’s hearing format is a bit different. Each witness will be allotted the customary five minutes. But during that time, they will testify and actually demonstrate their apps for us. As they explain their app, it will appear on the flat screens on both sides of the hearing room. We appreciate the participation of all of our witnesses, and look forward to your testimony.

Now I yield to Ranking Member Hahn for her opening remarks.