



Journal of Health Communication >
International Perspectives

Volume 17, 2012 - [Issue sup1](#)

5,588 78

Views CrossRef citations to date Altmetric

32

ARTICLES

The Economics of eHealth and mHealth

Julian Schweitzer & Christina Synowiec

Pages 73-81 | Published online: 01 May 2012

Cite this article <https://doi.org/10.1080/10810730.2011.649158>

Sample our Language & Literature Journals
>> [Sign in here](#) to start your access to the latest two volumes for 14 days

Full Article

Figures & data

References

Citations

Metrics

Reprints & Permissions

Read this article

Share

Abstract

While mHealth has the potential to overcome traditional obstacles to the delivery of health services to the poor in lower and middle-income countries—issues related to access, quality, time, and resources—there is little evidence as to whether the expected benefits and savings can be actualized on a large scale. As a first step to developing the investment case for mHealth, this article outlines some of the key economic and financial questions that need to be answered in developing in-country eHealth investments. The proposed questions focus on the costs of eHealth infrastructure; regulatory structures that provide incentives at different levels of the health delivery system to encourage investment in, and use of, eHealth; and measuring the outcomes of successful eHealth utilization, including anticipated return on investment.

Acknowledgments

The authors acknowledge the support from the mHealth Alliance, which funded the preparation of this article. They also acknowledge the many helpful suggestions and comments on earlier drafts of the article, and in particular the advice from participants at the expert meeting organized by the mHealth Alliance and World Health Organization in Geneva on September 6 and 7, 2010.



Time is research – publish today in
**Crisis and Risk
Communication**

[FIND OUT MORE »](#)

Related research

[People also read](#)

[Recommended articles](#)

Cited by
78

Information for

Authors

R&D professionals

Editors

Librarians

Societies

Opportunities

Reprints and e-prints

Advertising solutions

Accelerated publication

Corporate access solutions

Open access

Overview

Open journals

Open Select

Dove Medical Press

F1000Research

Help and information

Help and contact

Newsroom

All journals

Books

Keep up to date

Register to receive personalised research and resources
by email

 Sign me up

  

  

Copyright © 2026 Informa UK Limited Privacy policy Cookies Terms & conditions

Accessibility



Registered in England & Wales No. 01072954
5 Howick Place | London | SW1P 1WG