



eHealth
week

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Chomhairle an Aontais Eorpail
Irish Presidency of the Council
of the European Union
eu2013.ie



Empowered Patients are Safer Patients

The story on health apps

SLIDE 1



The unavoidable logic of health apps

- Healthcare systems are in crisis, chiefly because chronic illness is on the rise as populations age
- Policymakers realise that without greater patient empowerment and self-care, healthcare systems will no longer be sustainable
- People living with chronic disease manage their condition alone, on average, more than 99% of the time



Why do we need quality health apps?

- Health apps help the public and patients provide continuity of self-care during illness
- Health apps support self-management of health and wellbeing generally, outside of illness
- Health apps inform, bringing health information to the public and patients 24/7
- Health apps even can take a little pressure off time-stressed clinicians



Why do we need quality health apps?

- PatientView has identified apps for 62 different health specialties. For example, apps may specialise in asthma, fibromyalgia, Parkinson's disease. An app exists to help a person overcome the fear of flying. Other apps function as reminders to take a medicine
- New user-friendly developments in mobile technology should increase older people's readiness to interact with apps (and also that of people with a disability)
- Mobile technology, meanwhile, is widening opportunities for peer-to-peer support. In addition, it can provide a mechanism for collecting public and patient health experiences

The ifs and buts of health apps

Health apps form perhaps one of the best means for consumers and patients to access support for self-care, quickly and easily. **But ...**

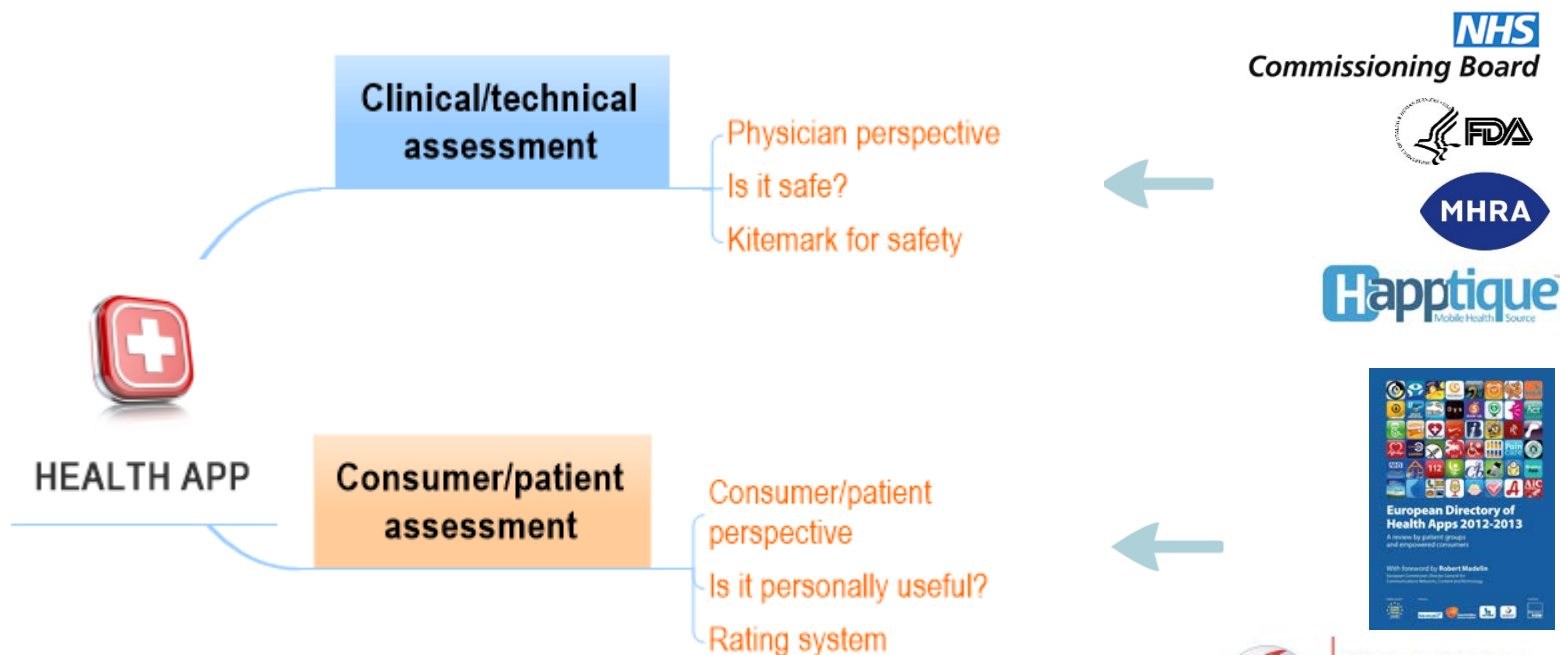
- The public and patients have no real way of distinguishing which among the many health apps available are likely to be useful
- Different business models co-exist in a period of innovation. Many apps are free, other carry advertising, some require the purchase of optional extras, and a few collect user health data that (en masse) undoubtedly carries financial value
- Apps are only one part of the open-source services available, and need to be assessed alongside other e-health services

For all these reasons, the public and patients need greater certainty about their health apps

—the public and patients need reassurance that the apps do what they are meant to do, and that they come from a trustworthy source

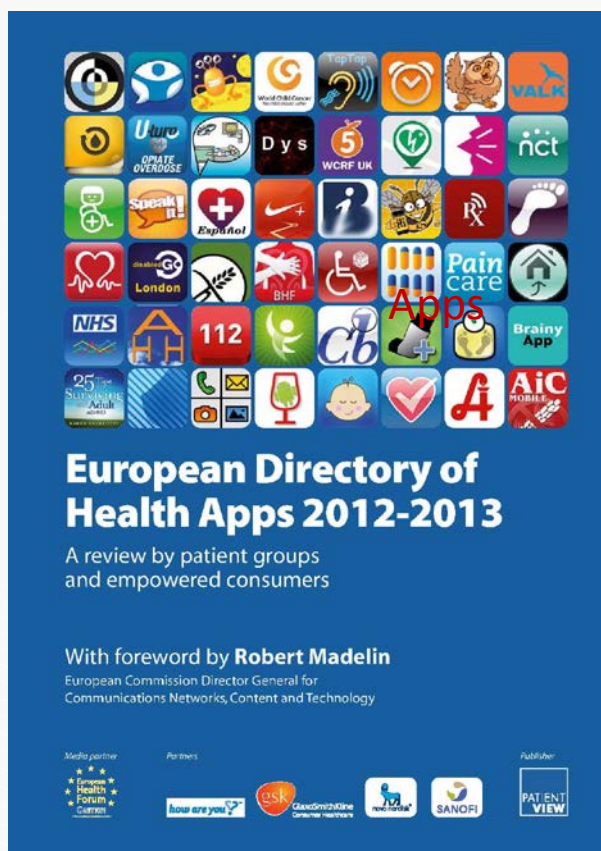
So how are public and patients to be protected?

The several existing approaches to assessment are fragmented



At the same time, revisions are being made to the current European regulatory controls for medical devices

PatientView's approach



- In 2012, PatientView developed a systematic method of appraising health apps in collaboration with empowered consumers and patient groups
- The resulting *European Directory of Health Apps* featured 200 health apps nominated by empowered consumers and patients
- The *Directory* proved to be the first organised attempt by anyone to consult the public and patients about health apps

http://www.patient-view.com/uploads/6/5/7/9/6579846/pv_appdirectory_final_web_300812.pdf

Other developments



“Apps have an enormous preventive potential, and are, according to a recent survey, the most influential factor for changing health behaviour

The European Commission is preparing a green paper to provide clarity on the legal framework applicable to health and wellbeing apps, and is asking stakeholders for their views on how to regulate unregulated health and wellbeing apps (out of the Medical Devices Directive)”

—Pēteris Zilgalvis, Head of Unit, Health and Well Being,
Directorate General Communications Networks,
Content and Technology, European Commission
November 2012

Other developments

Organisations developing systems to assess health apps — in this case, for **user friendliness**



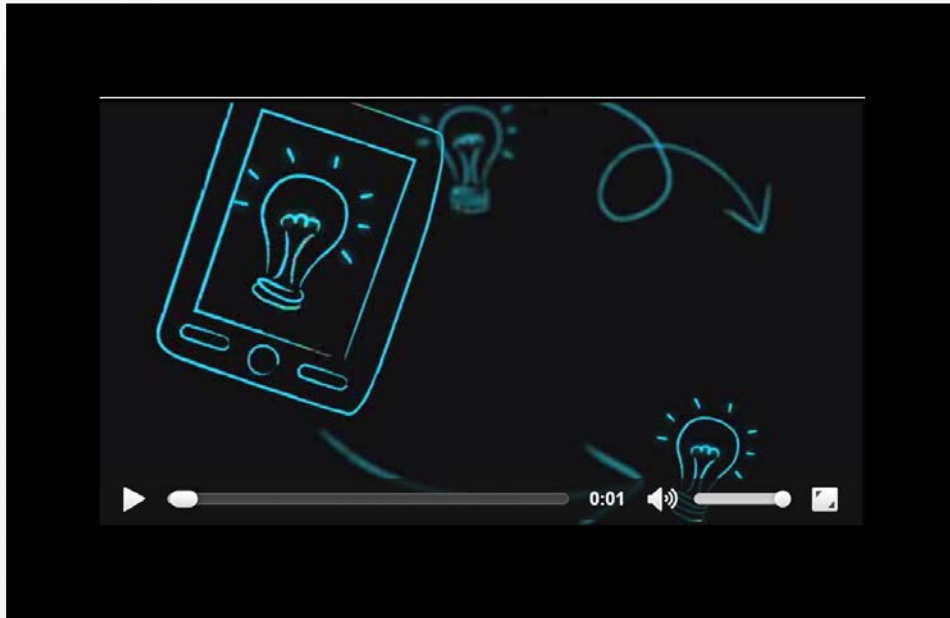
Vodafone Foundation

<http://developer.vodafone.com/smartaccess2012/home>

The Foundation's Smart Accessibility Awards are supported and co-organised by

- AGE Platform Europe, the European network that promotes the interests of the 150 million people aged 50-plus in the EU, and by the
- European Disability Forum (EDF), the NGO that represents the interests of 80 million Europeans with disabilities.

Health is one class among the 2013 awards



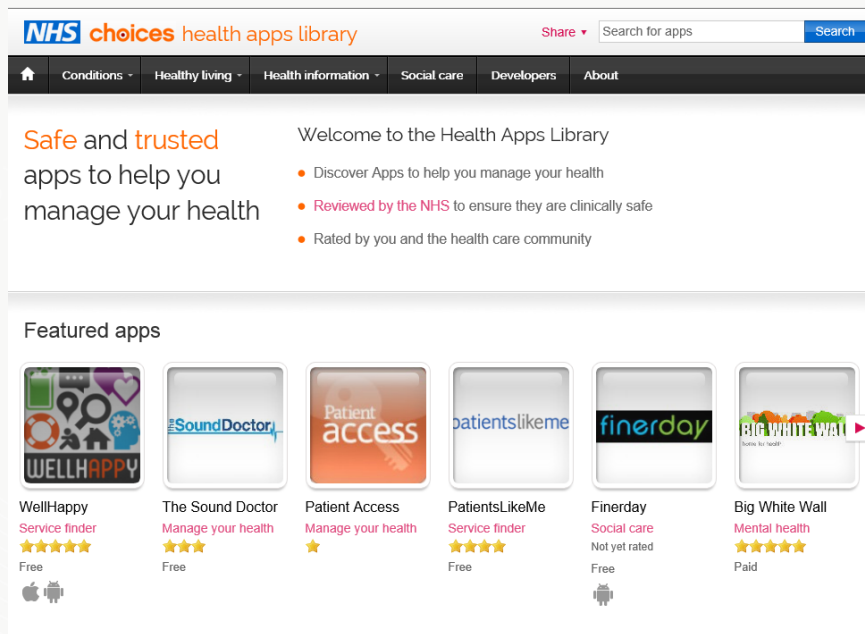
Other developments

Organisations developing systems to assess health apps — in this case, for **patient safety**

NHS Health Apps Library

<http://apps.nhs.uk>

The Library allows the public and patients to find apps that have been reviewed by the NHS. The NHS review process checks that an app is clinically safe, and is relevant to people living in the UK. Thus far, the NHS has reviewed 47 apps



PatientView is now working with the NHS Health Apps Library

Other developments

Organisations developing systems to assess health apps — in this case, for **technical credibility** and **patient safety**

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▶ Mobile technology is transforming the delivery of healthcare and the patient's role in the management and monitoring of personal health. Happtique is leading the way.

At Happtique, our mission is to **integrate mobile health into patient care** & daily life.

The Happtique Health App Certification Program Standards have been released!

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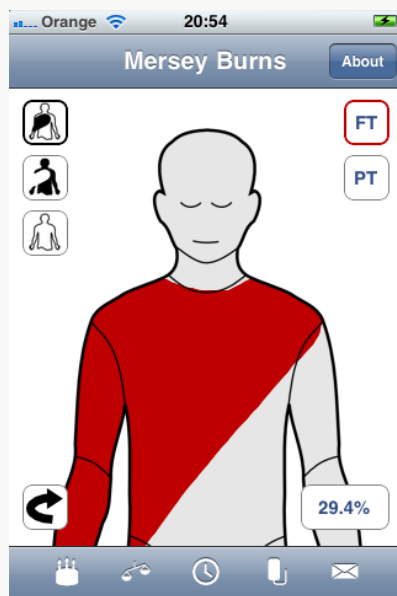
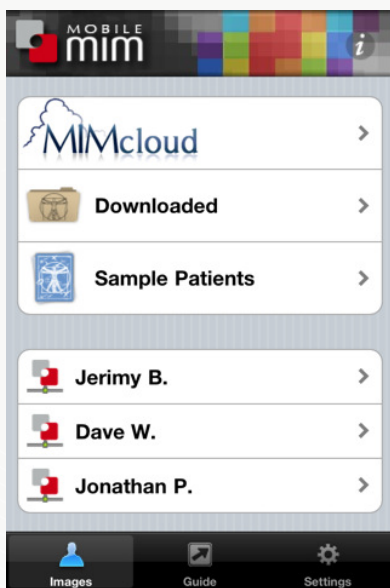
<http://www.happtique.com>

Happtique has developed its Health App Certification Program (HACP) to help healthcare providers and consumers easily identify safe and credible medical, health and fitness apps. The HACP standards address four areas:

- operability
- privacy
- security
- content

Other developments

Organisations developing systems to assess health apps — for patient safety and technical effectiveness



In the USA and the UK

The Food and Drug Administration (FDA) and the Medicines and Healthcare Products Regulatory Agency (MHRA) will certify health apps considered to be medical devices — though, thus far, such apps tend to be the ones used by healthcare professionals

What next by PatientView?

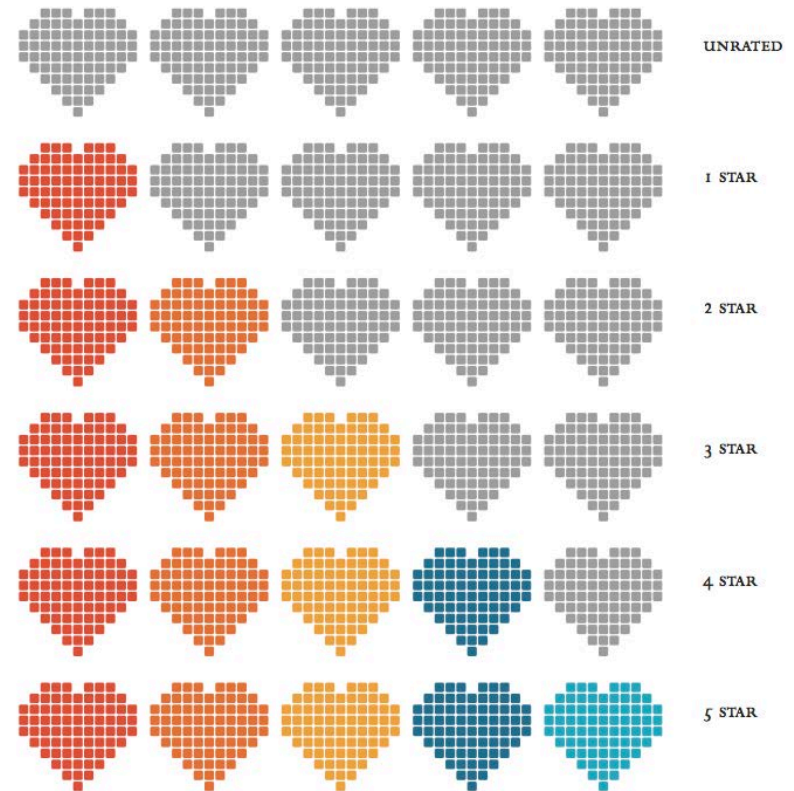


my health apps

my health apps
is a quick way for
the public and
patients to find the
right health app—
*each featured app
tried and tested by
people like them*



my health apps





my health apps

my health apps aims to become a vibrant web-based community for the public and patients

(The website is being designed to meet Action for Blind People's [RNIB] priority-2 criteria)

The screenshot shows a web browser window with the URL <http://www.myhealthapps.net>. The website has a navigation bar with links: HOME | ABOUT | SUBMIT APP | BROWSE BY CATEGORY | BROWSE BY PLATFORM | BROWSE BY LANGUAGE. The main header features the logo "my health apps" with icons for various app categories and the tagline "Tried and tested by people like me." Below this is a large heading: "My Health Apps is a quick way to find the right app for you" accompanied by silhouettes of people and a dog. The interface includes two main sections: "Browse Health Apps" with a dropdown menu set to "All Categories" and a "Go!" button, and "Search Health Apps" with a "Keywords" input field and a "Search" button. Below these are icons for different platforms: All, Apple, Android, Windows, Blackberry, and Browser. A section titled "App ratings and reviews" contains three columns. The first column, "My Health Apps ratings", shows five heart icons (four filled, one empty) and a "How it works" section with placeholder text. The second column, "Your ratings", shows five heart icons (three filled, two empty) and a "How it works" section with placeholder text. The third column, "Nike+ Running", features the app's icon, technical details (Version 4.1.1, Size 46.2 MB, Cost £Free), platform availability icons, and a quote: "The app makes it much easier to keep".

my health apps: will also be a hub to bring together the fragmented elements of the quality standardisation of health apps

- PatientView is developing **my health apps** in partnership with GSK Consumer Health, the NHS Commissioning Board, O2 Health, and the Vodafone Foundation
- **my health apps** will acknowledge FDA- and MHRA-approved apps where relevant
- **my health apps** hopes to incorporate the European Commission's legal clarifications on m-health and health apps



In late-October 2013, PatientView is to host a workshop in London, which will discuss the future of health apps, and the state of play of initiatives aimed at ensuring the quality of health apps

The workshop will run in partnership with the

Knowledge Transfer Network ICT

A collaborative partnership between
The UK Government's innovation agency
The Technology Strategy Board and e-industry



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my health apps