



Contact: Robin Strongin
202-263-2917
rstrongin@amplifypublicaffairs.net

**mHealth Regulatory Coalition Announces Support of Legislative Goals
of the Healthcare Innovation and Marketplace Technologies Act**

***Health Providers, Non-profits, Technology Developers and Manufacturers Join in Backing Efforts
to Encourage Mobile Health Innovation***

WASHINGTON -- A major coalition that includes healthcare organizations, providers and technology innovators supports the goals of the Healthcare Innovation and Marketplace Technologies Act, introduced by Rep. Mike Honda (D-CA). This legislation would remove barriers to the growth of mobile health technologies and incentivize the development of new wireless applications.

"With tens of millions of Americans utilizing smartphones and tablets, we have an opportunity to use mobile technologies and applications to address our nation's healthcare challenges," said Bradley Merrill Thompson, general counsel for the mHealth Regulatory Coalition, a diverse coalition that includes, among others, providers, payers, patients, non-profit organizations, mobile application developers and medical device manufacturers. "Rep. Honda's legislation moves us in the right direction creating a catalyst for accelerating mobile health innovation."

The Honda legislation would, among other provisions, create an Office of Wireless Health at the Food and Drug Administration to work with federal agencies in developing a consistent, reasonable framework for dealing with wireless health issues. It would also create a mHealth developer support program at the Department of Health and Human Services to help innovators make certain their new devices and technologies are in line with federal rules, such as privacy regulations.

The legislation would also establish monetary prizes and grants to encourage greater innovation in health information technology.

"An important goal of this legislation is to create a sensible, predictable regulatory pathway for mobile health development," said Thompson. "This is important legislation because it creates an Office that can coordinate efforts and foster consistent and appropriate guidance on mHealth regulation. Many mobile health applications have the potential to manage chronic diseases and other serious conditions. Others merely expand health literacy and empower individuals to enhance their own wellness. The creation of this Office is an important step toward ensuring the industry gets clarity on issues unique to mobile health technology."

To read the mHealth Regulatory Coalition's policy perspective on the creation of an Office on mHealth visit their website at <http://mhealthregulatorycoalition.org/>.

###

The mHealth Regulatory Coalition (MRC) serves as a thought leader in the mHealth ecosystem by providing expertise on what mobile health technologies should be regulated and how they should be regulated. Members of the Coalition appreciate the need for balance so that regulation should be appropriately used, predictable, and as unobtrusive as possible while promoting patient safety and innovation. Coalition members represent a diverse array of stakeholders, including medical device manufacturers, smartphone healthcare application developers, cellular handset manufacturers, network operators, and back end software services and data storage providers, as well as representatives of provider organizations, clinicians, consumers, patients, healthcare researchers, and other industry associations. To learn more about the Coalition, please visit <http://mhealthregulatorycoalition.org/>.