



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

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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

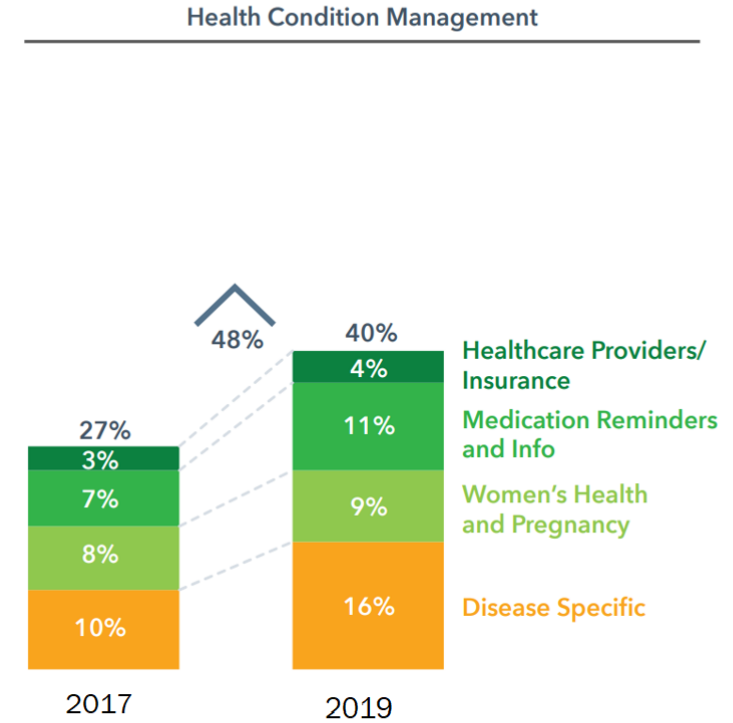
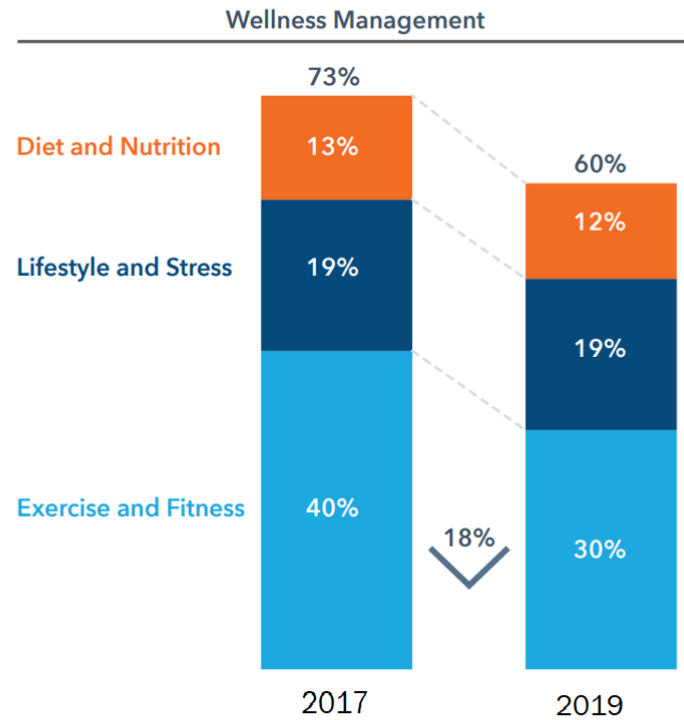


40%
BELIEVE HEALTH TECHNOLOGIES
CAN REDUCE THE NUMBER OF
VISITS TO DOCTORS' OFFICES



93%
BELIEVE THAT THESE
APPS CAN IMPROVE
PATIENTS' HEALTH

Digital Health Apps by Category 2017

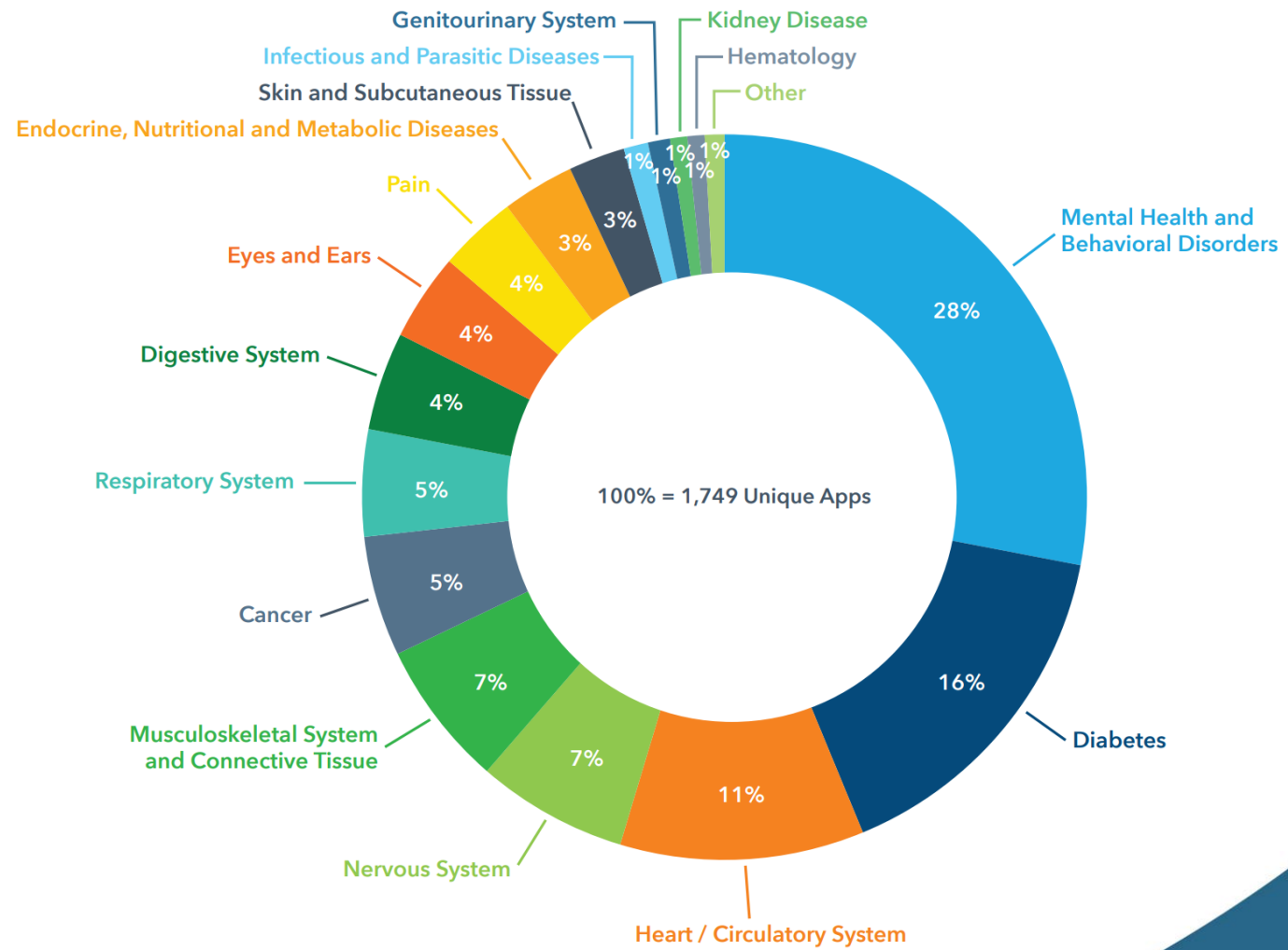


Sources: 42 Matters, Jul 2017; IQVIA AppScript Database, Jul 2017; IQVIA Institute, Jul 2017

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.



Condition specific app categories





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 service users is very difficult



Trust

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

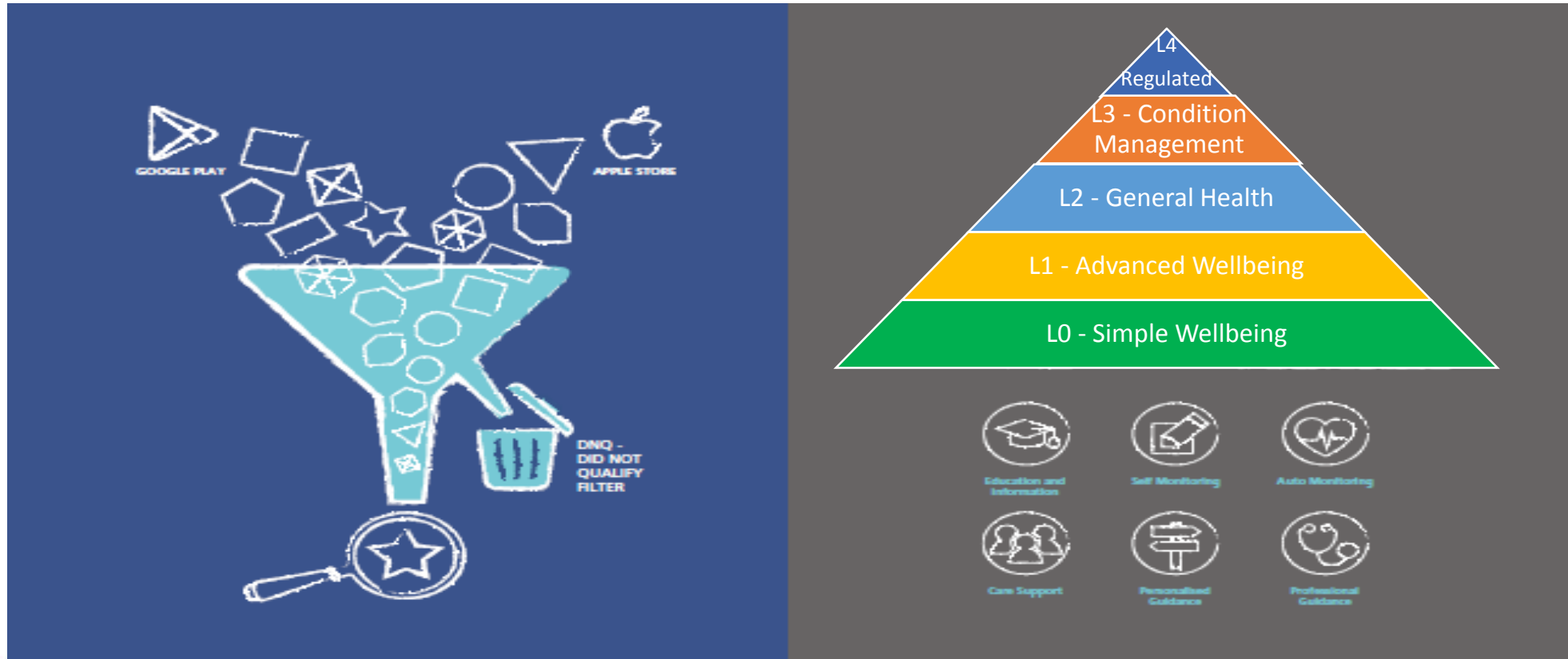


Governance

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



Over coming the barriers





The Regulatory Puzzle What Applies to what?

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



Data Security



Data Safety



Clinical Validity



User Experience

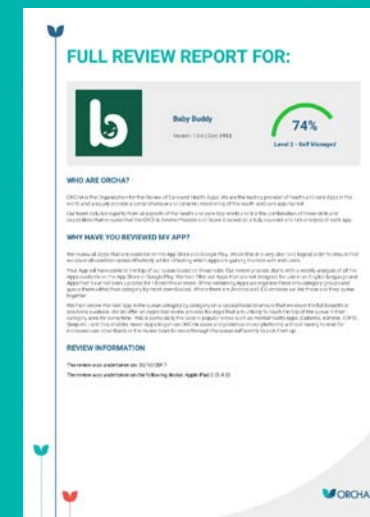
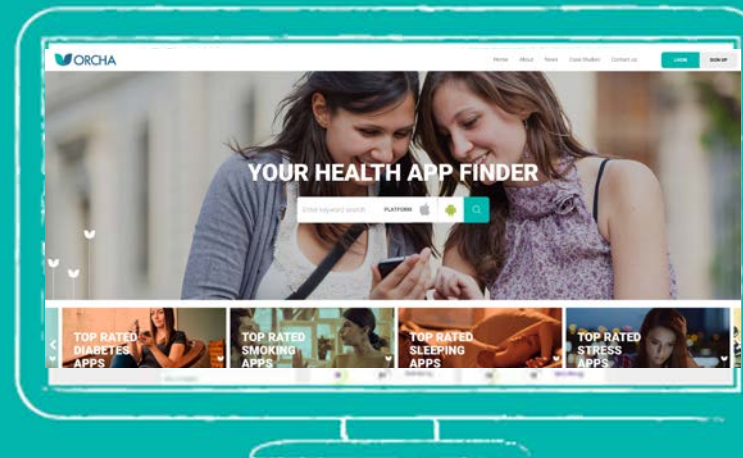


User Feedback

What is the potential value?

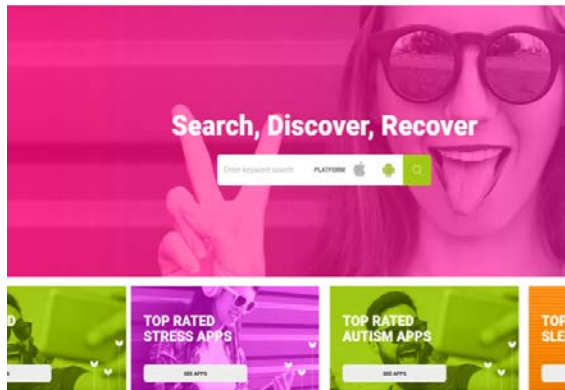


What is the possible Risk?





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



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. East Cheshire Local Authority
Focused on supporting the population to use digital health to stay healthy and well and / or manage health and care needs for themselves or their loved ones..

03. GGZ Netherlands
This programme is supporting the mental health agenda and activating the population across the Netherlands to be able to search for, filter and find great mHealth apps.



Pro-Accounts Activating Professionals is key

Pro Impact

Recommendation uptake 71%

Activation Rate 15%

Recommendation Rate 15%

Pro Attitudes 70%



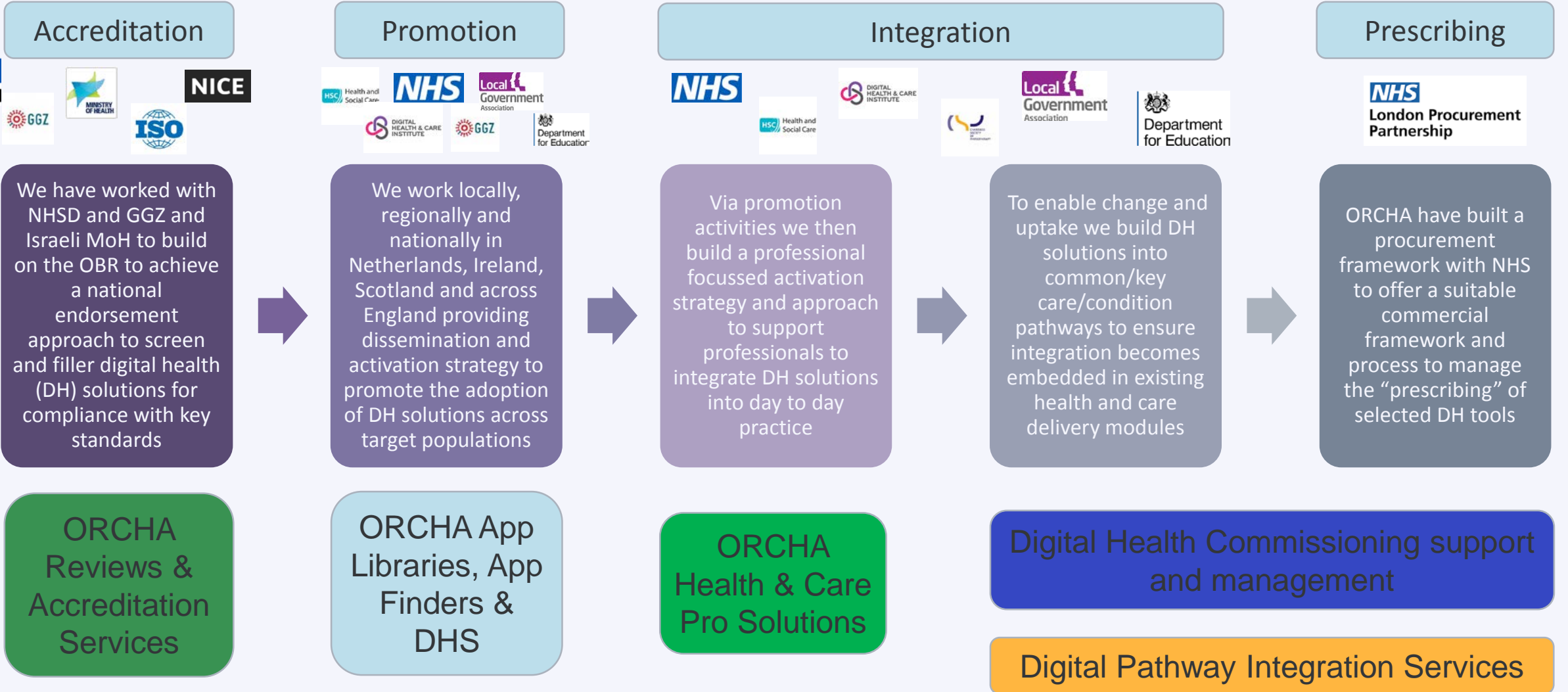
“Over 71% of recipients will respond positively to a Pro App recommendation”

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

One of the major drivers of digital activation are health and care professionals. Their engagement in this process is hugely effective with over 71% of recipients of a Pro Recommendation responding positively.



5 Steps to Digital Integration





The ORCHA Review Stages

Incremental assessment model

ORCHA Baseline Review

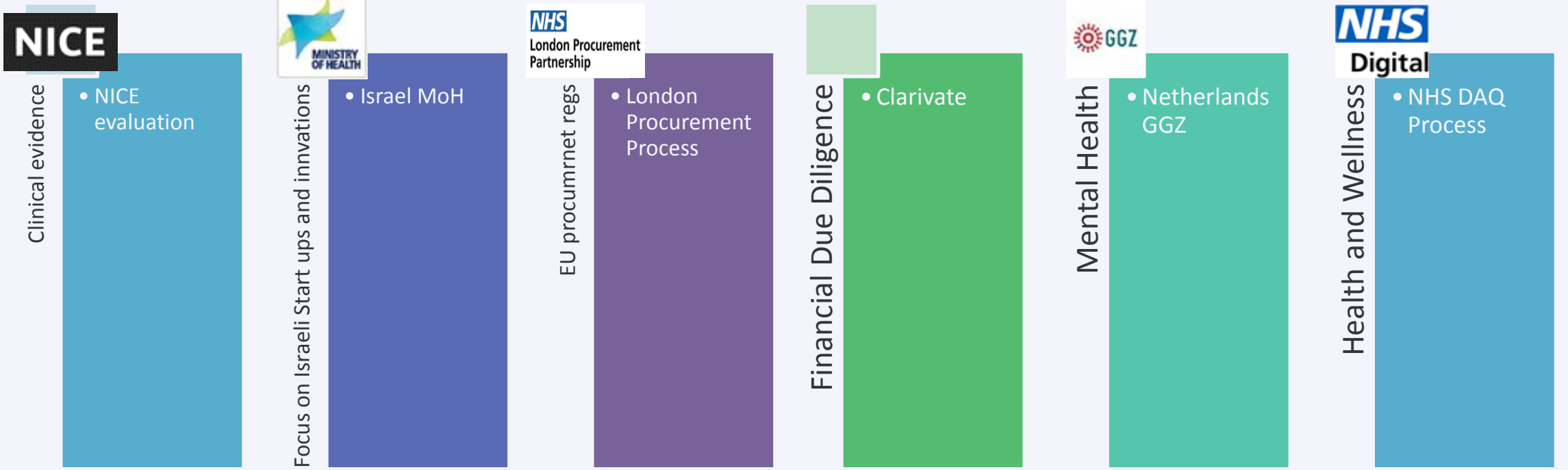
- Desktop Assessment of a Digital Health Solutions compliance with key standards, regulations and best practice.
- 260+ point assessment covering Data, Security, Clinical/Professional Assurance and User Experience

ORCHA Enhanced Review

- More detailed analysis of a Digital Health Solution including direct engagement with the Developer/Publisher.
- In depth assessment of compliance with all key standards, including where required 'expert' input on key elements.

ORCHA Accreditations

- Tailoring of the ORCHA Enhanced Review to support specific Accreditation regimes and processes.
- Full managed service or combined ORCHA/Client Assessment models.
- Ability to incorporate additional or locally specific accreditation assessments.



ORCHA Enhanced Review

More detailed analysis of a Digital Health Solution including direct engagement with the Developer/Publisher. In depth assessment of compliance with all key standards, including where required 'expert' input on key elements.

ORCHA Baseline Review

Desktop Assessment of a Digital Health Solutions compliance with key standards, regulations and best practice. 260+ point assessment covering Data, Security, Clinical/Professional Assurance and User Experience



Thank You

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