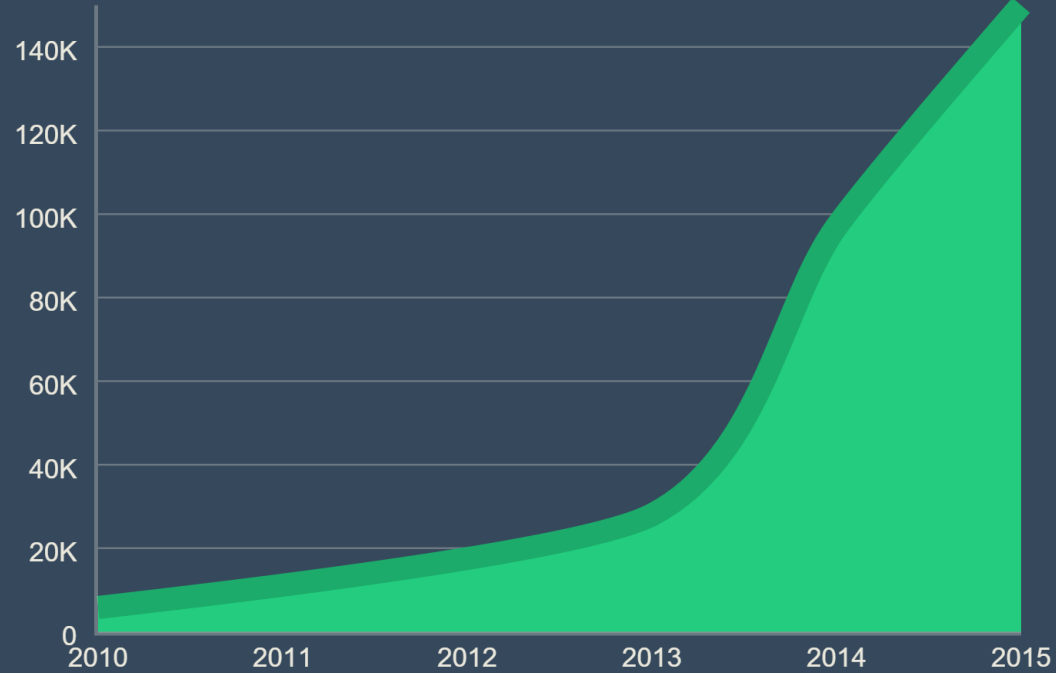


# Apps in the new healthcare market

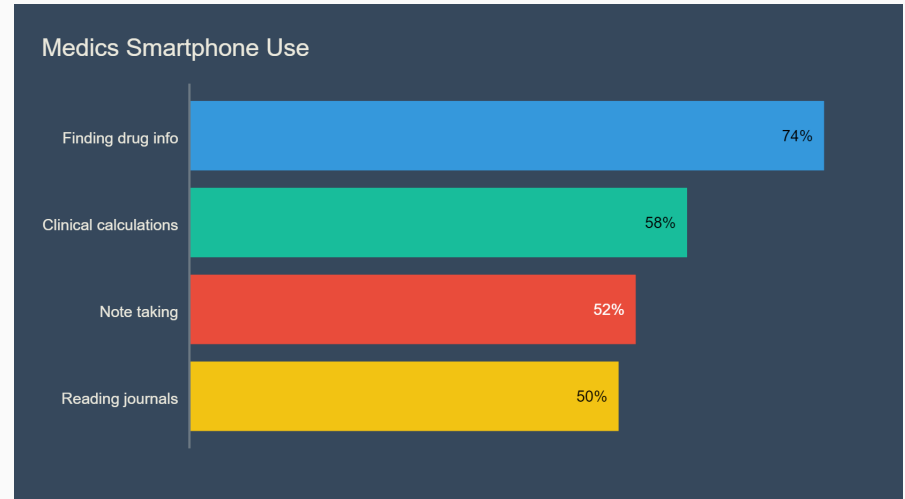
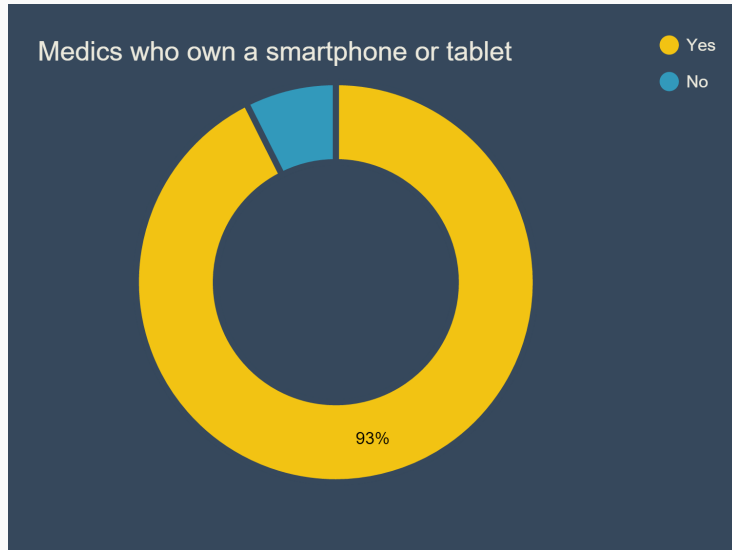
A practical perspective



## Medical apps growth

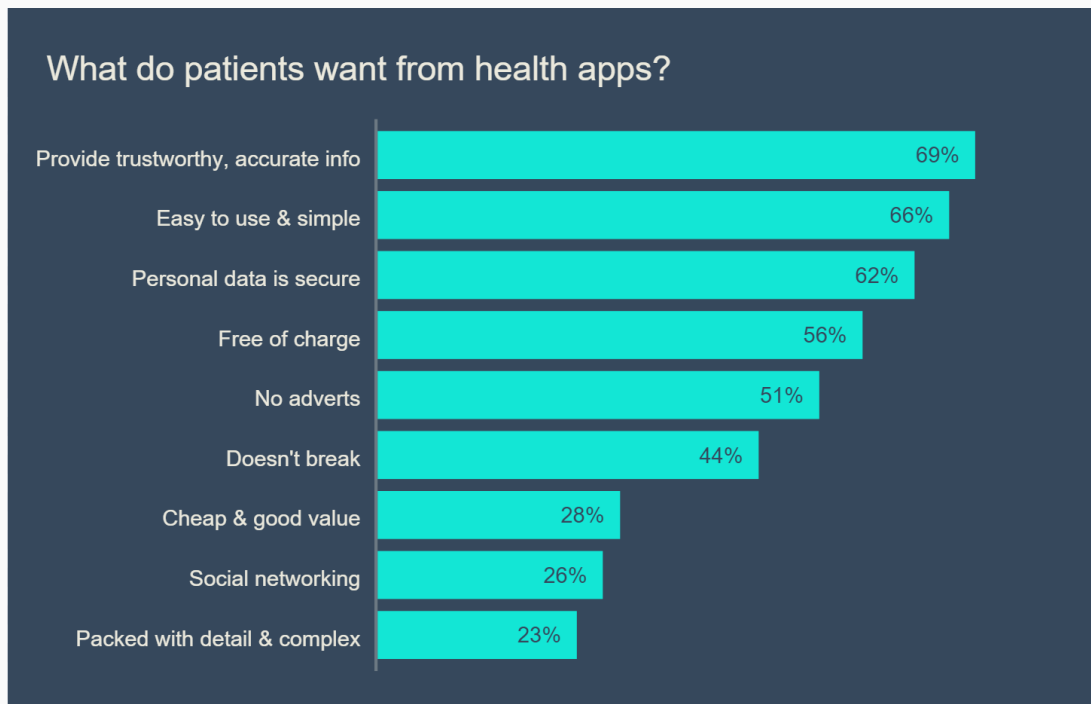


# Why make apps for doctors?

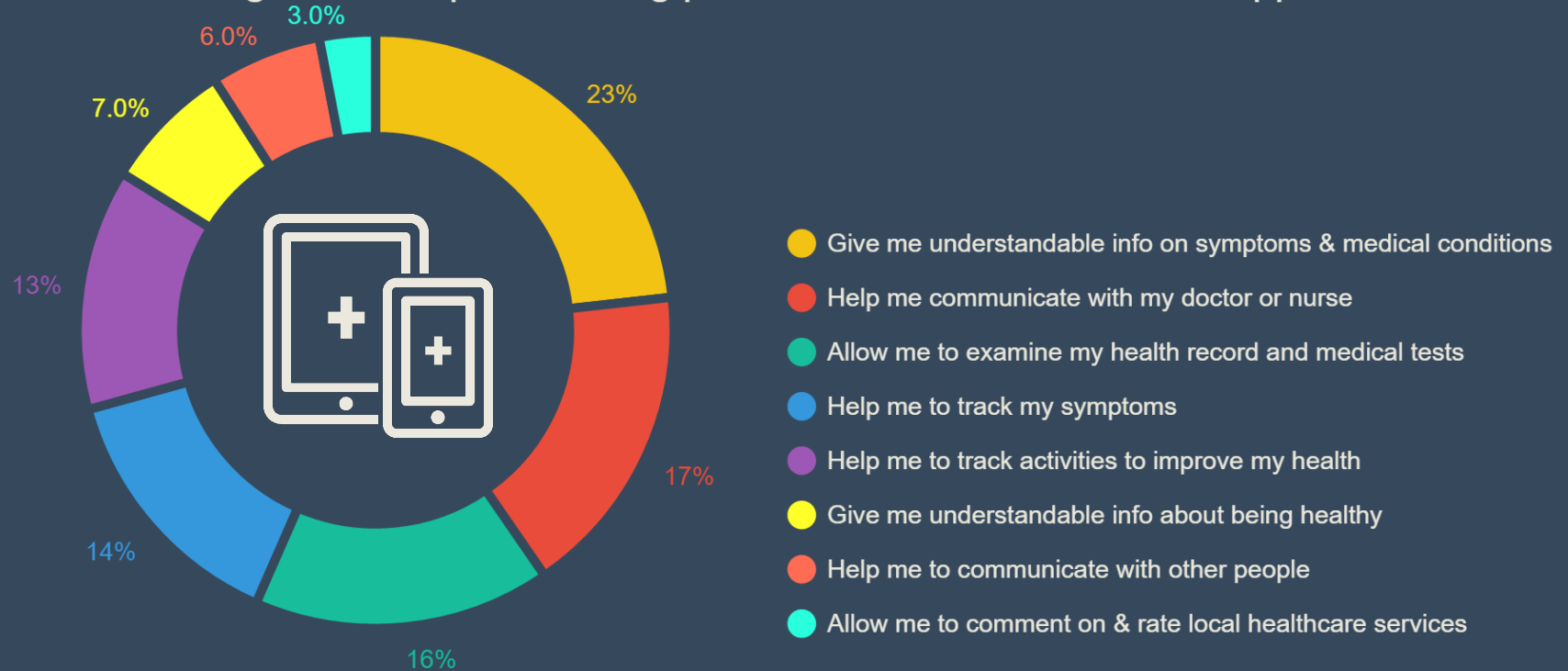


# What about patients?

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

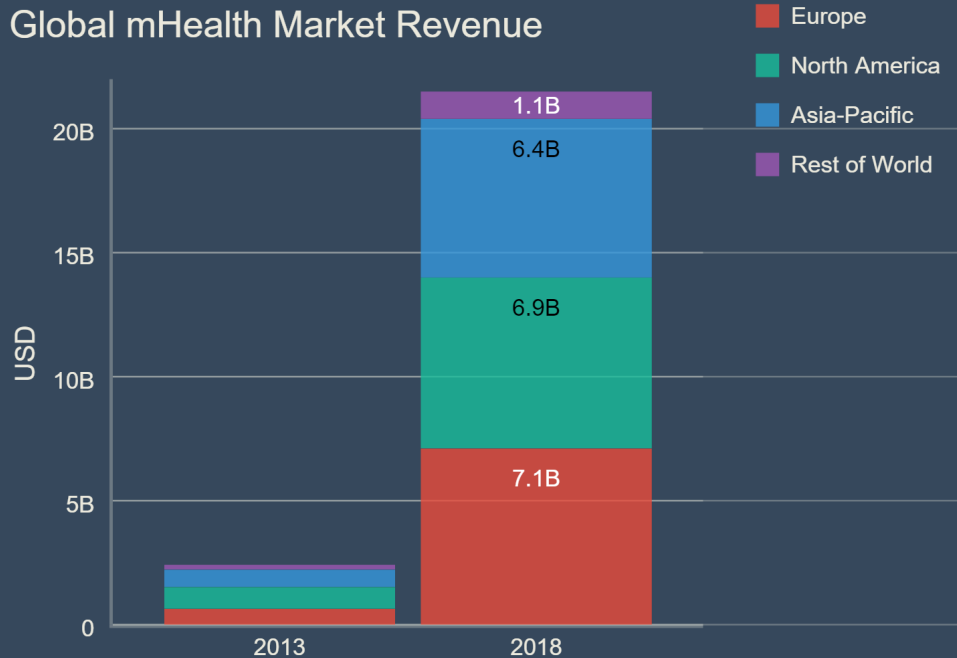


## What's the single most important thing patients want from their health app?

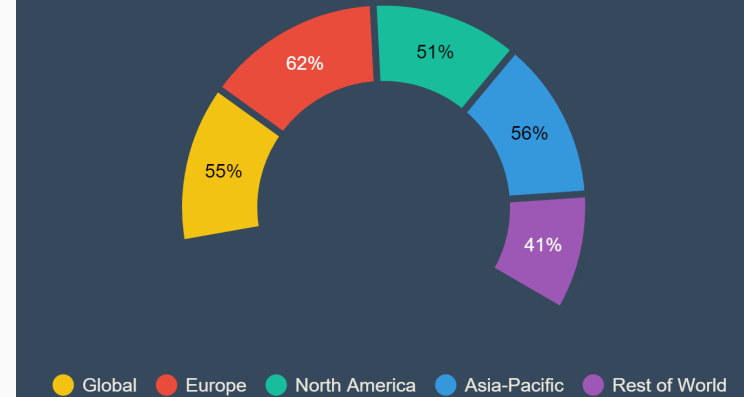


# Monetisation?

## Global mHealth Market Revenue



## Compound Annual Growth Rate



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

# A simple example

from conception to market



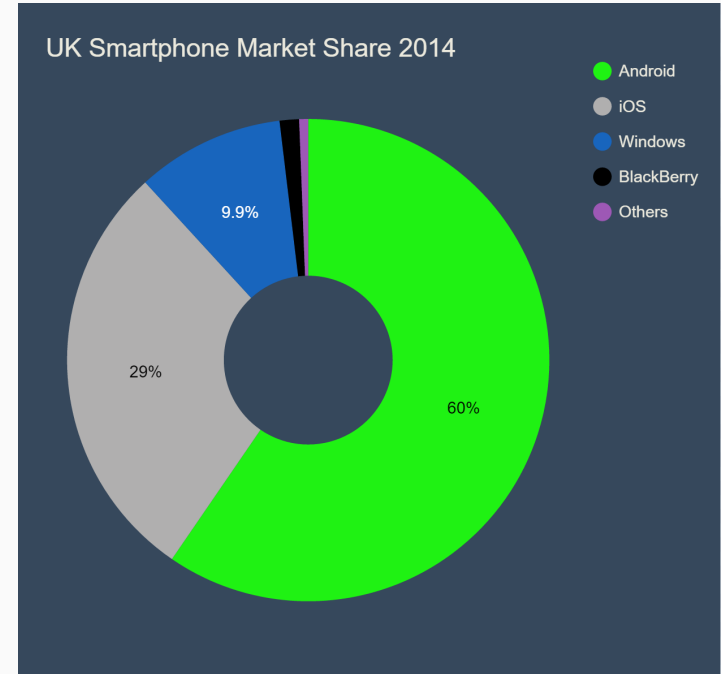
# The problem

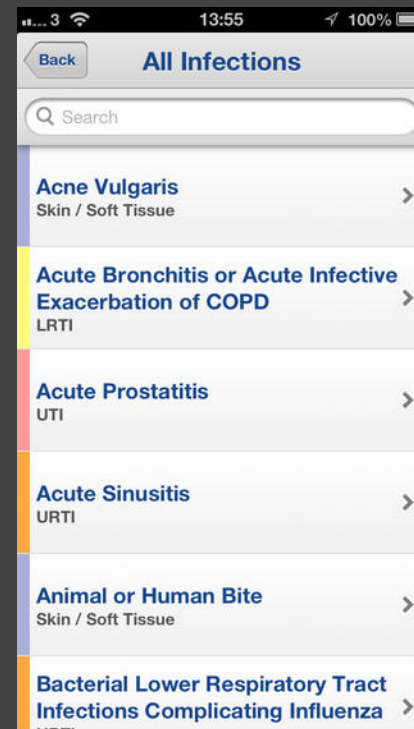
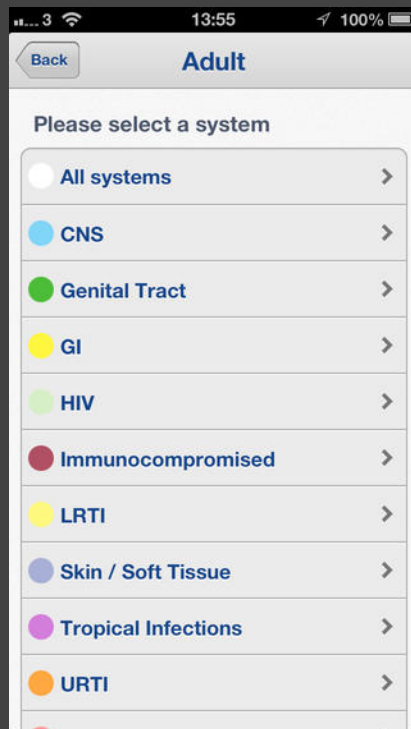
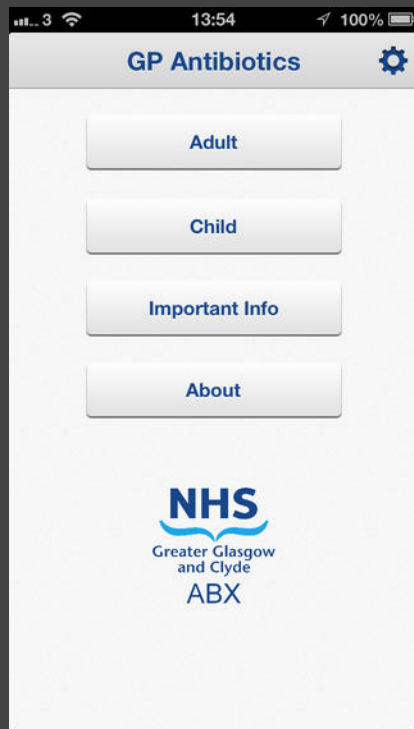
- Specific challenges implementing antibiotic guidance in primary care
- While number of *C. Difficile* was falling in secondary care - continued to rise in primary care...
- How to raise awareness of existing guidance?

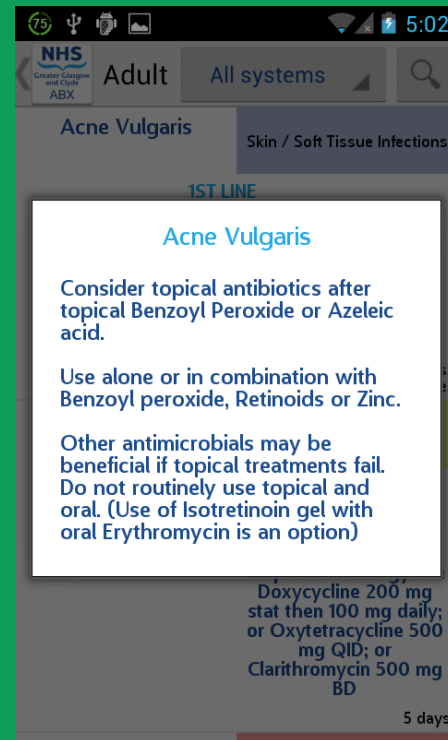
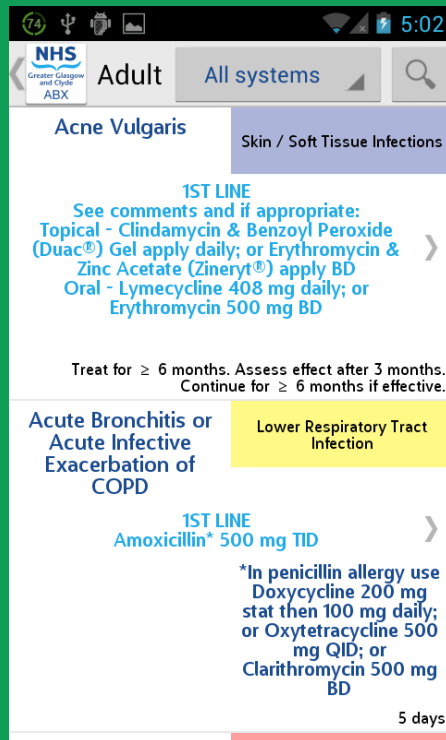
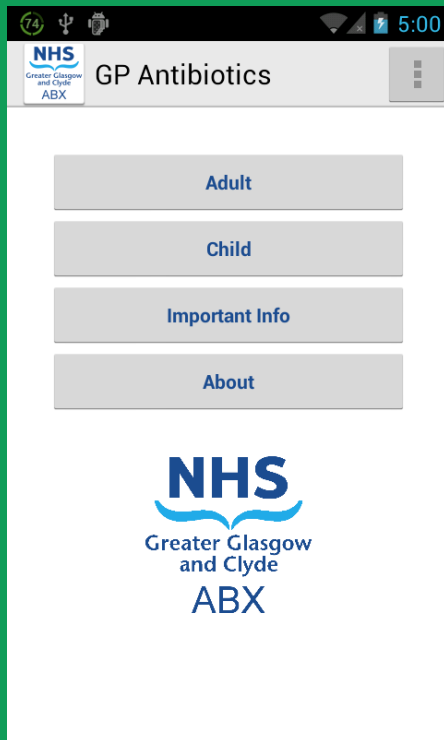


# The brief

- 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!

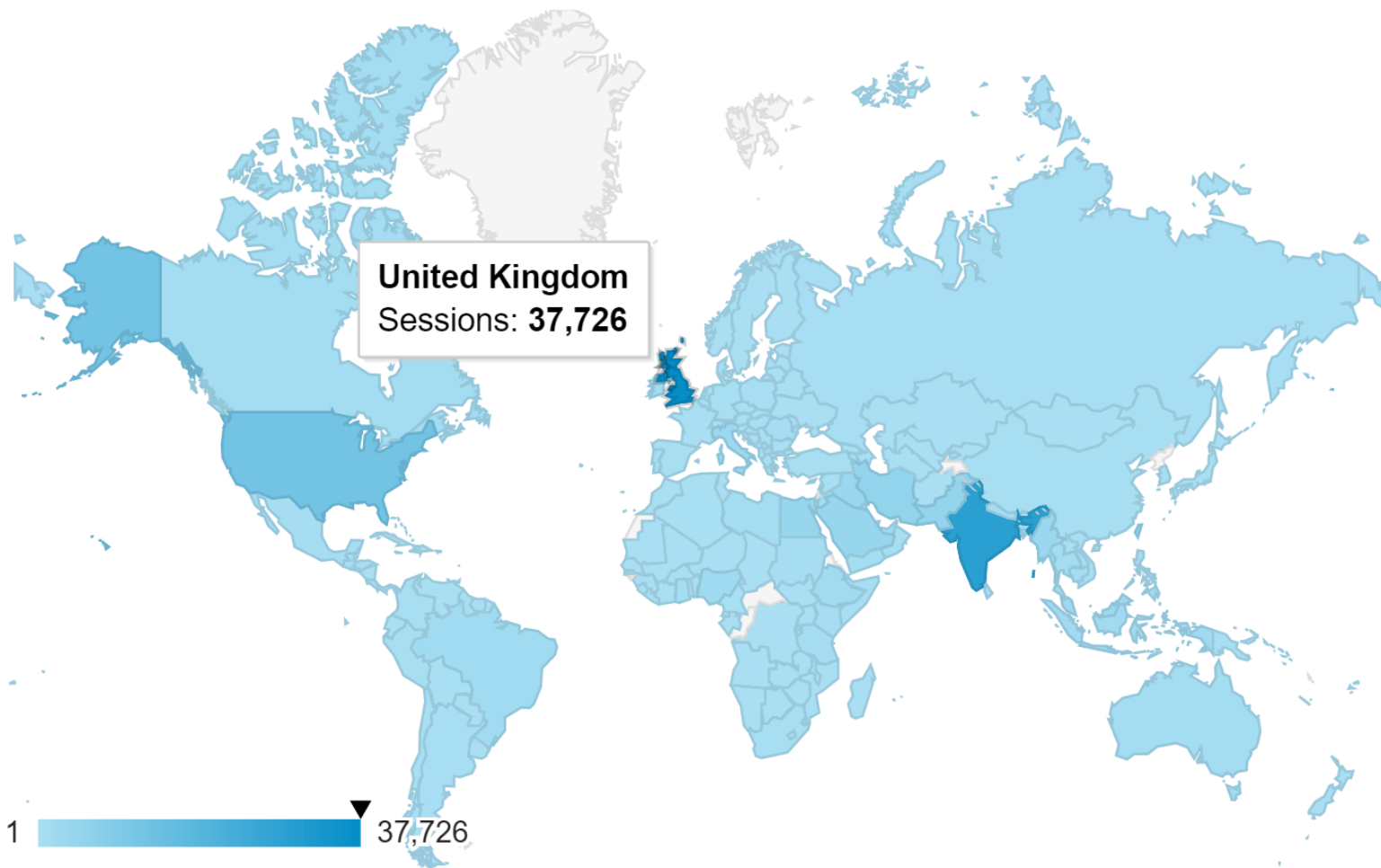






# 976

users within 1 week in 95 countries



# Thanks

Any questions?

Lots of opportunities, some  
cautions...