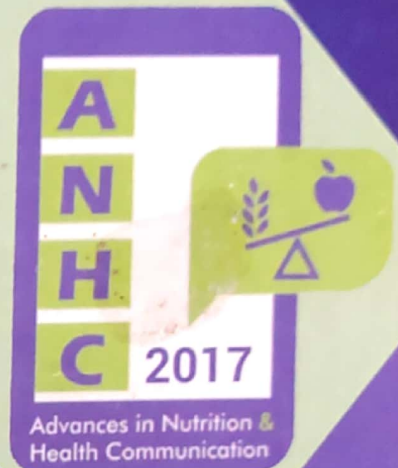


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## ROLE OF SMART PHONES IN HEALTH COMMUNICATION

\*Mouna. D & \*\*Karthiga. K, \*\* Pavitra Krishna K.U, \*\*Josephine Jesintha.J, \*\*Priyalatha. C  
\* Ph.D Scholars, \*\*Assistant Professors, Fatima College, Madurai.

Health-related apps can be used to engage individuals and providers in their goals to support the communication and information technology. Smart phones, in particular, integrate many technological functions into one device that is capable of changing the delivery of health care (Putzer & Park, 2010). Healthy People 2020 initiatives by providing individualized self-care management tools and resources necessary to improve health and well-being (United States Department of Health and Human Services, Healthy People 2020, 2010). Smartphone owners who use health-related applications (apps) can readily track and manage their health care encounters and needs (Fox & Duggan, 2012).

Smartphone ownership is most prevalent among 18 to 29-year-old adults, followed by 74 percent of 30 to 49-year-old adults, nearly half of 50 to 64-year-old adults, and approximately 19 percent of adults over the age of 65 (Pew Research Center's Internet & American Life Project, 2014). Mobile device applications, also known as end-user software applications, became available to the public in 2007 with the first-generation Apple iPhone (Purcell, 2011). Apps have become a fundamental feature of smart phones, tablets, or other handheld devices as clients have moved from traditional computers to mobile computing (Purcell, 2011). Apps are unique tools for wellness and disease management because they are readily available to individuals and clinicians, are capable of storing data locally and uploading to the Internet, and can also utilize the device camera, speakerphone, or other built-in features (Aungst, Clauson, Misra, Lewis, & Husain, 2014).

Mobile technology is a tool that allows healthcare professionals to modify an individual's health behaviors and outcomes (U.S. Department of Agriculture, 2010). Smartphone technology and health applications are transforming health promotion. Smart phones are mobile devices with capabilities for e-mail, text messaging, video viewing, and wireless Internet access. Smartphone are small, always on, and carried on the person during the day.

Interestingly, the 55- to 64-year old age cohort was the fastest-growing age group for smart phone adoption in 2011 with an increase in use from 17% to 30%. Many developing countries have even skipped mainframe computer development and moved directly to mobile broadband and smart phones to meet their computing infrastructure needs. Health apps on smart phones are one of the most highly used apps. It is projected that 700 million people