

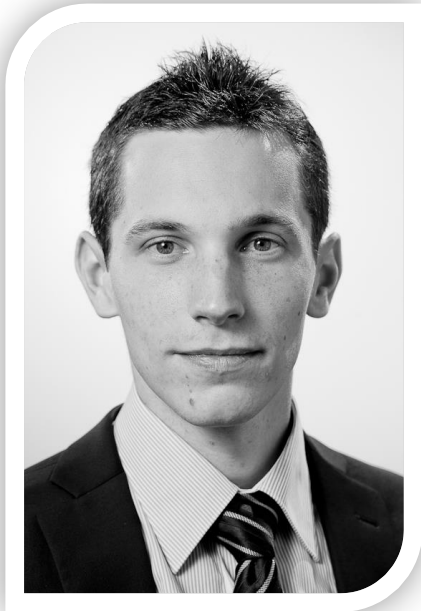
mHealth App Evaluation

by David Sainati, PharmD
CEO at Medappcare



medappcare

Speaker



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Consultant in eHealth and Social Media since 2010



Summary



Why evaluating mHealth apps ?



Users want quality mHealth apps



The evaluation : Who ? How ?

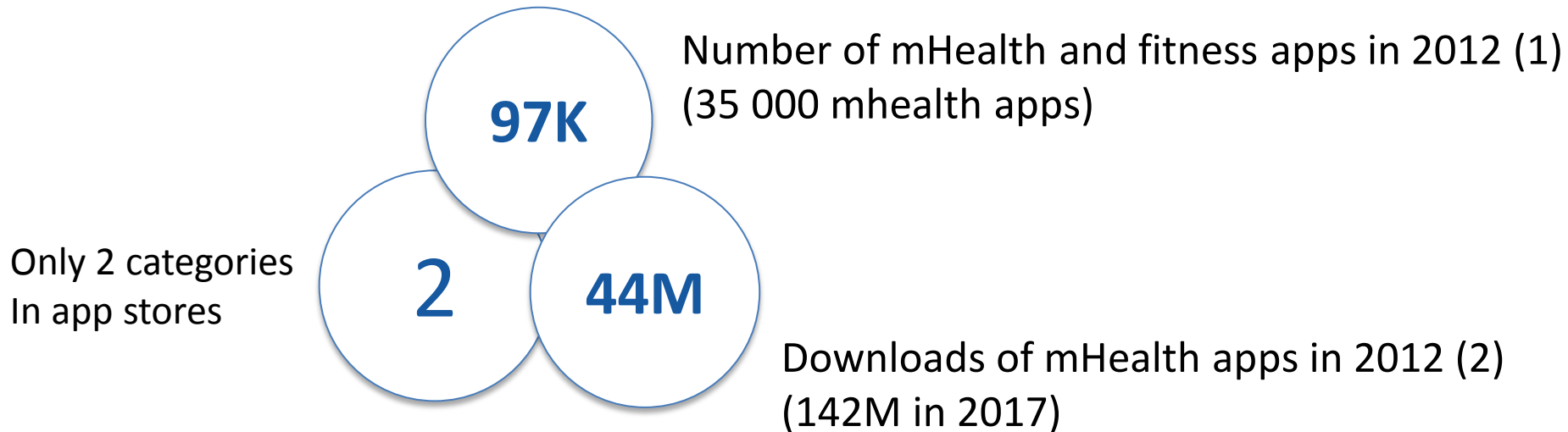


Why evaluating mHealth apps ?

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Number and Classification



mHealth apps are numerous and misclassified

(1) ResearchToGuidance, Global Mobile Health Market Report 2013-2017, Mar 13

(2) Juniper Research, Mobile Healthcare opportunities, Dec 11

Why evaluating mHealth apps ?



Quality of existing apps

Not conform to clinical practice guidelines

0%

A study analyzed 47 apps for quitting smoking found that none followed the majority of the US Public Health Service's best-practices guidelines for curbing tobacco addiction. (1)

Based on medical myths

For example :

- App claims women can get larger breasts by listening to the sounds of a crying baby
- Apps claim they can help buyers choose the sex of their future babies
- Apps claim they cure acne with light therapy ...

No medical validation needed for mHealth apps

(1) Lorien C. Abrams, Nalini Padmanabhan et al ., iPhone Apps for Smoking Cessation, American Journal of Preventive Medicine, Volume 40, Issue 3, Pages 279-285, Mar 2011

Why evaluating mHealth apps ?



Data Protection and Security

40%

40 of the paid apps had no privacy policy at all. (1)

30%

30% of the paid apps sent data to someone not disclosed by the developer either in the app or in any privacy policy we found. (1)

90%

90% of the paid apps don't encrypt all of their communications with SSL. (1)

Obvious lack of protection of personal health data

Why evaluating mHealth apps ?



Users evaluations on app stores

Fake comments and ratings are widely used to be at the top of the rankings

Customer Ratings

▼ Average rating for the current version:



► Average rating for all versions: ★ ★ ★ ★ ★ 251615 Ratings

Customer Reviews

Current Version (17792)

All Versions (145863)

[Write a Review >](#)

The users evaluation in app stores is not reliable



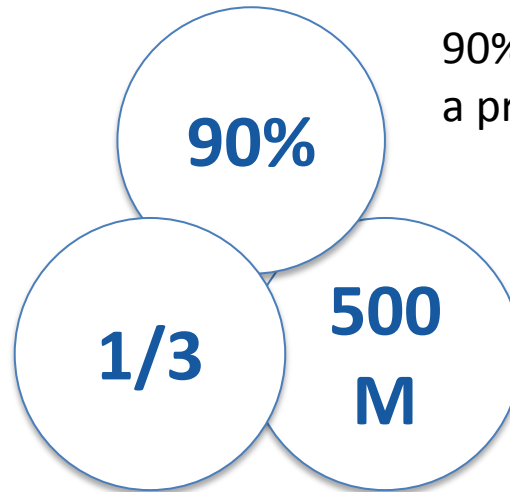
Users want quality mHealth apps

They want quality apps



Patients and General public

1 by 3 french people is ready to start with QuantifiedSelf (3)



90% would accept a prescription for an app (1)

Number of mHealth apps users by 2015 (2)

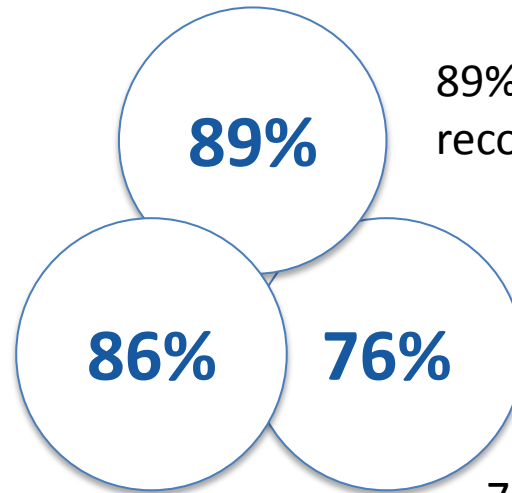
They look for mhealth apps

They want quality apps



Healthcare professionals

86 % of HCP use smartphones in their professional activities (3)



89% of US physicians would recommend app to their patients (1)

76% regret not having enough information to recommend mhealth applications (2)

They look for quality mhealth apps

They want quality apps



Institutionals, Associations, Industrials

Institutions, industrials and patients associations could recommend apps

NHS choices health apps library Share ▾ Search

[Home](#) [Conditions ▾](#) [Healthy living ▾](#) [Health information ▾](#) [Social care](#) [Developers](#) [About](#)

Safe and trusted
apps to help you
manage your health

Welcome to the Health Apps Library

- Discover apps to help you manage your health
- **Reviewed by the NHS** to ensure they are clinically safe
- Rated by you and the health care community

Figure : Screenshot of th NHS Health Apps Library

They look for quality mhealth apps



The Evaluation Who ? How ?

Initiatives



Medappcare has the more complete and independant evaluation method

Medappcare



We have created the first independent industrial method to evaluate technical and medical content of mHealth apps in Europe.



We propose to our users the best mhealth apps that suit to their needs

- For healthcare professionals
- For patients and caregivers
- For general public

Develop a place for mHealth apps in traditional health distribution channels

Develop partnerships with actors interested in mHealth App Quality

Evaluation Method



Some criterias of assessment

Technical

- Security
- Protection of data
- General Operation

Content

- Legitimacy
- Reliability

Service

- Terms of service
- Funding
- Ads

Usage

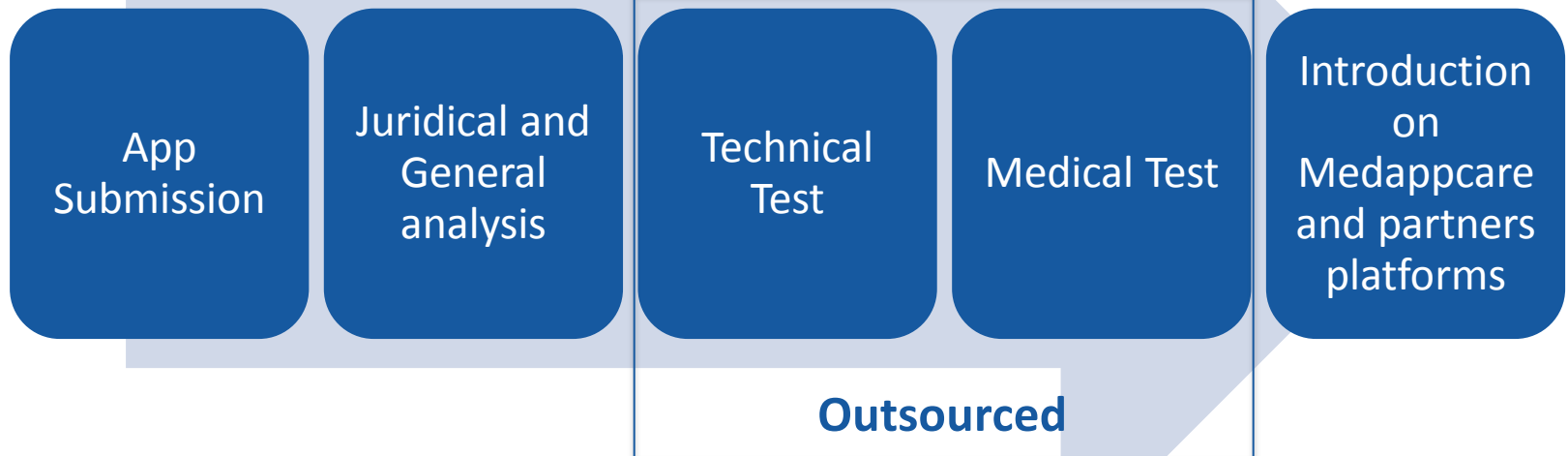
- Ergonomics
- Design
- Usability

More than 50 criterias of evaluation under the control of an independant scientific board

Evaluation Method



The Evaluation Process



Evaluation outsourced and made by healthcare professionals and a technical partner

Main issues



For Medappcare

Looking for partners in Europe / World (industrials, institutionals, associations...)

Convince app developers of the benefits of being evaluated

Actualize the Evaluation Method in particular the evaluation criterias

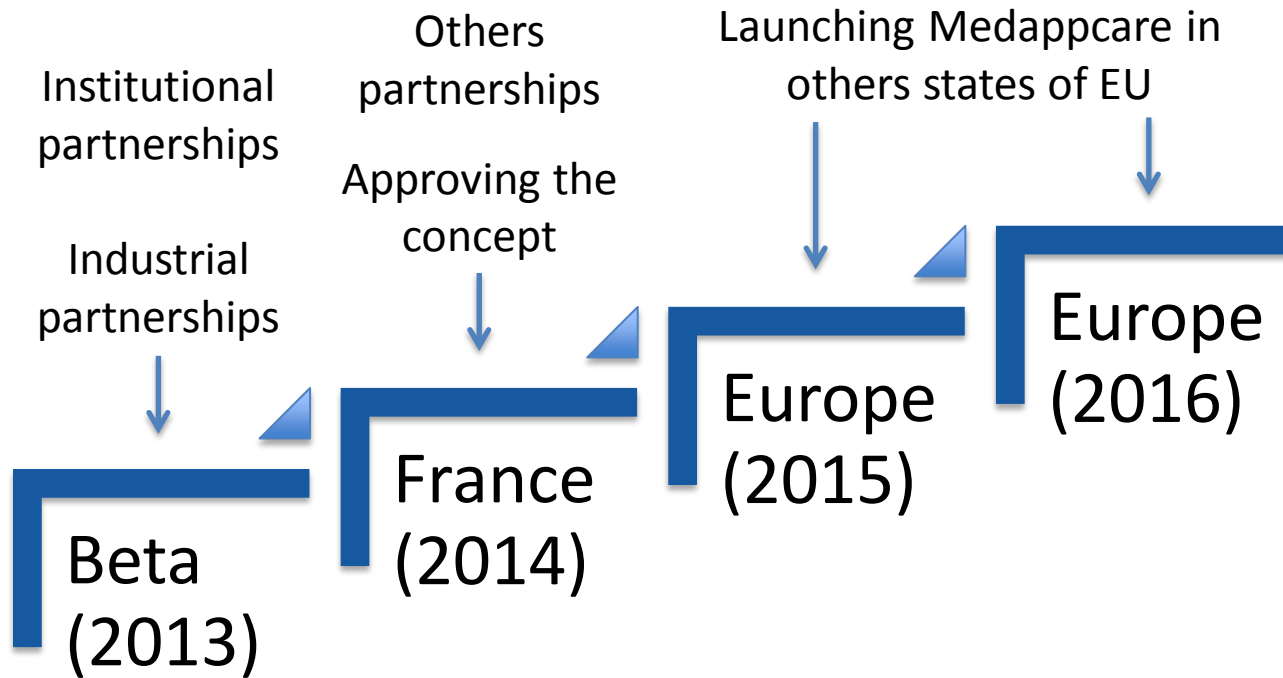


For the mHealth sector

Missing Regulations in states and at the European scale

- Which type of apps is qualified as a medical device or not ?
- What is the real scope of health private data ? (barrier between Health and Wellness)

Next steps



Be a reference in mHealth Quality in Europe by 2016

Keep in touch

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