The project deals with analyzing the challenges of scaling up “mHealth” in India. To begin with, mHealth can be explained simply by saying that it is the use of mobile technology for achieving healthcare.

As the traditional sources of healthcare are being heavily burdened by India’s ever growing population, limited budget allocations for this sector and inadequate workforce in this field, it becomes imperative that one looks for alternative solutions to address this need that is fundamental for our survival. On the other hand, in a country where more people have mobile phones than the basic necessities like food and sanitation, people have begun to see mobiles as something that has the revolutionary potential to integrate the ‘supply’ side of health systems with the ‘demand’ side. There is no doubt whatsoever in stating that mHealth, is the next big thing in the healthcare sector.

In the years to come, mHealth can revolutionize the way healthcare services are delivered and can ensure that these services are able to reach even the poorest of poor. mHealth can transform the very way in which the healthcare industry operates – a cultural shift in the industry from the traditional ‘paternalistic’ approach to a more ‘patient-centred’ approach.

In spite of the tremendous potential that mHealth holds, the scale up of mHealth in India remains a distant dream. Two key challenges that lie in scaling up mHealth would be inadequate evidence and lack of sustainability. Interviews of mHealth experts have validated the claim that the evidence base for scale-up of mHealth solutions is not yet fully ready. This is the major factor that has acted as a deterrent in garnering the involvement of the government and other potential stakeholders at various levels. Without the support of the government and also the engagement of “economic buyers” in the mHealth ecosystem, mHealth solutions are mostly seen to become unviable and unsustainable in the long term, which prevents their scaling up. For building a sustainable business model for mHealth, the need of the hour is to do away with grant funding and in its place rope in economic buyers. Following up on this, other issues like data security, interoperability, integration into healthcare systems, limited user engagement, technical problems and limitations from the consumer’s end, need to be thoroughly addressed.

mHealth is surrounded with myriad challenges, yet none of them is unsurpassable. After a thorough understanding of the topic, the nature of challenges, an in-depth analysis of mHealth case studies and discussions with experts, some recommendations have been proposed. The major recommendations revolve around bringing scalable solutions after a comprehensive market study, investing in evaluation to build up a substantial evidence base, ensuring sustainability through economic buyers via an all-inclusive net comparative utility analysis, and efforts to influence the policy environment mainly through active promotion by the industry of mHealth as a revolutionary tool. .” mHealth will achieve and realise its full potential only when it becomes so commonplace that it is referred to as “health” itself.