

**THE RAISE OF MHEALTH STARTUP UTILIZATION IN INDONESIA AS
A NEW HEALTH COMMUNICATION
MEDIA IN DIGITAL ERA**

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Abstract

Introduction: The high number of internet penetration and smartphone user recently make the mobile health startups are begin to rise. It offers many advantages by digitalizing healthcare to promote healthy life and health education. However, despite of its potential utilization for positive effects on health outcomes, the mobile health startup still under regulated and supervision. **Method:** The paper consisted a literature study, data collection and analysis using articles from a number of databases published in various research journals, articles, government reports, company websites related with mobile health. **Results:** There is no specific guidelines and policy regarding the mobile health startup related with the content, ethics, privacy and security issues as WHO recommended already. **Recommendation:** The government should lead the positive vibes of digitalizing healthcare of mobile health startup by performing a specific policy and guidelines to make the reliable yet trustable source of digital health platforms so it can be used widely.

Keyword: Mobile Health, Health Startup, Digital Health.

