

The Future of Mhealth

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#digitalcatalyst19





**Ambiguous advice,
questionable quality:
Determining & evaluating
the quality of Health Apps**



ARE HEALTH APPS AND MOBILE HEALTHCARE THE FUTURE?



With over
366,000
health & fitness related
apps currently on
app stores &
5 MILLION
downloads per day
it is difficult to deny
the rising popularity
of the industry



Weight loss Apps
50 MILLION
DOWNLOADS



Exercise Apps
26.5 MILLION
DOWNLOADS



Women's Health Apps
10.5 MILLION
DOWNLOADS



Sleep & Medication Apps
8 MILLION
DOWNLOADS



Pregnancy Apps
7.5 MILLION
DOWNLOADS



Tools & Instruments Apps
26.5 MILLION
DOWNLOADS

PROFESSIONALS ARE SEEING THE OPPORTUNITY WITH HEALTH APPS TOO



80%
OF PROFESSIONALS ARE
USING SMARTPHONES &
MEDICAL APPS



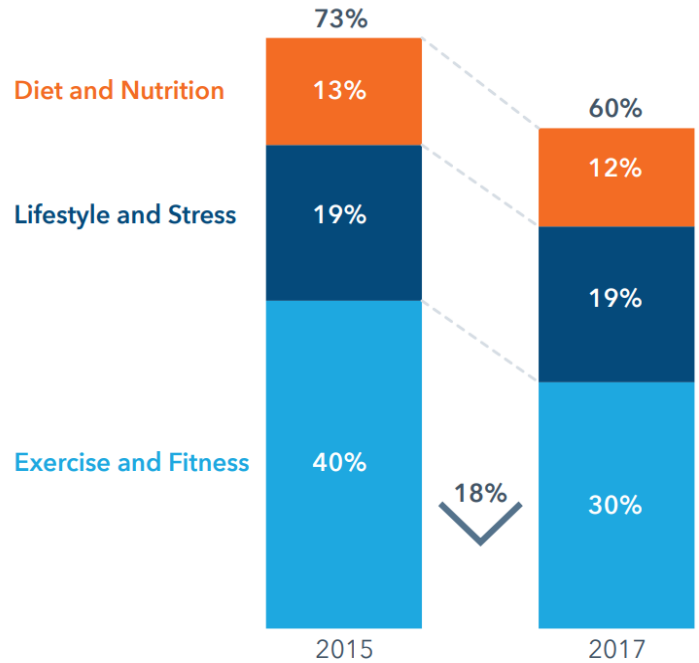
40%
BELIEVE HEALTH TECHNOLOGIES
CAN REDUCE THE NUMBER OF
VISITS TO DOCTORS' OFFICES



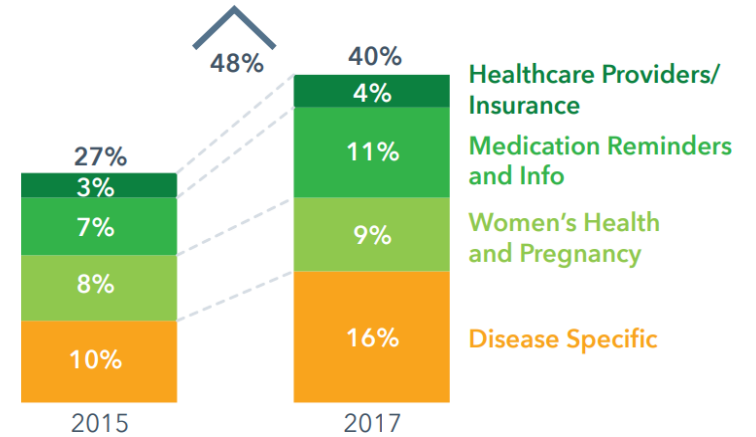
93%
BELIEVE THAT THESE
APPS CAN IMPROVE
PATIENTS' HEALTH

Digital Health Apps by Category 2017

Wellness Management



Health Condition Management

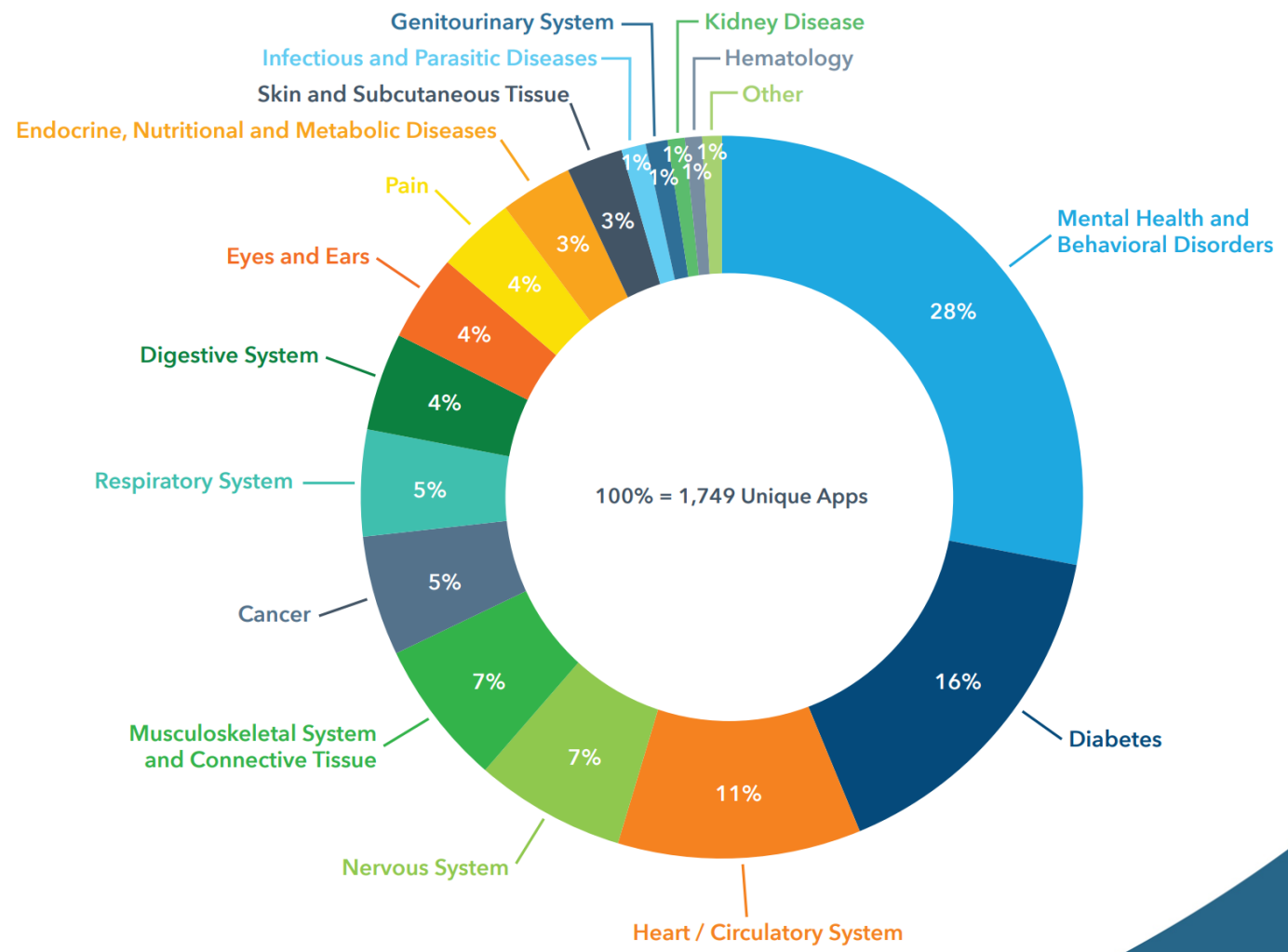


Sources: 42 Matters, Jul 2017; IQVIA AppScript Database, Jul 2017; IQVIA Institute, Jul 2017

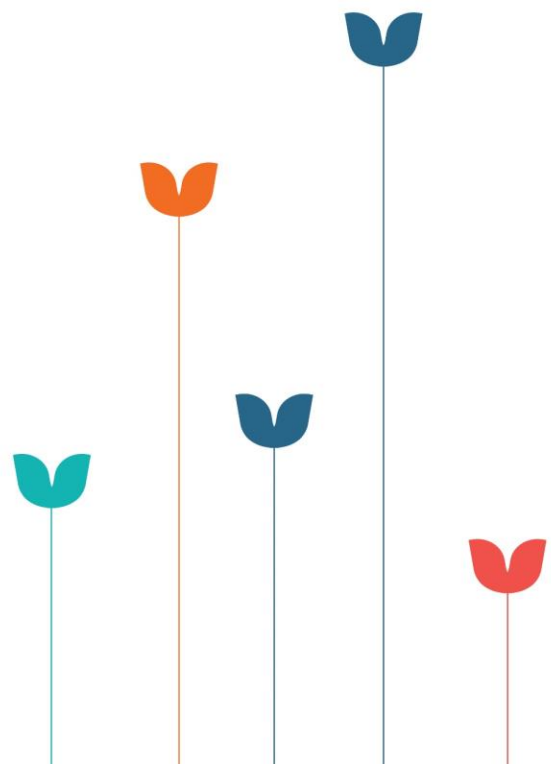
Note: Chart displays share of categorizations. Growth normalized for sample. Numbers may not sum due to rounding; 2017 data includes 11,216 unique app categorizations. 2015 data includes 24,012 apps with 24,088 categorizations. View removes uncategorized apps from 2015 published numbers.



Disease specific app categories



Sources: 42 Matters, Jul 2017; IQVIA AppScript Database, Jul 2017; IQVIA Institute, Jul 2017





What are the major blockers?



Awareness

Apps are not yet part of the day to day management of health and care related conditions



Accessibility

Finding and matching Apps to support your needs or those of your patients or service users is very difficult



Trust

The lack of a suitable quality indicator inhibits the embracing of Apps by end users and professionals in the health and care space.



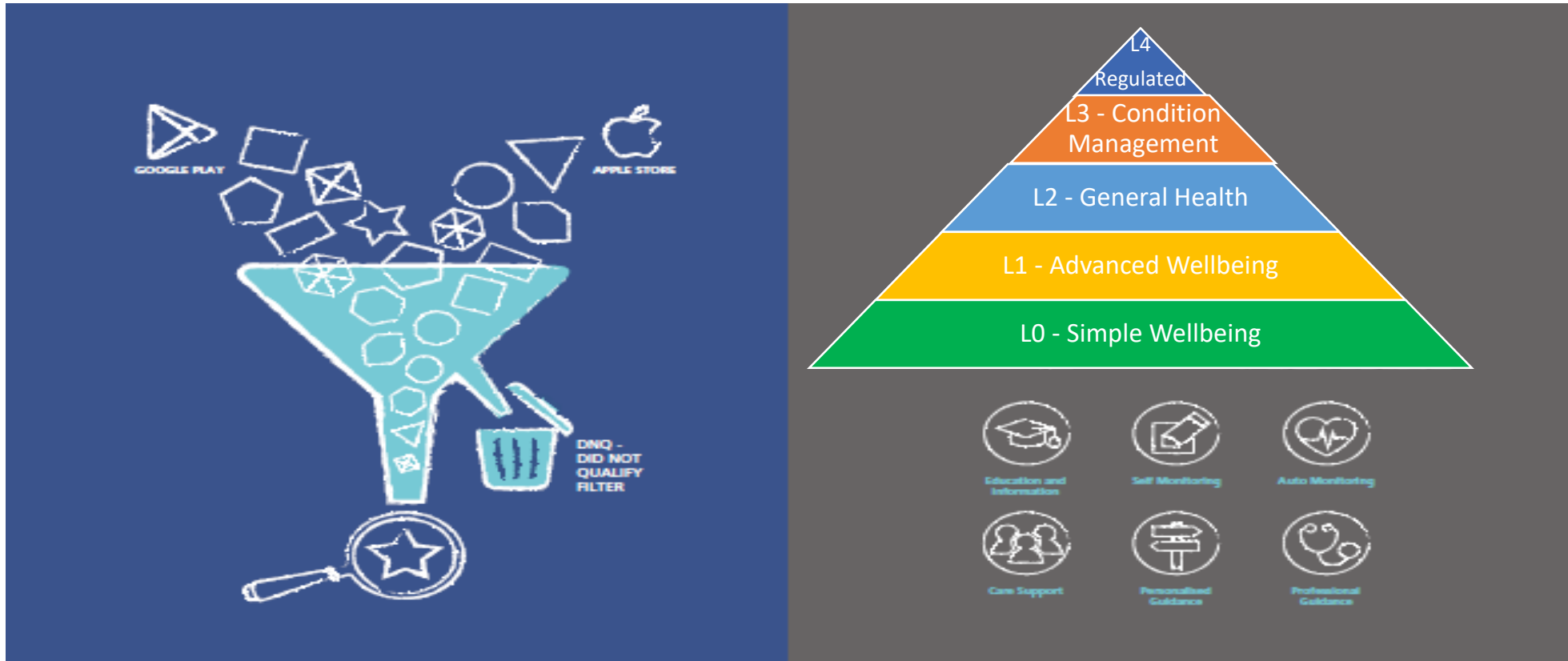
Governance

The lack of clarity around the regulatory landscape and the appropriate governance foundations delivers organisational uncertainty.





Introducing ORCHA



The Regulatory landscape can be very confusing for Digital Health providers as 'old' regulations and standards are being 'adapted' to meet the very different scenarios that these solutions throw up. Healthcare Regulators globally are wrestling with how to provide a suitable regulatory regime for these innovative products and services.

Data & Privacy

In the EU, Apps are now largely governed by GDPR Regulations. However emerging standards around the additional requirements to support System Interoperability will undoubtedly add more layers on top of the base GDPR position. Key areas of focus will be the 'model of consent' and authentication solutions.

Clinical Assurance

This is an area that is packed with regulations, standards and policy requirements depending on the jurisdiction in question. Key regulations include, Medical Device Regulations (with major changes coming into force shortly), CQC Registration, Clinical Safety standards, and requirements around evidence of effectiveness and impact.



Security

NHS Digital have focussed their Digital Assessment around security on compliance with OWASP best practice guidelines for Apps and Web based solutions. Whilst existing accreditation regimes such as Cyber Essentials and ISO27001 are relevant, the need to demonstrate 'security by design' and suitable vulnerability testing is also becoming key.

User Experience

This is currently the area that is least impacted by Regulation. There are some standards around usability and accessibility, but true User Experience metrics or KPIs are hard to come by, with the primary user feedback mechanisms highly prone to misuse.



Scoring and Publication

What is the potential value?

What is the possible Risk?

Data Security

Data Safety

Clinical Validity

User Experience

User Feedback

ORCHA APPS

Brain in Hand
Version 3.0.0 (Oct 9)

Level 3: Professional Ltd

81%

bih

This app achieved an ORCHA score of 81% which is an **Excellent** score. This app ranked 1st when compared with other comparable Level 3 apps.

Developer Description

Brain in Hand software lets you easily access support from your phone.

Category Health and fitness Apps
Health & Wellness

Released 01/11/2017

Version 3.0.0

Size 54k

Age 4+

Developer Brain in Hand

Released 28/10/2017

OS iOS

YOUR HEALTH APP FINDER

TOP RATED DIABETES APPS

TOP RATED SMOKING APPS

TOP RATED SLEEPING APPS

TOP RATED STRESS APPS

FULL REVIEW REPORT

FULL REVIEW REPORT FOR:

b **Baby Buddy** Version 1.0.0 (Oct FREE) **74%** Level 2: Self Managed

WHO ARE ORCHA?

WHY HAVE YOU REVIEWED MY APP?

REVIEW INFORMATION

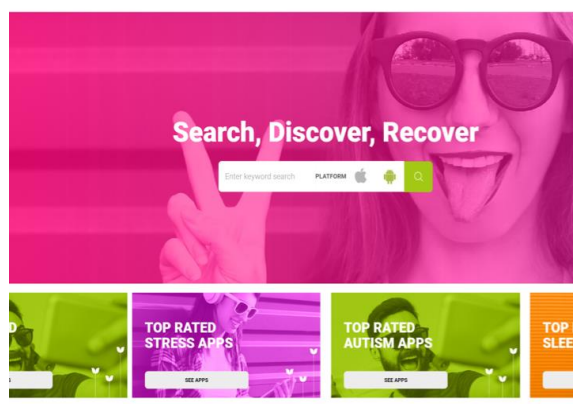
The review was undertaken on 30/10/2017

The review was undertaken on the following device: Apple iPad 2 (9.9.0)

ORCHA

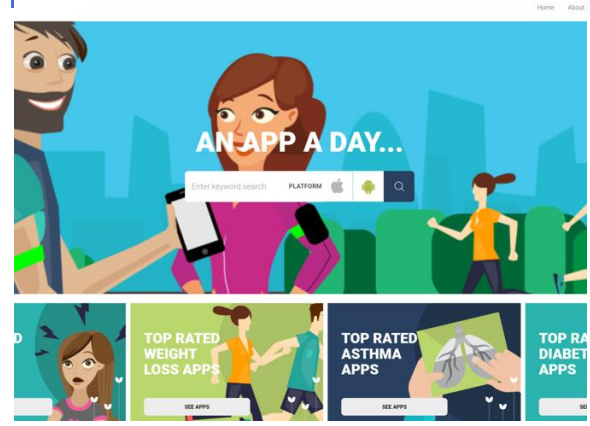


Using Apps in Health and Care; a couple of Case Studies



01. South Yorkshire NHS Partnership Trust
This deployment is all about CAHM's services and supporting the patients referred into the SWYFT CAHM's service to help manage and improve.

02. Lancashire STP
Our earliest Microsite deployment, Lancashire is now going from strength to strength with over 300 registered Professional users and thousands of visits and downloads



03. Digital Healthy Schools
The DHS Programme looks to create activation communities around schools and is supported by a PHSE module to directly engage year 7 and 8 students.



Pro-Accounts Activating Professionals is key



Pro Impact

Recommendation uptake 60%

Activation Rate 15%

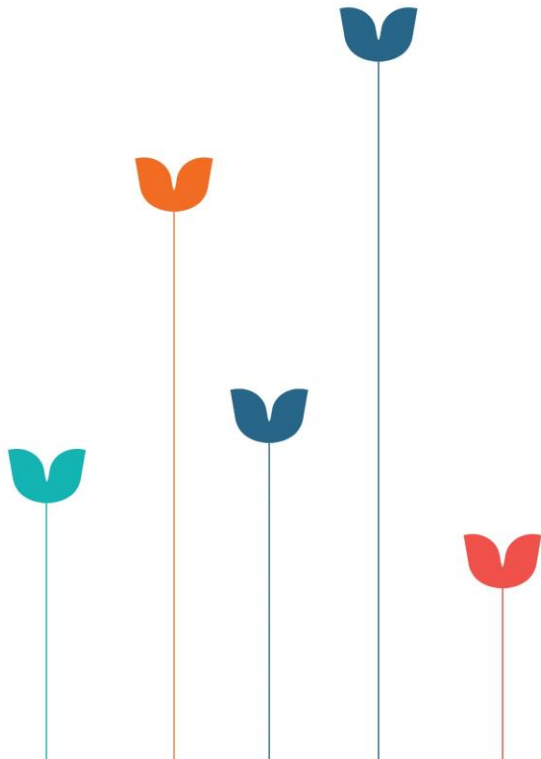
Recommendation Rate 15%

Pro Attitudes 70%



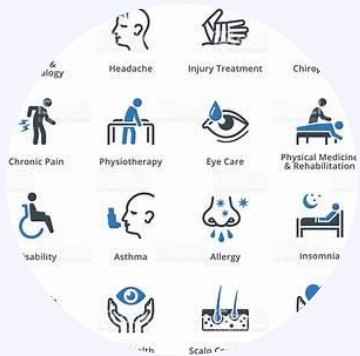
“Over 60% of recipients will respond positively to a Pro App Recommendation”

“Over 70% of Pro’s consider digital health can offer value in patient care”





App Matching



Health Condition or Category

We have over 180 health and care conditions or categories to support a wide array of health and wellbeing needs



Key Features

We capture over 15 distinct functions and features to help users find the capabilities that they need help and support with.



Individual Characteristics

Our review process identifies a range of key characteristics that an App has been designed to support. These range from target age to physical and cognitive capabilities.



Technical Preferences

Whether it is iOS or Android, Garmin or FitBit or Strava v MapMyRun, the technical world users inhabit is a key element of an Apps 'stickability'.



Thank You

