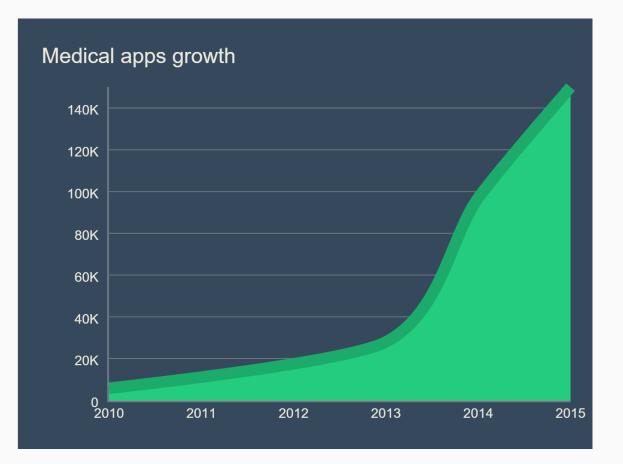
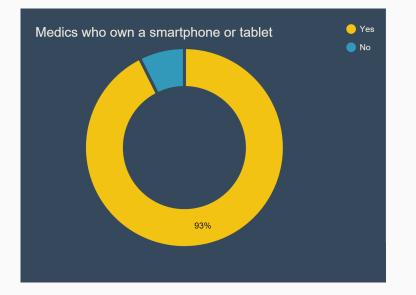
# Apps in the new healthcare market

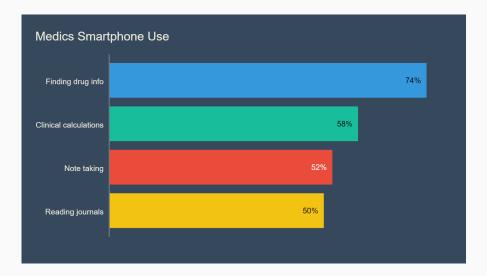
A practical perspective



Source: http://www.ourmobilehealth.co.uk/

### Why make apps for doctors?



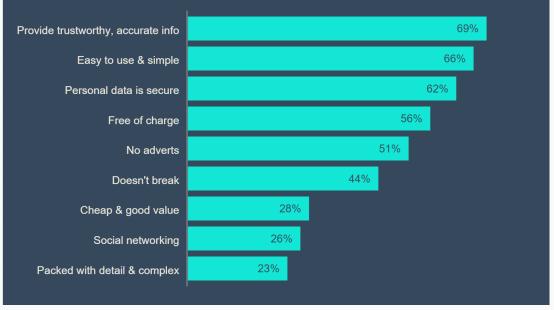


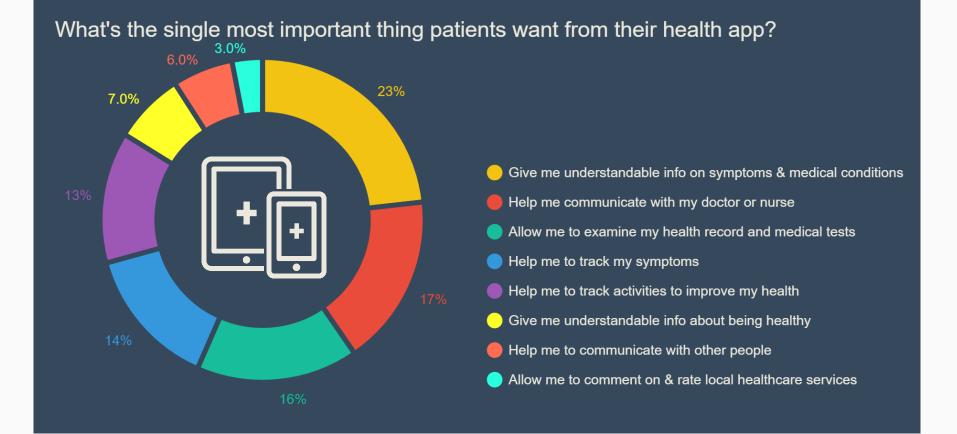
#### Boruff JT, Storie D. J Med Libr Assoc. 2014 Jan;102(1):22-30.

## What about patients?

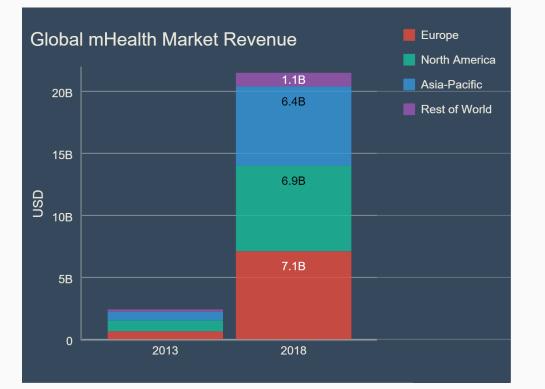
Source: Deloitte [PatientView survey of 1,130 people with a long term condition, 2014]

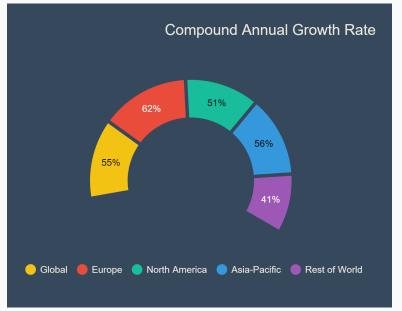
#### What do patients want from health apps?





### Monetisation?





Source: Mobile health technologies and global markets, BCC Research, 2014

## A simple example

from conception to market

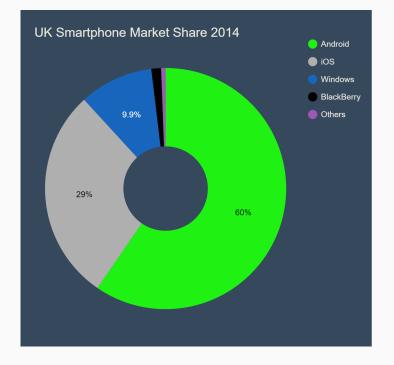


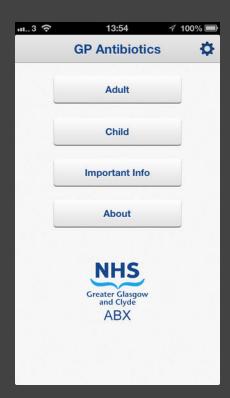
### The problem

- Specific challenges implementing antibiotic guidance in primary care
- While number of *C. Difficile* was falling in secondary care continued to rise in primary care...
- How to raise awareness of existing guidance?

#### The brief

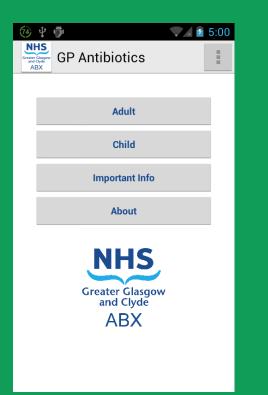
- Create a simple, searchable, pocket reference for the NHS GG&C primary care antibiotic guidelines
- Doses, frequencies, durations of treatment, first-line, second-line and penicillin allergic options
- iPhone & Android
- Free!

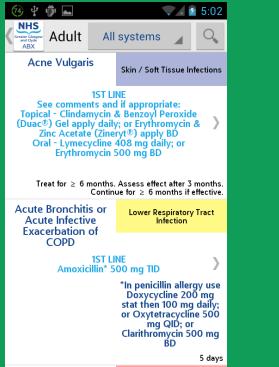


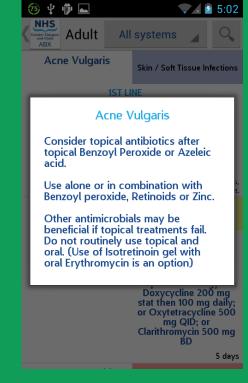


3 📀	13:55	100% 📼
Back	Adult	
Please se	lect a system	
All systems		>
CNS		>
Genital Tract		>
<mark>-</mark> GI		>
e HIV		>
lmmuno	ocompromised	>
<mark>-</mark> LRTI		>
Skin / Soft Tissue		>
Tropical Infections		>
<b>URTI</b>		>

	3	
(	Q Search	
	Acne Vulgaris Skin / Soft Tissue	>
	Acute Bronchitis or Acute Infective Exacerbation of COPD LRTI	>
	Acute Prostatitis	>
	Acute Sinusitis URTI	>
	Animal or Human Bite Skin / Soft Tissue	>
	Bacterial Lower Respiratory Tract Infections Complicating Influenza	>

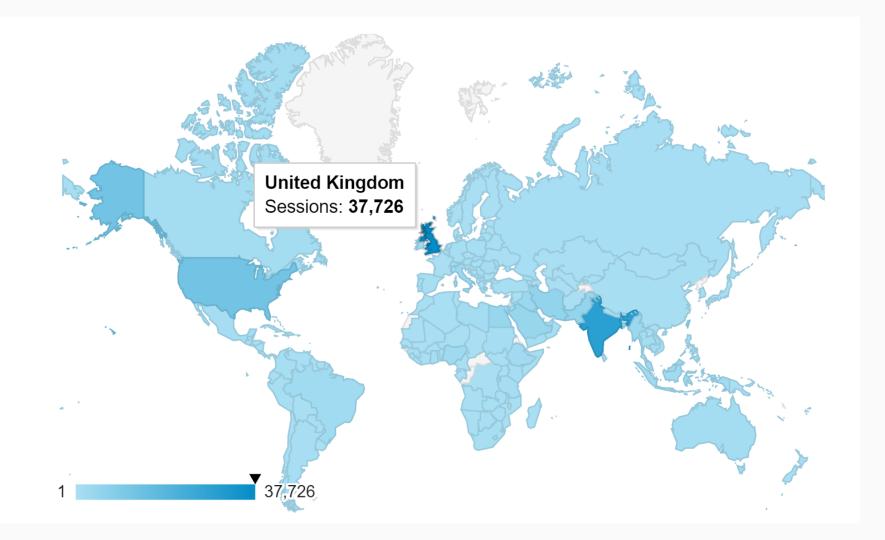






## 976

users within 1 week in 95 countries



### Thanks

Any questions?

Lots of opportunities, some cautions...