

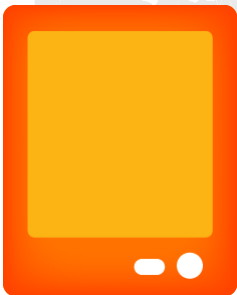
mHealth Connected Living

Nasrin Dayani, Executive Director, AT&T ForHealth



Global Trend: Mobile Phones

By 2014, UN Predicts More Mobile Connected Devices Than People On Earth



U.S. Healthcare Trend: Mobile On Rise

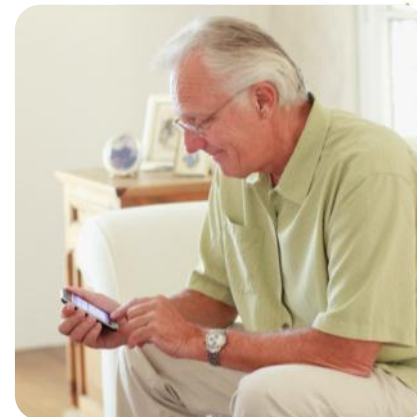
80%

Internet users lookup health information online¹



73%

Believe that mobile health can convey significant health benefits³



95 million

People access health information via mobile²



53%

Adults 50 and older are using or want mHealth⁴

Sources: 1. PewInternet: Mobile by Joanna Brenner, September, 2013 2. [Cybercitizen Health® U.S. 2013 study](#) 3. Global views on potential of mobile health solutions to address chronic disease challenges, GSMA white paper, 2013 4. AARP Report, March, 2011 mHealth Technologies: Applications to benefit older adults

“The Industrial Internet” to Boost Global Economy



Aviation

1% Fuel Savings

▼
\$30B



Gas Powered Fleets

1% Fuel Savings

▼
\$66B



Healthcare

1% Productivity Improvement

▼
\$63B



Oil & Gas

Exploration, Development
1% Reduction in Cap X

▼
\$90B



Rail

1% Productivity Improvement

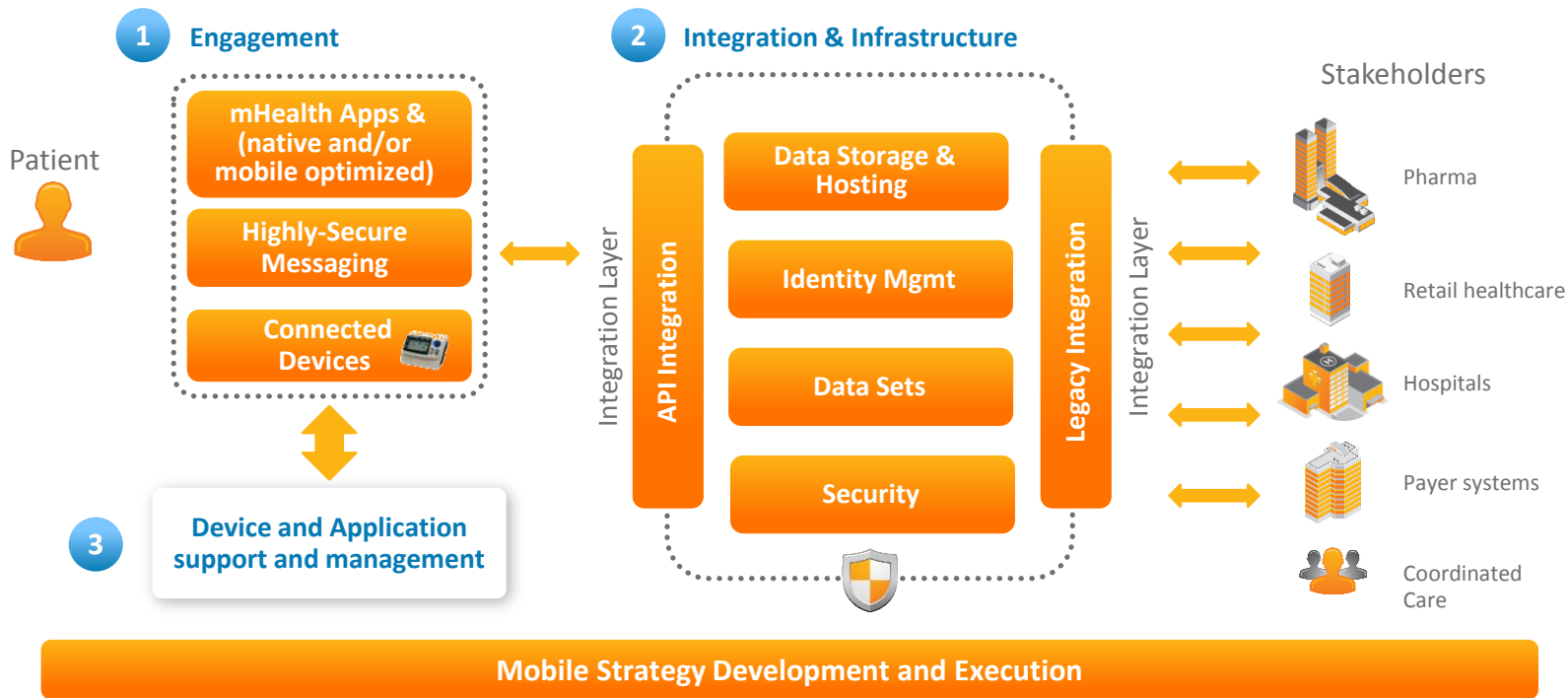
▼
\$27B

15 Years = \$10-15 Trillion

Source: Industrial Internet: Pushing the Boundaries of Minds and Machines, Peter C. Evans and Marco Annunziata, November 26, 2012

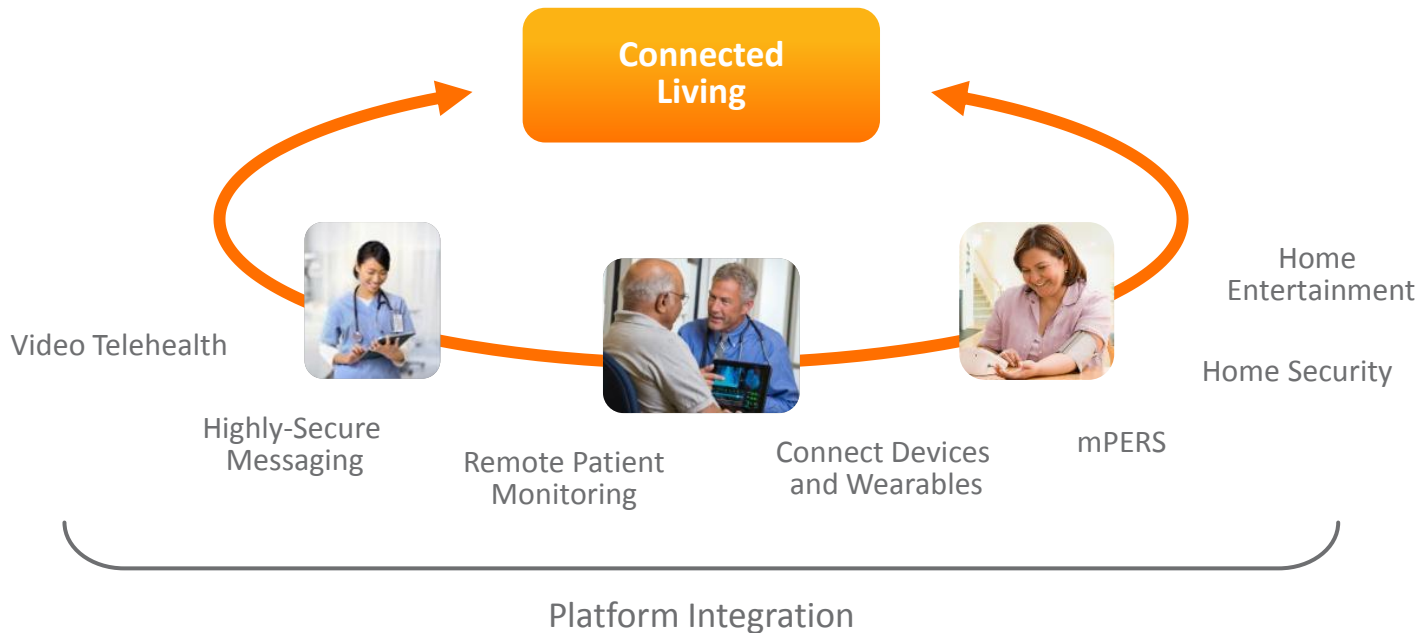
Deploying mHealth Solutions

How do you go mobile?



More than a Connected Home, Connected Living

How Mobility is Enabling Connected Living



Examples of Connected Living

Connected Home



Connected Car



Smart City



mHealth



What to Expect Next

- Simplify with a single global SIM
- Making informed decisions
- Improving customer experience
- Expand product innovation



Mobile Technologies



at&t