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## A COMPARATIVE STUDY OF MHEALTH SERVICES AS A PREVENTIVE HEALTHCARE TOOL BETWEEN YOUNG-MIDDLE AGED AND MATURE GROUP

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The old people after retirement have more chronic diseases and they are getting susceptible to diseases. These factors make them to concentrate on health management (Quality Improvement in Healthcare) and they want to save the health cost (Saving cost) (Slingerland et al. 2007). On the contrary, the young people rarely have time to see health-related professionals in order to manage their health, so they get interested in mHealth services with the feature of non-limitations of space and time (pwc 2012). This paper will verify the following hypothesis. People who have regular health check-up, do regular exercise, and take vitamin/supplements for health management will be interested in some characteristics of mHealth services like quality improvement in healthcare, non-limitation in spatial/temporal coverage, and saving cost moderating by disease experiences from oneself, family and acquaintance (Rice 2006). Then, people with many disease experiences will put value on the usefulness of the services providing quality improvement to manage their health (Xue et al. 2012; Lisban et al. 2009), no spatial and temporal limitation to have health information and medical services (Yoon & Kim 2007; Ybarra & Suman 2008), saving cost when they have health information or they consume medical services through mHealth services (Pagani 2004; Sweeney and Soutar 2001). In addition, this study will take a look that privacy would affect the intention to use the mHealth services. mHealth services are provide through mobile devices connecting to the network so that people would worry about leaking their personal information (Yang et al. 2005). This study will show the factors and differences of adoption to the mHealth services in two different age groups.

### Biography

Sang Hyun Jo has his expertise in studying a mobile healthcare service. He has been investigating what people intend to use the service and differences by ages and countries. Nowadays, he has tried to find out the possibilities of mobile healthcare services as a tool for preventive healthcare based on his previous work (Lee, Han and Jo, 2017).

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