David Sainati, PharmD.

Founder and CEO at Medappcare

Lecturer in eHealth/mHealth regulation at Faculty of Pharmacy - Montpellier (France)

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?
Why evaluating mHealth apps?

Number and Classification

- Number of mHealth and fitness apps in 2012 (1)
  97K
  (35 000 mhealth apps)

- Only 2 categories
  2
  In app stores

- Downloads of mHealth apps in 2012 (2)
  44M
  (142M in 2017)

mHealth apps are numerous and misclassified

(2) Juniper Research, Mobile Healthcare opportunities, Dec 11
Why evaluating mHealth apps?

Quality of existing apps

Not conform to clinical practice guidelines

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. Abroms, 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% of the paid apps had no privacy policy at all. (1)
- 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% of the paid apps don’t encrypt all of their communications with SSL. (1)

Obvious lack of protection of personal health data

(1) Mobile Health and Fitness Applications and Information Privacy - California Consumer Protection Foundation – July 13
Why evaluating mHealth apps?

Users evaluations on app stores

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

The users evaluation in app stores is not reliable
Users want quality mHealth apps
They want quality apps

Patients and General public

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

1/3

500 M

Number of mHealth apps users by 2015 (2)

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

They look for mhealth apps

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

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

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

They want quality apps

They look for quality mhealth apps

(1) eClinicalWorks. eClinicalWorks invests $25 million in patient engagement. February 6, 2013., (2) MediQual Research, Quelle place pour les nouvelles technologies dans la relation Medecins-Patients, Jun 2013, (3) Epocrates Mobile Trends Survey 2013
Institutionals, industrials and patients associations could recommend apps

They want quality apps

Institutions, industrials and patients associations could recommend apps

Figure: Screenshot of the NHS Health Apps Library

They look for quality mhealth apps
The Evaluation
Who ? How ?
Medappcare has the more complete and independent evaluation method
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 criteria 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 criteria of evaluation under the control of an independent scientific board
Evaluation Method

The Evaluation Process

- App Submission
- Juridical and General analysis
- Technical Test
- Medical Test
- Introduction on Medappcare and partners platforms

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

Institutional partnerships

Industrial partnerships

Beta (2013)

Others partnerships

Approving the concept

France (2014)

Launching Medappcare in others states of EU

Europe (2015)

Europe (2016)

Be a reference in mHealth Quality in Europe by 2016
Keep in touch

David SAINATI
PharmD. - CEO
+33(0)6-81-57-45-13
d.sainati@medappcare.com