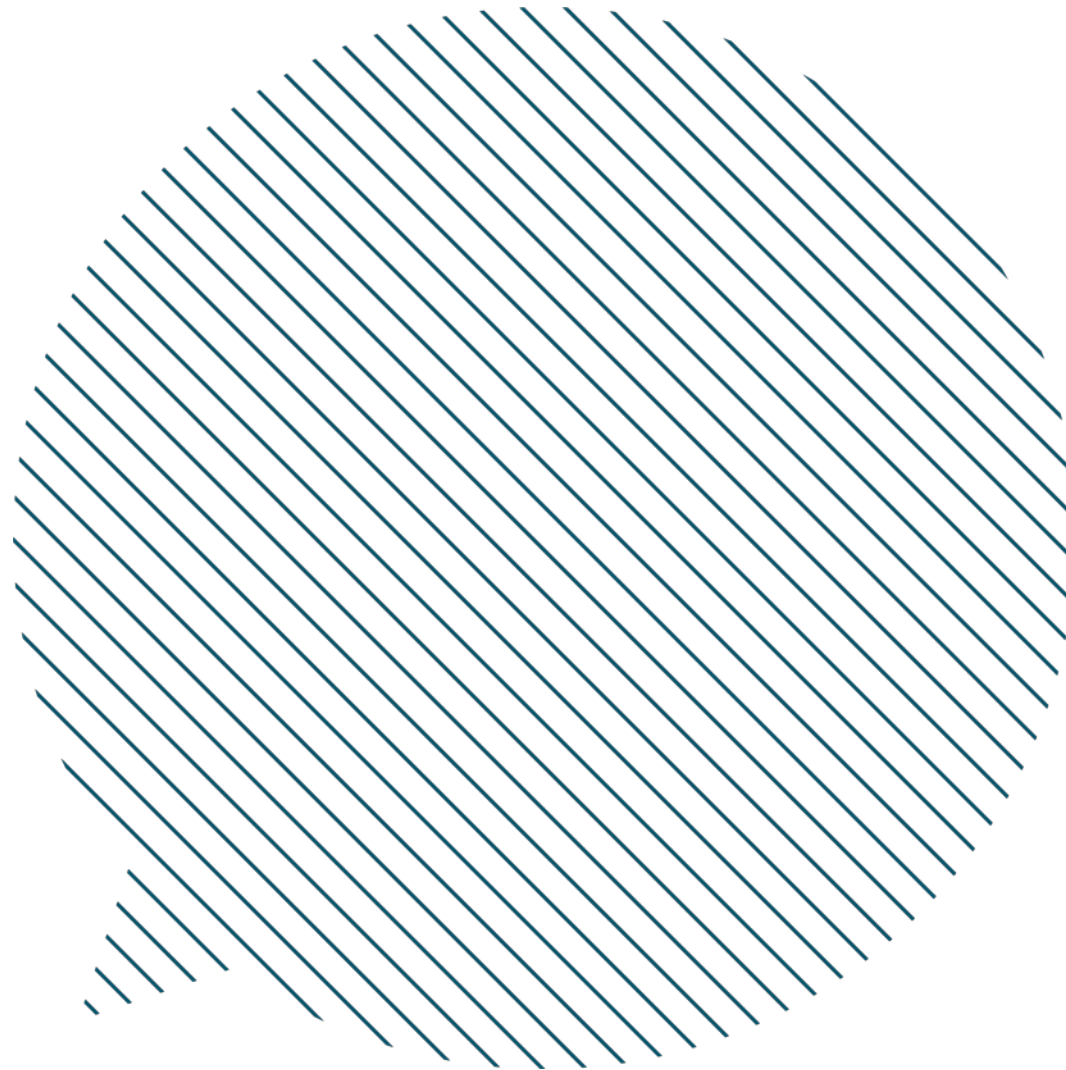


# How can we ensure that digital tools are accessible, effective and trusted?

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Øystein Tveite, project manager, Directorate for Health



# Why? What are the needs?

- People seek digital answers
- There is a jungle out there, and the gold is hidden among all the rubble
- Traditional services are not universally accessible
- Health care budgets is going through the roof
- Innovation is happening – we must provide a market place

## A Market Snapshot

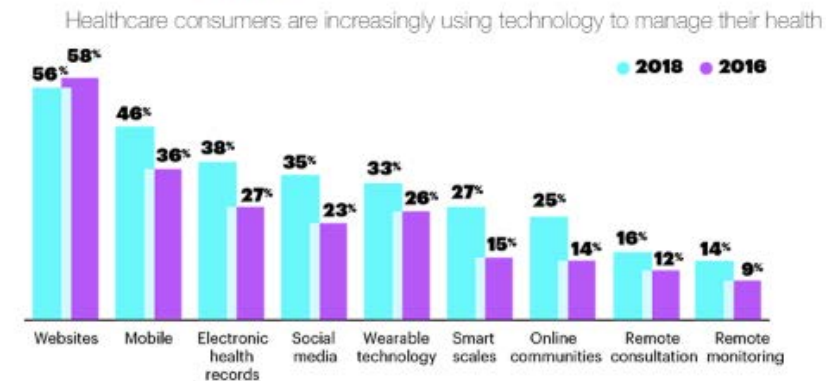
The number of health apps available in the market has increased substantially. There are now over 318,000 health apps available on the top app stores worldwide, nearly double the number of apps available in 2015 – with more than 200 apps being added each day (IQWi).

The global mHealth app market is projected to be valued at US\$28.320 billion in 2018 and is expected to reach up to US\$102.35 billion by 2023. The major driving factors fuelling growth of the mHealth market is the increased adoption of smartphones, as well as the continued heavy investment into the digital health market.

*Related 4 Digital Health App Trends to Consider for 2018*

### The Consumer

According to Accenture research, healthcare consumers continue to show strong use of digital technology, with numbers rising each year. In fact, 75% of consumers surveyed said technology is important to managing their health. This research also showed increases across the board in the use of mobile, electronic health records, social media, wearables and online communities. More specifically, nearly half (48%) of healthcare consumers are using mHealth apps, compared to just 16% in 2014 (Accenture).



Source: Accenture 2018

# How?

- A common national framework for assesement that answers:
- Does it work? I.e does it solve what it pertains to solve?
- Is it safe? Is the data safe and does it have «side- effects»?
- Is it accessible (technologically, financially)

## How we assess health apps and digital tools

All products published on the NHS Apps Library must meet a set of standards.

### Page contents

- [Top of page](#)
- [How the assessment works](#)
- [Step 1: check eligibility](#)
- [Step 2: register details](#)
- [Step 3: technical assessment and standards](#)
- [Step 4: get published on the library](#)
- [Preview the questions](#)
- [How the questions are updated](#)

### How the assessment works

Developers will need to answer a range of digital assessment questions (DAQ), to make sure that only safe and secure apps and digital tools are published on the NHS Apps Library.

The questions in the assessment have been:


- cover national standards, regulations and
- help us to see how a product performs a

The number of questions depends on the p

- complexity
- potential clinical effectiveness
- data protection responsibilities

## Evaluating diabetes self-help tools

There is an increasing amount of self-help tools among people with diabetes. They use apps, social media and various cloud-based solutions to cope. Now, e-health researchers will make guidelines for evaluating the apps and online resources they use.



*The research team, from left: Prof. Eirik Årsand, PhD student Meghan Bradway, MD Anne Grethe Olsen and Dr. Konstantinos Antypas. Pictured on tablets: Dr. Elia Gabarron and Prof. Gunnar Hartvigsen. Foto: Jarl-Stian Olsen.*

## It is about trust

- Is it really different from traditional health care and medication?
- The difference is that people can access it without prescription – an out of context



### **Trusted and safe**

The NHS Apps Library helps users to find trusted health and wellbeing apps that have been assessed to be clinically safe and secure to use.

These products can help to ensure that people are better able to take an active role in managing their own mental and physical health.

All products on the library have met standards sourced by NHS Digital, including evidence of clinical safety, security and technical stability.

# Financing

- Health care providers pay licence fees?
- National authorities buy through procurement?
- National authorities develop and run programmes/tools?
- Users pay all (or some)?



**Velkommen til Mamma Mia!**  
Mamma Mia er et program basert i psykologi som er laget for å fremme trivsel og helse i tiden før og etter fødselen.  
Det å få barn er en stor endring i livet, og for mange oppleves denne overgangsfasen som ganske krevende.  
Du skal bli kjent med barnet ditt, samtidig som du selv og forholdet til partner vil endre seg.  
(Trykk på den fargede knappen under for å gå videre!)

Free –  
funded by  
NGO



Not so free  
– out of  
pocket  
45USD/  
month



# When and where?


- One national toolbox for consumers/patients
- Builds trust, facilitates navigation/search
- And allows for dialogue/assistance from GPs/other health professionals

helsenorge.no

Helsenorge.no > Min helse > Verktøy

## Verktøy ?

Verktøy kan være et nettkurs eller en video som hjelper deg å mestre din helse- og livssituasjon. De supplerer behandlingen du får. Ved å logge inn får du tilgang til å samle verktøy i din egen liste, og se verktøy som du har fått tilsendt fra din behandler.

 Logg inn for å se dine verktøy

Vis kun verktøy som jeg kan åpne uten å logge inn

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Åpne verktøy

# Contact

- <https://helsenorge.no/baredu>
- <https://minhelse.helsenorge.no/verktoy>
- email: oyt@helsdir.no