

SANTA CRUZ, Calif., Sept. 19, 2013 /PRNewswire-iReach/ -- MobileHealthMarketplace.com, a new website launched this week, is the first directory of mobile health and medical Apps which focuses on solutions that connect patients and medical professionals with company health, wellness, workers' compensation and safety programs.

With over 40,000 health and medical Apps used on Smartphones and tablets today, the task of identifying the right mobile health tools is complex. MobileHealthMarketplace.com simplifies this decision-making process by providing a prescreened directory of Apps grouped into 33 categories. These Apps support:

- Employer and individual health and wellness efforts including diet, fitness, medication management, ergonomics, stress control and other healthy behaviors.
- Treatment of chronic diseases, illnesses and injuries including diabetes, cancer, heart conditions, musculoskeletal ailments and similar conditions.
- New medical technology platforms for telemedicine, patient engagement, risk assessment and other systems.
- Program-specific solutions for health, wellness, workers' compensation and safety programs.

For each App listed, MobileHealthMarketplace.com summarizes key information in a standard format which makes it easy to compare different options. This information includes a succinct description of each App's purpose, the background of the developer, customer service capabilities, privacy and security policies and ability to interface with other software platforms. Links are provided to the developer's site and to the iTunes and Google Play stores.

According to Mike Allen, President of Mobile Health Marketplace LLC, *"By simplifying the*

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process of selecting Apps, our directory will speed up the implementation of mobile technologies and improve healthcare delivery."

The market for health and medical apps is expected to grow at more than 60% per year through 2017, according to a report by [Research and Markets](#) . To keep site visitors up-to-speed on new developments in this fast-changing environment,

MobileHealthMarketplace.com

will provide news and useful information about the industry at the

Tech Talk Weblog

. The current post summarizes

[10 Ways Health and Medical Apps Can Improve Workplace Health.](#)

The Apps selected for the directory range from proven best sellers to promising new offerings and include both apps which "stand-alone" and those which interface with software platforms, services and medical devices. The common denominator of all selections is that they support a healthier workforce

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MobileHealthMarketplace.com offers advertisers and App developers a number of ways to reach their audience of employers and the medical professionals, health plans, insurers, brokers third party administrators and consultants committed to improving employee health. For more information, please go to MobileHealthMarketplace.com or contact Mike Allen at the address below.

About Mobile Health Marketplace, LLC

Based in Santa Cruz, California, MHM was founded by Mike Allen who has held positions as Senior Vice President at Guarantee Life Companies, CEO of an international management consulting firm and head of business development at a medical management software firm.

Serving as medical advisor is Dr. Ace Allen, an oncologist at the Kansas City VA Medical Center with board certifications in medical oncology and internal medicine. Dr. Allen was head of telemedicine at the University of Kansas Medical Center, publisher of **Telemedi**

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cine Today

and founder of

VitalSeek

, a hi-tech system for evaluating the accuracy of medical websites.

Visit Mobile Health Marketplace at: www.MobileHealthMarketplace.com

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