

digitalhealth

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**PATIENT
ENGAGEMENT
STAGE**



***Driving Patient-Centric Digital
Health Innovation: Transforming
Healthcare Through understanding
and Collaboration***

***Liz Ashall-Payne
CEO***



DELIVERING SAFE DIGITAL HEALTH

Current Engagement

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.

54 %

of people aged 65 years or older say they would be willing to use a Digital Health App

But how do patients know which are safe?

Only

20%

**of the 350,000 apps to choose
from meet quality thresholds.**

*How do people or patients
know which ones are safe
and effective?*


DO USER RATINGS HELP?

Recent Research in March 2024 showed that user ratings and download numbers on the App Stores are NOT good measures of a health app's quality and that patients need help in knowing more about digital health and by creating trusted lists of good apps.

OPEN ACCESS PEER-REVIEWED

RESEARCH ARTICLE

Don't judge a book or health app by its cover: User ratings and downloads are not linked to quality

Maciej Hyzy , Raymond Bond, Maurice Mulvenna, Lu Bai, Anna-Lena Frey, Jorge Martinez Carracedo, Robert Daly, Simon Leigh

Published: March 4, 2024 • <https://doi.org/10.1371/journal.pone.0298977>

Article	Authors	Metrics	Comments	Media Coverage	Peer Review
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Abstract

Introduction

Materials and methods

Results

Discussion

Conclusion

Supporting information

Acknowledgments

Abstract

Objective

To analyse the relationship between health app quality with user ratings and the downloads of corresponding health apps.

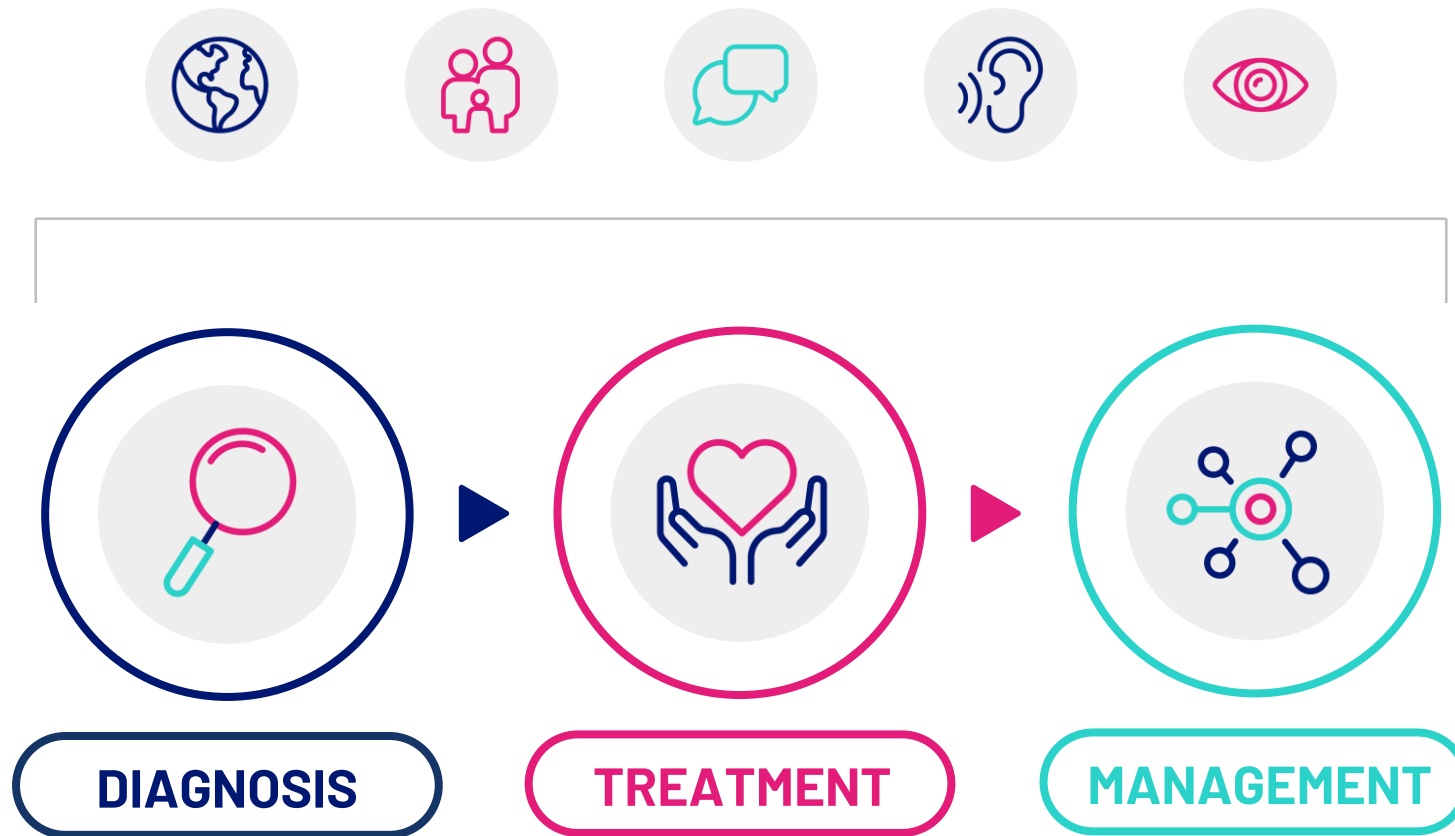
Materials and methods

Utilising a dataset of 881 Android-based health apps, assessed via the 30 Organisation for the Review of Care and Health Applications (ORCHA) as explored whether substantive user-level indicators of quality (user ratings a



THE HEALTH APP MYTH

THERE IS ONE BEST APP!



THE REAL **NEED**

If digital health truly has the power to support patients choice then we have to be just as considered with it as we are with any other aspect of medical practice.

The critical infrastructure for safe decision making and distribution.



Digital Health Distribution and Activation

DELIVERING SAFE DIGITAL HEALTH TO PATIENTS AND CITIZENS



Example:

CASE STUDY HEART FAILURE PATHWAY

Why?

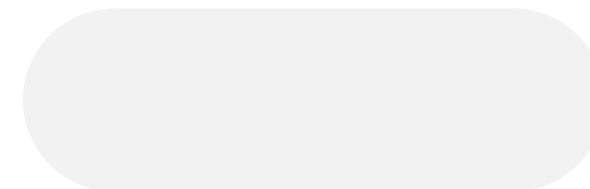
There is a growing need to support patients to adopt digital health opportunities in a patient's heart failure journey.

Expected IMPACT?

To enabled HCPs to easily recommend safe digital solutions to activate patients to manage their condition digitally.

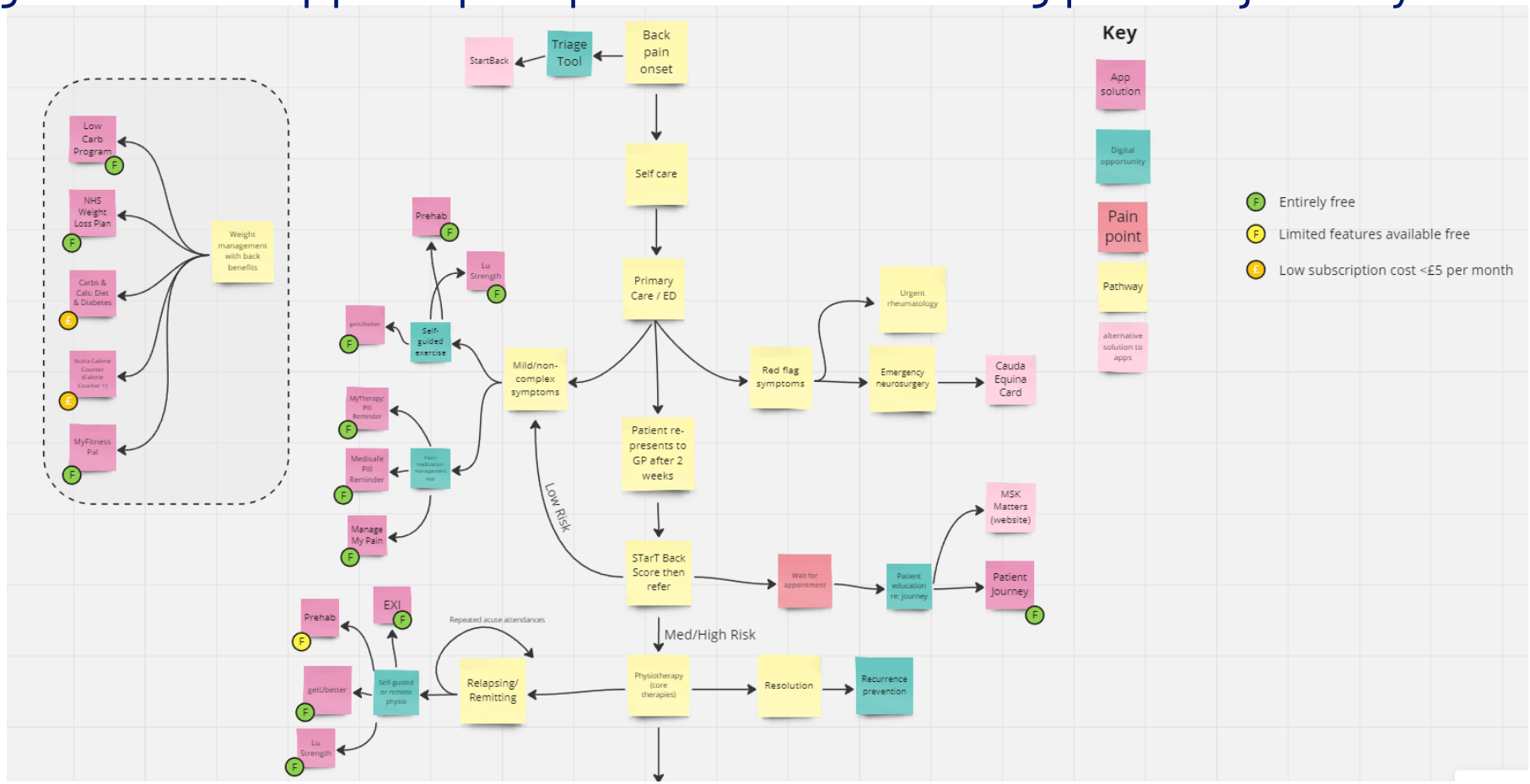
How did clinical teams get involved?

HCP were provided training and DH Care Pathway tools along with a formulary to recommend products to patients



Pathway Co-Design

Mapping chosen to apps to pain points in the existing patient journey



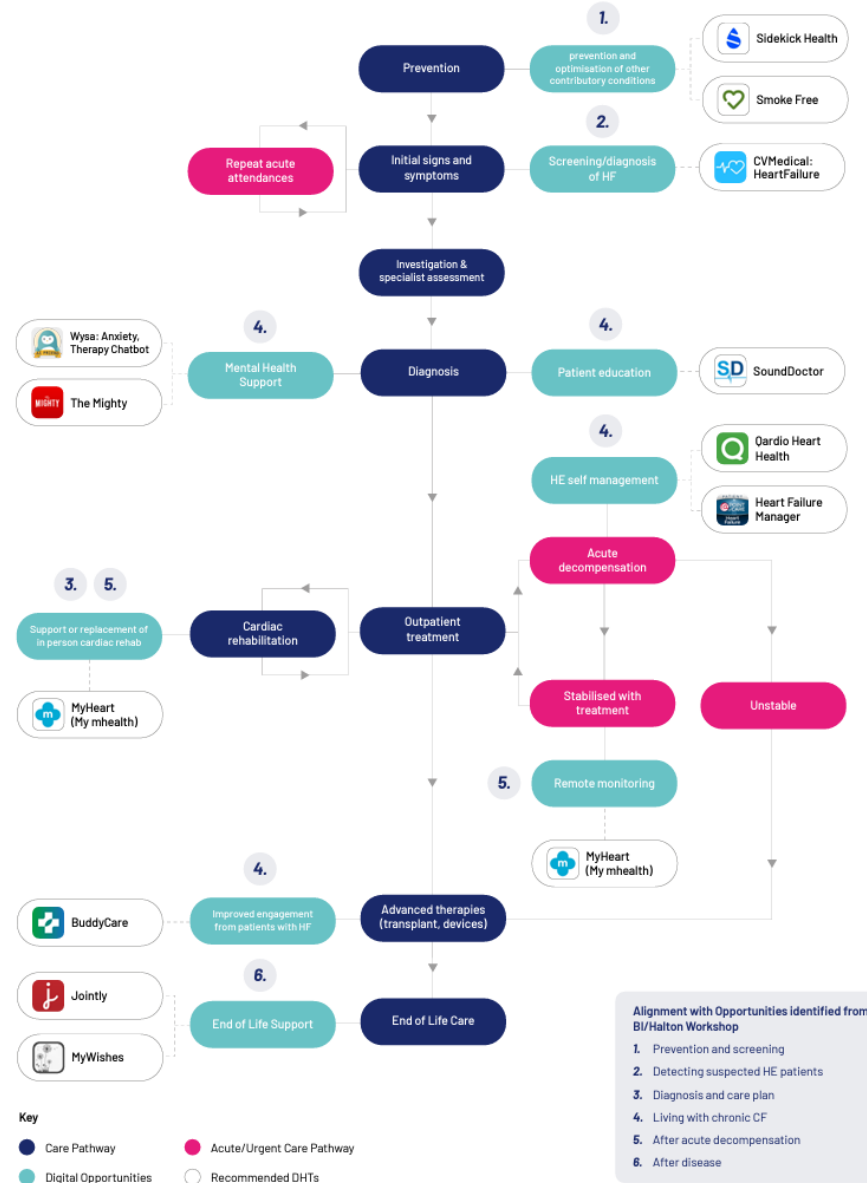
DIGITAL CARE PATHWAYS



Structured Horizon Scan

Opportunity	Audience	App Name	Link	Relevance to Pathway (free text)	Fit' for the Opportunity. 1 - Indirect low impact on the opportunity 2 - direct, low impact on the opportunity 3- moderate impact on the opportunity 4 - indirect high impact on the opportunity 5 - direct high impact on the opportunity	OBR Score	OCA Status	Cost Type	Implementation Complexity	ESF Tier
Chronic Pain	Adult	Pathway through Pain	https://www.wellmindhealth.com/courses/pathway-through-pain	A course designed to help individuals navigate and manage chronic pain. The course provides valuable insights, tools, and strategies to promote physical and mental well-being, empowering individuals to regain control over their lives and improve their quality of life	4	90%	Yes	Paid	Low	2b
Triage Tool	Adult	Phio Access	https://www.nationalhealthexecutive.com/Health-Care-News/ai-driven-physiotherapy-eq	A clinically-led digital MSK triage support tool. Helps triage and direct users to the right care faster.	3	89%	Yes	Free (Centrally Commissioned)	High	2b

**HEART FAILURE
DIGITAL CARE PATHWAY**



This project was led by a deep understanding from heart failure patients and clinicians themselves about their experiences and we collaboratively generated solutions that underpin this new pathway.

We can improve the experience and outcomes for patients across heart failure pathways, with a view to offering it more widely in other regions



Measurement is underway to look at :

Recommendations, patient impact including confidence in managing their own condition along with clinical time impact



Now moving to whole scale research to show the **clinical impact** of digital solutions **across a pathway**

THANK YOU

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