



HOW DIGITAL CAN TRANSFORM HEALTH CARE

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CEO



THE DIGITAL OPPORTUNITY



6.6
billion



People across the world
have a smart phone

That's more people than
own a toothbrush

Top countries for health app downloads:



5m

People download a health app every day.

93%

of clinicians believe digital technologies can help.

52%

of over-65s are willing to receive digital healthcare.

365,000

Digital health products
to choose from.

*How do we know which ones
are safe and effective?*



THE DIGITAL PROBLEM

But alongside trust, health systems face **four major challenges** when looking to introduce digital health safely.

1. TRUST

2. AWARENESS

3. ACCESSIBILITY

4. GOVERNANCE

THE DIGITAL **NEED**

If digital health truly has the power to revolutionise healthcare, then we have to be just as responsible with it as we are with any other aspect of medical practice.

The critical infrastructure for safe decision making and distribution.

MEDICINE

1. TRUST

In medicine MHRA approves and licence drugs & NICE assesses impact and effectiveness.
In digital health, there are a number of digital health frameworks.



2. AWARENESS

The BNF to list approved drugs and training in prescribing for professionals



3. ACCESSIBILITY

E-prescribing to distribute and track medicines
Availability of Over the Counter medicines



4. GOVERNANCE

Prescription Drug monitoring Programs
DATIX for untoward events



DIGITAL HEALTH



DIGITAL HEALTH FRAMEWORKS



X 20,000

CONTINUOUS ASSESSMENTS



DIGITAL FORMULARY



CONTINUOUS MONITORING

Building Trust

There are multiple digital health frameworks,



The DTAC



ISO-82304-2



Mindex



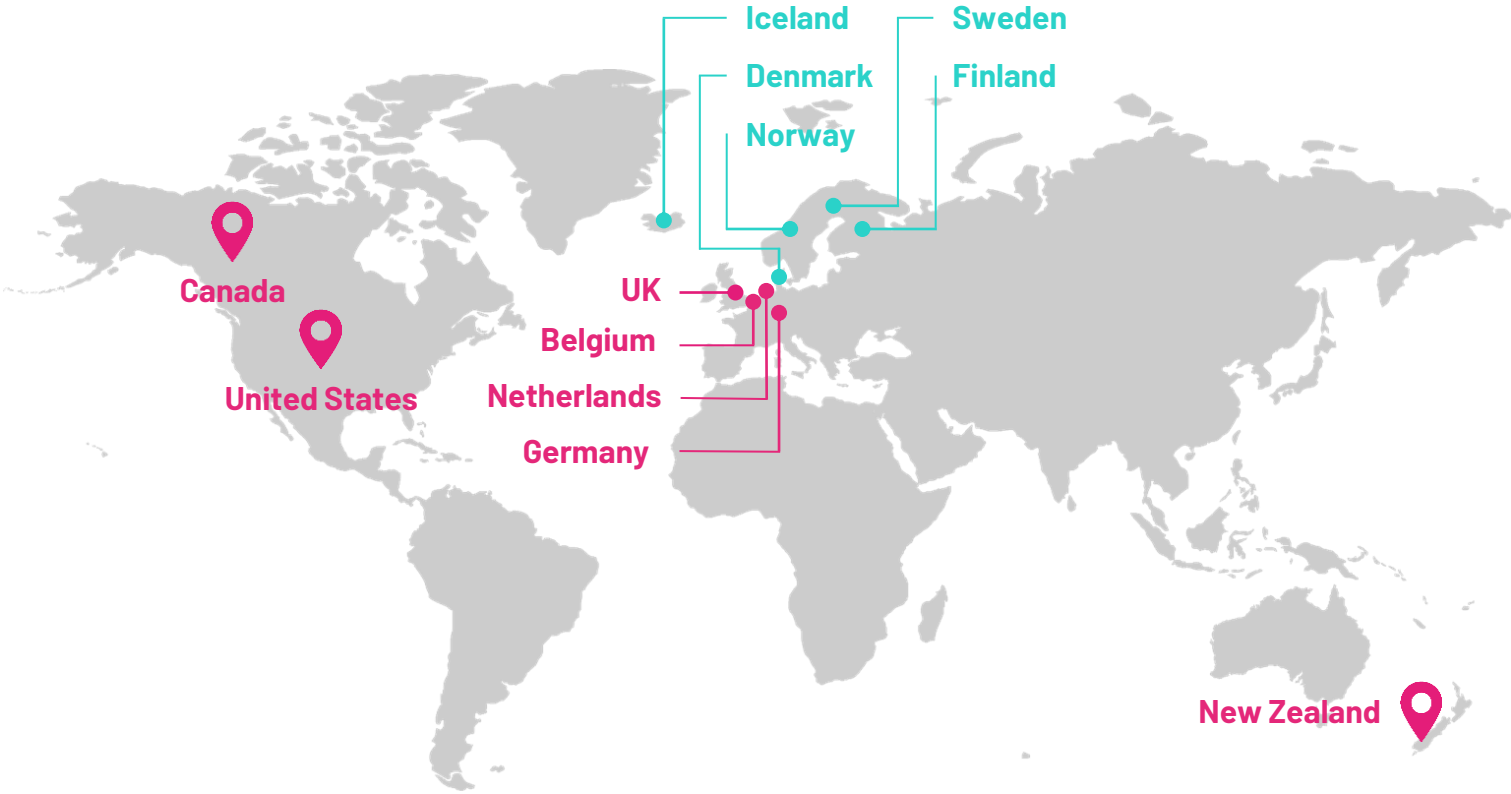
DiGA



mHealth Belgium - Validation Pyramid



NORDIC Baseline Review



THE DIGITAL HEALTH SYSTEM

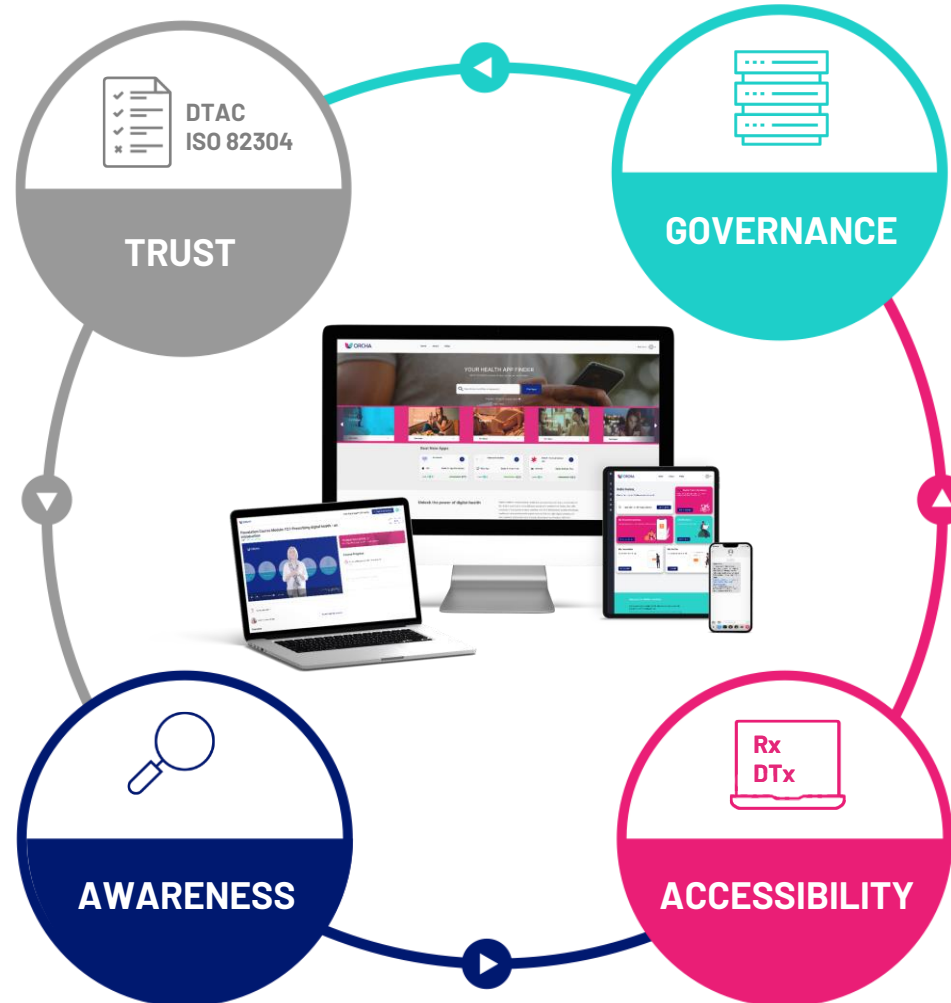
THE CORE INFRASTRUCTURE

Assessment

From building your assessment scheme, to assessing products against a framework

Digital Health Academy

Ensuring all frontline staff has the skills and knowledge to use digital health safely. Free, 5 minute bite-size, CPD accredited, online training.



Intelligence

Continuous market monitoring, combined with access to the biggest data pool of digital health intelligence and your system's usage gives you strong governance.

Activation

Your bespoke Digital Health Formulary for your health and care professionals, together with a Health App Library for your clients, gives you controlled distribution platforms.

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CONTINUOUS MONITORING

OUR STORY



Founded in 2015, and active across 13 of the worlds leading healthcare countries, our mission is to put the power of digital health, safely into the hands of everyone who needs it.

Our award winning technology is fast being adopted:

7,000+

Professionals on the platform

24,000+

Health app assessments conducted

650+

Individual assessment components covering all major standards and regulations

70%

We work with NHS suppliers in 70% of NHS regions



We are proud to work with some of the most prestigious organisations across the world:



RECOVERY PLAN

Example - Elective recovery



Example Elective Recovery

There are currently 7.19million people in England who are waiting for routine operations, such as a hip or knee replacement surgery.

Whilst on the waiting list, patients may experience worsening pain, reduced mobility, stress, sleep challenges and do not take steps to stop smoking or reduce alcohol intake. This leads to deteriorating health and attendance at GP practices and A&E. It can also lead to more complications in surgery, a longer length of stay in hospital and higher chance of readmission. Upon discharge, patients typically receive paper physiotherapy plans which can be hard to follow or stick with.



Name: Frances

Age: 65 years old

Waiting list: 18 weeks

Likelihood of:

Being a health app advocate: 58%

Already using a health app: 42%

Finding a health app helpful: 77%

Being recommended a health app by a clinician: 4%

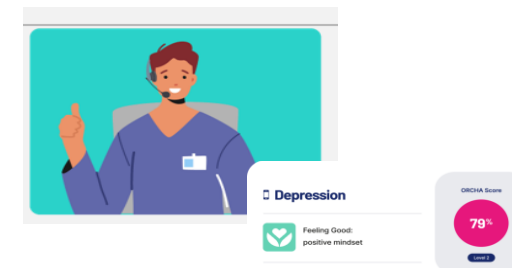
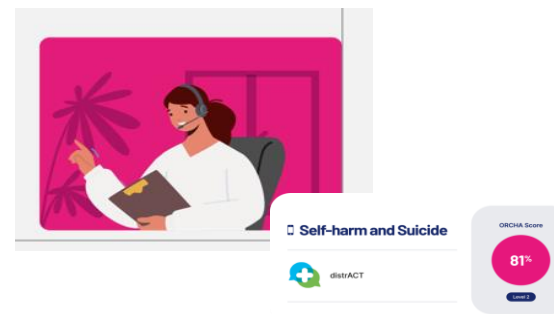
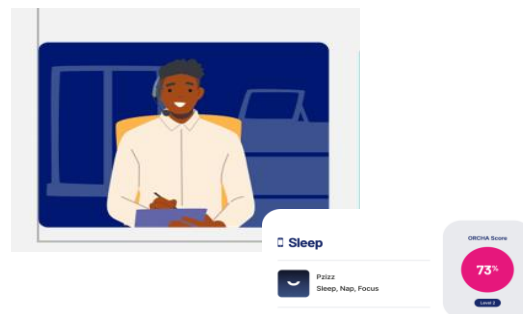
Impact of using a health app: Manage pain and stress; improve surgery readiness by losing 2.5 stone and stop smoking which will improve blood circulation and lung health by 10%.



Whilst waiting for their assessment and diagnosis, primary care can give simple, proven tools to support patient's physical and mental health.

Before surgery, the orthopaedic clinic can recommend more personalised MSK tools to use, including health apps that monitor changes.

Post-surgery, the discharge support can be enhanced by the physiotherapist or occupational therapist providing personalised, interactive digital health tools to improve adherence to rehabilitation plans.



AN OPPORTUNITY TO **FILL THE GAPS**

Introducing safe and effective digital health for long-term conditions can reduce pressure on the NHS and prevent annual attendances in:



General practice by
5.9M



Amulance journeys by
120,000

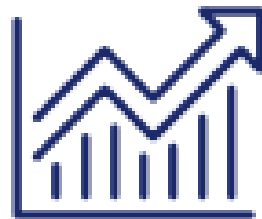


A&E by
600,000



Unplanned admissions by
127,000

Using digital health to deliver these gains would save the NHS around £553M annually.



"Prolonged waiting has a significant impact on patient's mental and physical health. Patients in severe pain lose mobility and independence, their health deteriorates, they are unable to work, require more GP support and increasingly rely on stronger and stronger pain killers."

President of the British Orthopaedic association

Still not convinced?



THE “IT’S JUST A HEALTH APP” MISTAKE

“It’s just a health-app, what could it do that my medicines aren’t doing?”

Systematic review demonstrates health-apps more effective than usual care for those with T2DM, with effectiveness equivalent to metformin*

<https://www.frontiersin.org/articles/10.3389/fcdhc.2022.936752/full#:~:text=The%20analysis%20revealed%20an%20overall,with%20T1DM%2C%20T2DM%20and%20Prediabetes.>

THANK YOU

ANY QUESTIONS?

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