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Fostering Increased Adoption of Digital Health for Better Outcomes

THE DIGITAL OPPORTUNITY

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6.6 billion

People across the world have a smart phone

That's more people than own a toothbrush

5m
People download a health app every day.

93%
of clinicians believe digital technologies can help.

96 %
of young people aged 9-16 years old in the EU use the internet daily

Top countries for health app downloads:

1 United States
2 Brazil
3 India
4 Mexico
5 Singapore
6 UK

THE DIGITAL PROBLEM

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Only

20%

of the 365,000 apps to choose from meet quality thresholds.

How do people or healthcare systems know which ones are safe and effective?

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.

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.

MHRA
NICE

DTAC ISO 82304
DIGITAL HEALTH FRAMEWORKS

2. AWARENESS

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

X 20,000
CONTINOUS ASSESSMENTS

3. ACCESSIBILITY

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

Rx
Rx DTx
DIGITAL FORMULARY

4. GOVERNANCE

Prescription Drug monitoring Programs
DATIX for untoward events

CONTINOUS MONITORING

Example Digital Health Assessment Frameworks

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There are multiple digital health frameworks globally ,

The DTAC

ISO-82304-2

Mindex
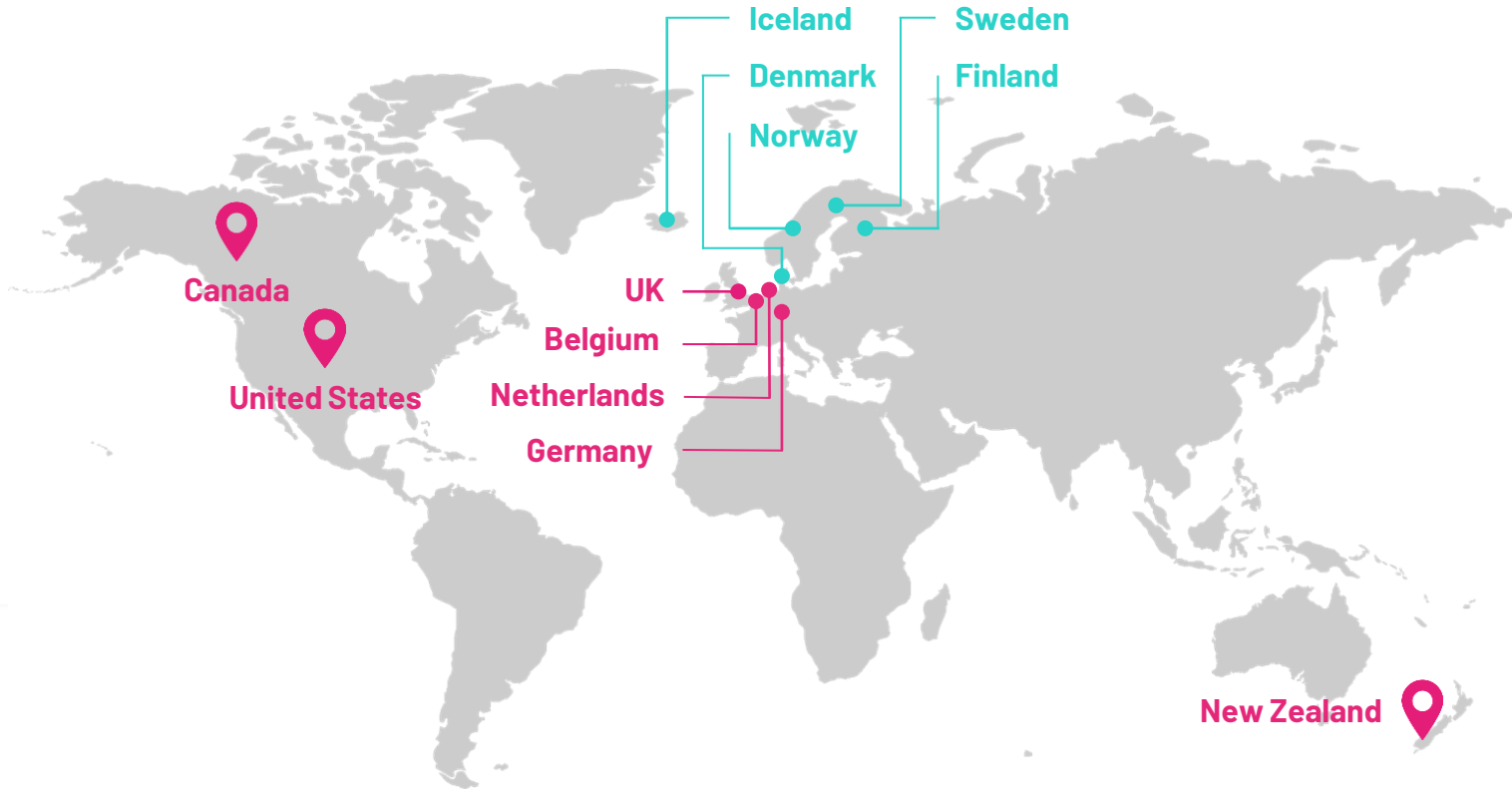
DiGA

mHealth Belgium - Validation Pyramid

NORDIC Baseline Review

USA DHAF

Canada

Iceland
Sweden
Denmark
Finland
Norway

Canada

United States

UK
Belgium
Netherlands
Germany

New Zealand

Huge amount of convergence
HAVING HELPED CREATE MANY OF THEM, ORCHA ARE THE GENERIC OUTCOME MEASURE

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	US Digital Health Assessment	EU ISO 82304-2	NHS DTAC	Canadian MHCC	German DiGA	Netherland GGZ/Mind	5 NORDIC Nations	NZ –Health Navigator
ORCHA Enhanced Review								
Enhanced Evidence Analysis		✓						✓
Commercial and Financial								
Interoperability						✓		
Clinical Safety		✓	✓		✓			✓
Technical Stability	✓	✓	✓	✓	✓			
Security	✓	✓	✓	✓	✓		✓	
Enhanced Data Analysis			✓	✓				
User Experience	✓					✓	✓	
Clinical Assessment				✓			✓	
Global Baseline Review								
Clinical Assurance	✓	✓	✓	✓	✓	✓	✓	✓
Usability & Accessibility	✓	✓	✓	✓	✓	✓	✓	✓
Data & Privacy	✓	✓	✓	✓	✓	✓	✓	✓
Rapid Assessment	✓	✓	✓	✓	✓	✓	✓	✓

Digital Health Distribution and Activation

DELIVERING SAFE DIGITAL HEALTH TO PATIENTS AND CITIZENS

The DIGITAL HEALTH SYSTEM

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

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.

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.

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.

TRUST — DTAC ISO 82304
GOVERNANCE
AWARENESS
ACCESSIBILITY — Rx DTx

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Achieving IMPACT

DELIVERING SAFE DIGITAL HEALTH

C&YP Mental Health
# DEPRESSION – DIGITAL CARE PATHWAY

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Opportunities for digital care mapped out to show where they can help throughout a patient's journey.

Pain points which are linked to the steps in a patient care pathway

Steps in a patient care pathway – contact points with a clinician

Opportunities where a health app may help alleviate pain points

A suggested health app which can help solve pain points

WINTER PRESSURES

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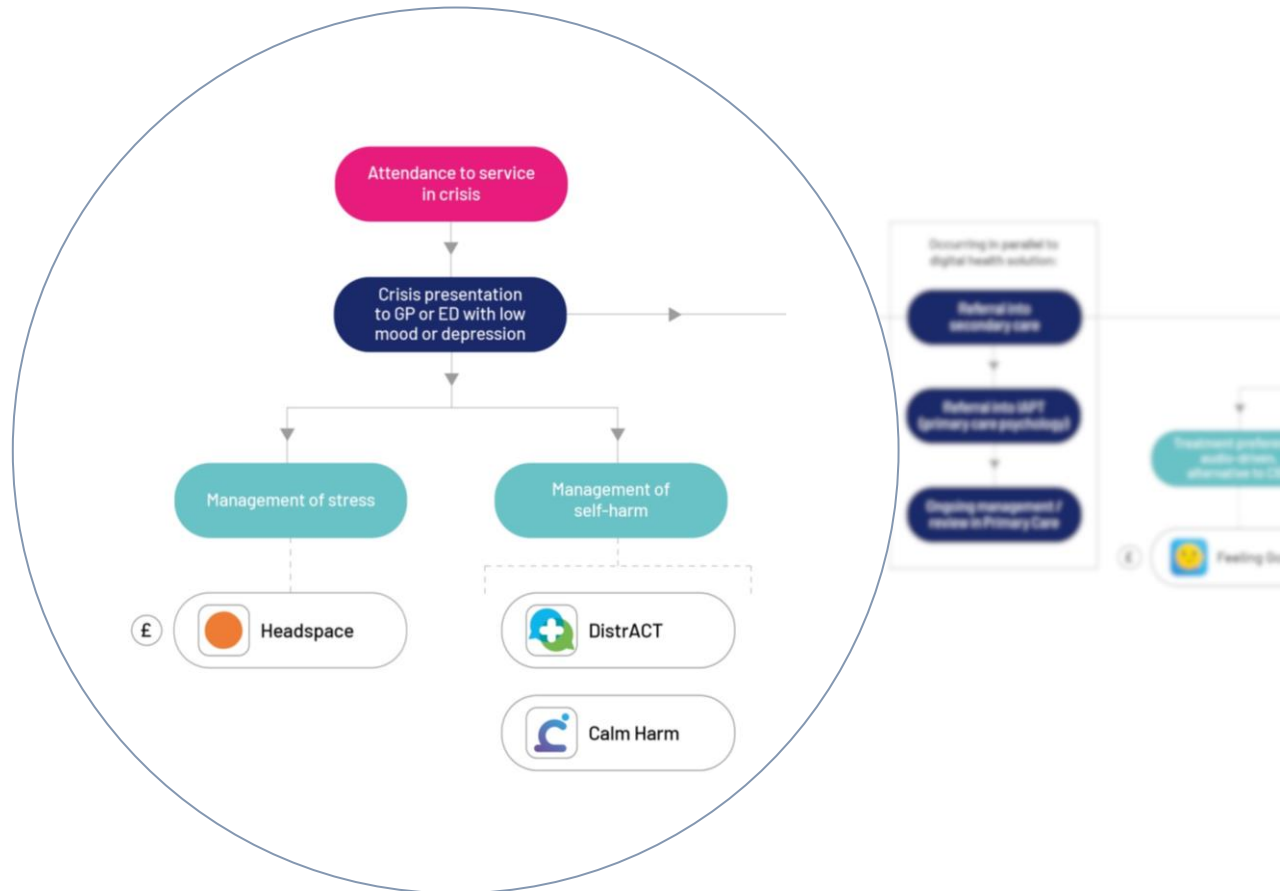
- The Winter Pressures campaign has been live since the start of November 2023, since then the pages on the microsites have had **12,259** sessions.
- There have been **2,425** downloads of the apps included in the campaign, since the start of November.
  - **Digital Health Passport** and **Move Mood** have had **95%** and **76%** respectively of their overall downloads since the campaign went live.
  - Other than Digital Health Passport the order that the apps are presented on the page does not seem to correlate to downloads, implying users are taking the time to explore the entire page.

Please note that we can't be sure which downloads came from the campaign page/promotions and which are general downloads.

Position on page	App Name	Condition Area Description	Downloads since Nov	Total Downloads	% of Total Downloads
1	Digital Health Passport	Manage Asthma	604	634	95%
4	NHS Active 10 Walking Tracker	Exercise	436	911	48%
5	Smiling Mind: Meditation App	Emotional well-being	306	668	46%
10	NHS App	Book your vaccinations	280	1006	28%
6	Wysa: Mental Health Support	Manage anxiety and depression	278	851	33%
2	NHS Quit Smoking	Stop Smoking	253	884	29%
7	Move Mood	For young adults	186	245	76%
8	CATCH app	NHS advice	41	109	38%
9	HANDi Paediatric	6 most common illnesses	35	219	16%
3	KOKU (Keep On Keep Up)	Prevent falls	6	61	10%
			2,425		

Mind
Direct to population activation
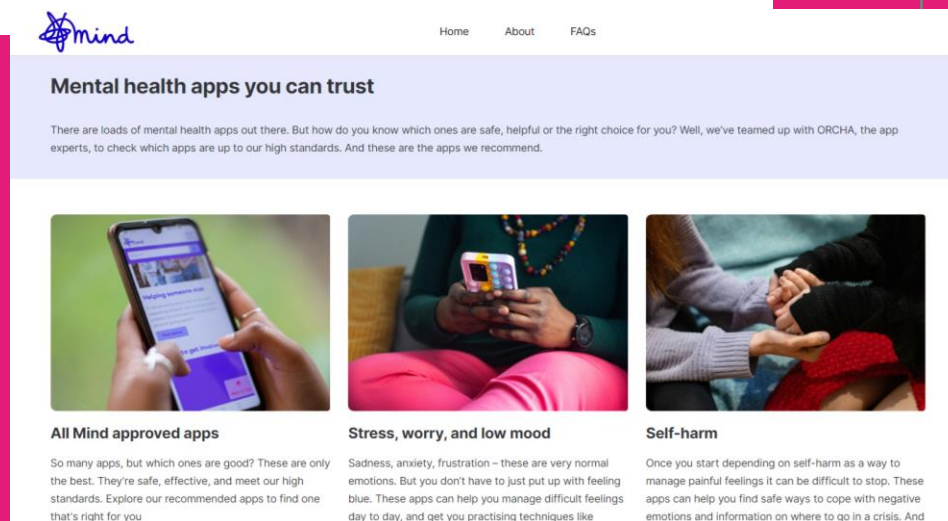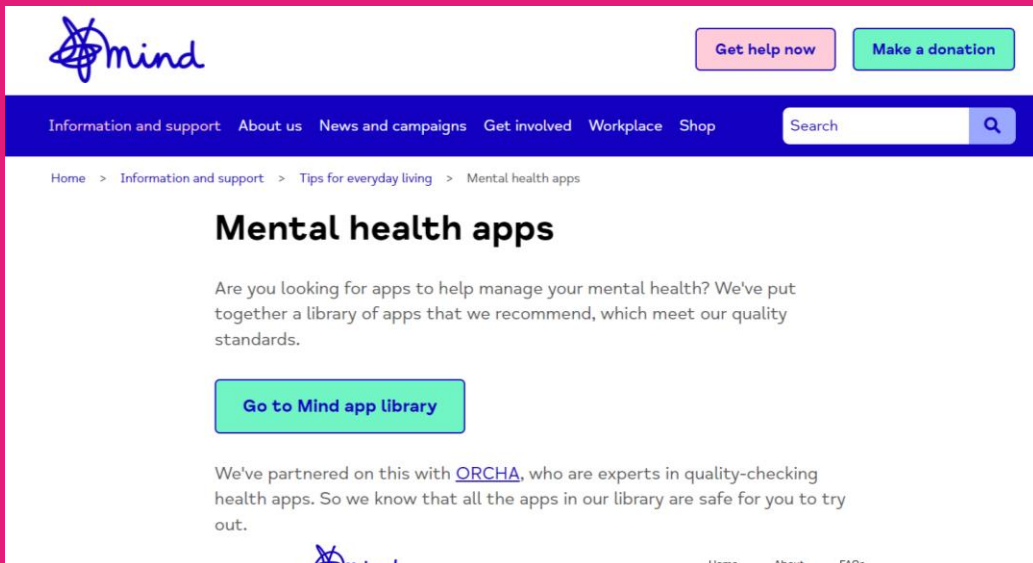
- Mind had their microsite live for the first full month in January

- We saw a significant increase in site traffic and downloads

- Currently the only 'activation' taking place is the landing page that directs Mind users to the app library. This is purely organic traffic.

- 729 Apps Downloaded for the month of January

- 4889 microsite sessions in January

- 29247 pageviews in January

- Further discussions to promote the Mind app library on social channels as well as out to local Mind services is ongoing.

Key learning- **Enable a CORE INFRASTRUCTURE**

- **Maximise efficiencies** through utilising common requirements and standards with consistency in assessment

- **Share compliance data** in a centralised 'warehouse' that different parts of the NHS can draw down from

- Drive healthcare professional engagement and **activation** through education and training

- Provide access through **bespoke distribution and prescription infrastructure** aligned to clinical and operational priorities.

- **Link reimbursement** to compliance

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THANK YOU

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