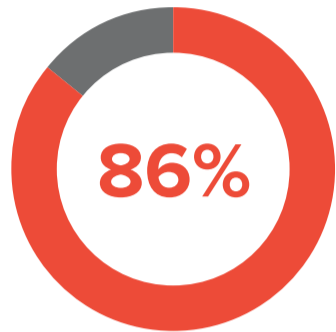
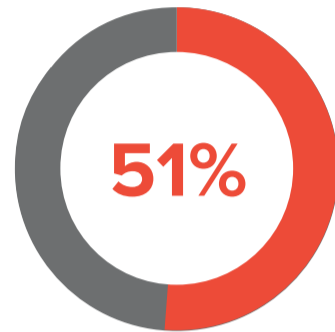


COSTS ASSOCIATED WITH BUILDING A DIGITAL HEALTH APPLICATION

WHY BUILD AN APP AND NOT JUST A WEBSITE?

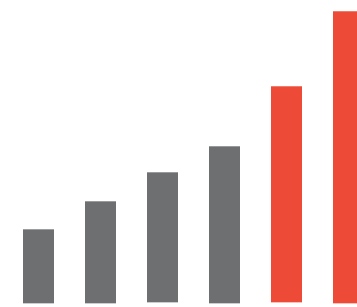


Mobile users spend 86% of their time on mobile apps



51% of all internet traffic can be attributed to mobile devices

COST OF DEVELOPING A MOBILE APP



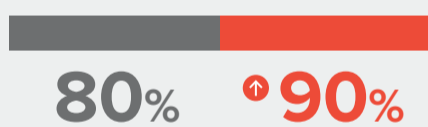
The cost of a quality app to be between **\$100,000 to \$1,000,000**



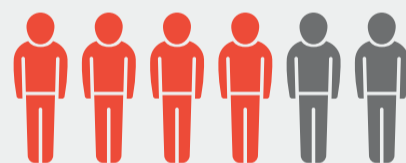
Violations of the HIPAA act can cost **\$100 per violation**

BUILDING AN APP - \$425,000

There are several advantages to building your own app. However, please note: The costs may far outweigh the benefits of building an app for your business.



About 80% - 90% of all mobile apps are abandoned by users which is an incredibly high and expensive risk.

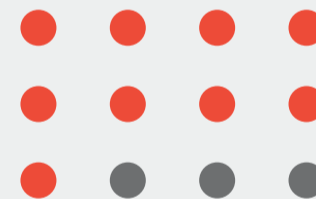


This cost estimation includes the cost of 3 to 4 engineers, 1 to 2 product owners, and ongoing maintenance.



BUYING AN APP - \$230,000

An alternative to building an app is, of course, to buy an app. When someone buys an app, the development of the app is outsourced to a consultancy.

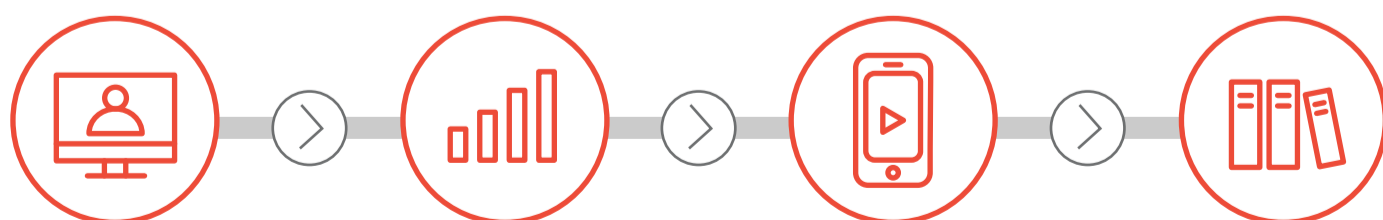


It can take at least **9 months** to bring your newly bought app to the market.



You may experience additional amounts being charged when making changes and limited versatility after purchase.

A PARTNERSHIP REDUCES COSTS



Marketing Strategy

Scalability

Launch

Compliance to Various Laws

White-labeling, meaning to work with a company to place your brand on an existing product, can cost as little as **\$25,000 to \$30,000**

For the successful launch of an app, there are various things to consider. With the right partnership, both you and your partner will be able to grow and flourish together.

Click to read the full eBook
www.zillion.com