NHS

NHS Innovations South East

Dealing with Healthy Apps!

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Fast Forward 2013: Health Apps Collaboration

NHS

NHS Innovations South East

- NHS Innovations South East - IP and Innovation Management Service to NHS Organisations

- NHS services: IP projects with clear patient benefit or NHS benefit

- Steady increase in software app disclosures

- 2012 apps - 35% of new innovation disclosures from NHS organisations!

Member of

HIA
Health Innovations Alliance
Champion good successful medical innovation

Fast Forward 2013: Health Apps Collaboration

Maidstone and **NHS**
Tunbridge Wells
NHS Trust

- Large acute hospital
- Two main sites
- ½ million
- 4,750 FTE staff
- Proactive innovation
- Keen to tackle health apps use

Project Objectives

- To understand current barriers and constraints within the healthcare sector and develop relevant approaches to the commercialisation of health apps:
    - healthcare practitioners   *eg Mersey Burns App*
    - Lifestyle apps   *eg calorie counter app*

- To address this growing non-patent IP space and share best practice.

Views on Commercialisation of Healthcare Apps

- Very mixed response and experience with apps

  - ~40% of organisations contacted or researched had taken one or more app to market

  - ~70% claimed they were currently developing apps

  - Some apps were developed to meet a specific unmet need with no commercialisation interest.

  - When are apps medical devices? Mixed experience with navigating the Medical Devices Directive

  - Universal view: "It's not easy generating revenue from apps!"

  - "I struggle to understand the ROI from launching an app and justifying the use of resources compared with something like a medical device"

App Stats!

- Users downloaded 44 million mobile health (mHealth) apps downloads in 2012

- 142 million mHealth downloads predicted by 2016.*

- Top mHealth publishers: 3 million free and 300,000 paid downloads in the USA on the iOS platform.

- Wider mobile health market will reach $8 billion by 2018**

Source: *Juniper Research, **Global Data

App Stats!

App User Retention

(Retention of App Users Acquired in Q3 2010 vs Q3 2011 vs Q3 2012)

■ Q3 2010   ■ Q3 2011   ■ Q3 2012

Total Number of Times an App was Used
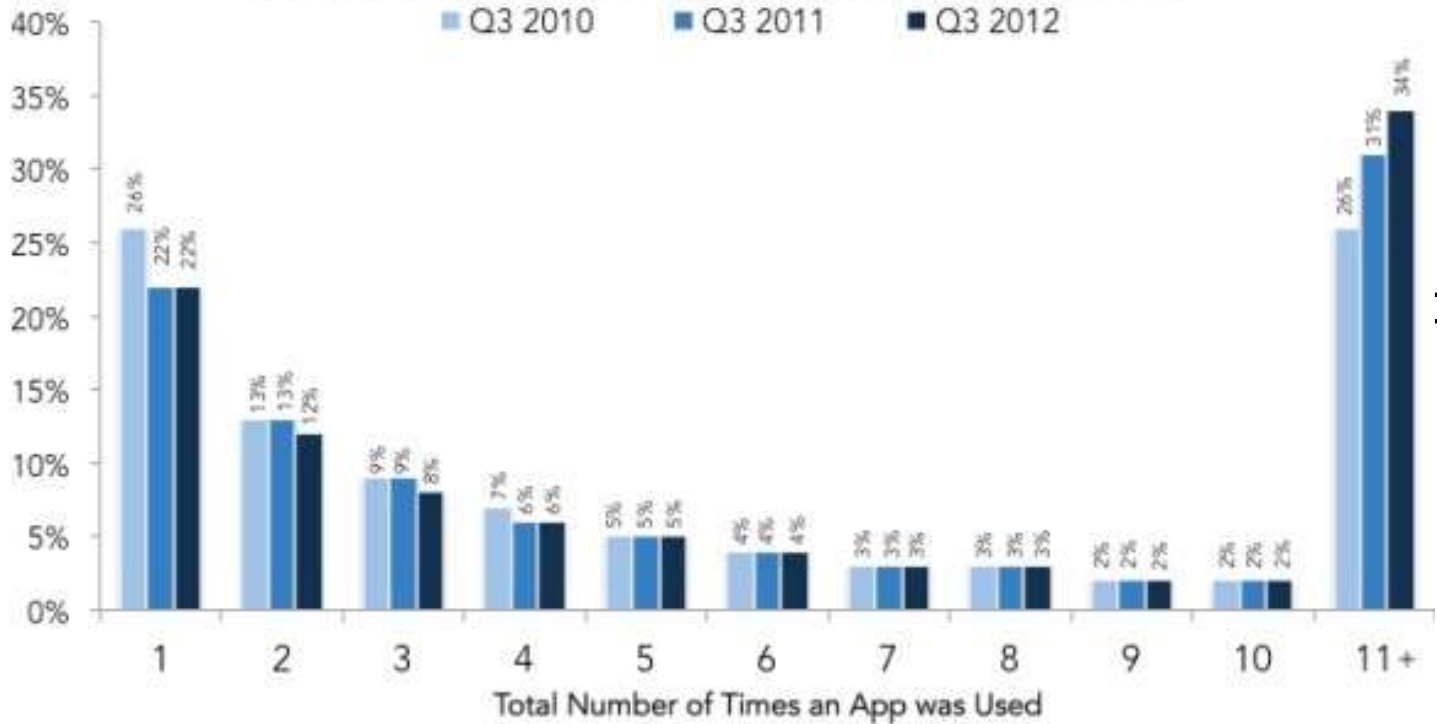
.ıl Localytics

Source: Localytics July 2013

Source: *Juniper Research, **Global Data

Wild West or Gold Rush?

- Uptake and expectations are surging

  - 97,000 mHealth applications listed on 62 full catalogue app stores

  - Many apps are unvalidated

WANTED

Health App

REWARD

Commercialisation of apps need to consider:

Patient / consumer safety?

Medical Devices?

Data privacy issues?

Security?

Healthcare Organisations getting to grips with the use of apps and devices: It's early days!

Original article

Interns and their smartphones: use for clinical practice

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Abstract

Purpose of the study Smartphone use among healthcare professionals has become widespread and will continue to grow in the coming years.

Study design In October 2012, a survey was distributed to 230 interns at two of the national intern training networks in the Republic of Ireland, asking how they used smartphones to carry out their clinical work.

Results It was found that out of 108 interns (47.0% response rate, 108/230), 94.4% (102/108) owned a smartphone. Of those respondents who owned a smartphone, on at least a daily basis for the purposes of work, 83.3% (85/102) made or received phone calls, 87.2% (89/102) sent or received texts, and 41.2% (42/102) sent or received emails on their smartphone. The most commonly used app was the British National Formulary. It was used daily by 30.4% (31/102) of

Commercialisation Approaches

- Consumers are increasingly reluctant to pay for apps, particularly when so many apps are available and appear to be free.

- App sustainability?

- Free?
  Worldwide mobile advertising is forecast to reach $24.5B by 2016*

- In-app purchasing or freemium?
  *71% of App store revenue was from in-app purchases in 2013**

- Paid
  Users who plan to make app purchases from device:*
  iPhone 69%   Android 53%   BlackBerry 35%   Windows 32%

- Services or Product business stream
  Source: *Localytics.com

Commercialisation Approaches

- Con... ...o pay for app... ...re available and...

- App...

- Fre...
  Wo... ...y 2016*

- In-
  71%... ...13

- Pai...
  Use...
  iPh... %

- Se...

Source: *Localytics.com

Progress and Next Steps?

- Start of a journey managing IP in a fast moving technology field.

- Far more complex than originally imagined
  - Developed Healthcare App roadmap

- Many NHS organisations now reviewing their approach to the use of apps and are putting into place robust infrastructure eg Mobile Application Management solutions before progressing with app development and exploitation.

- **Our findings on commercialisation approaches will be launched at a healthcare app event in Maidstone on 18th March 2014.**

Thanks to Rhiannon Cox, Dr Alan Kennedy, Emma Aldrich, Dr Syed Husain

Accelerated Commercialisation of Non-Patent Intellectual Property Associated with Healthcare Apps

Event: 18th March 2014, Academic Centre, Maidstone & Tunbridge Wells NHS Trust

Details to follow at http://innovationssoutheast.nhs.uk