



Organisation for the Review of Care & Health Applications



PROMOTING
BETTER APPS
FOR BETTER
OUTCOMES

in ORCHA

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ORCHA.CO.UK

EXECUTIVE SUMMARY

Do you trust the selection of health and care applications that are available to download at the touch of a button? **ORCHA** understands that when it comes to our health and wellbeing quality, trust and confidence are of paramount importance. This also applies to app technology.

ORCHA is a live resource that addresses this issue head on. By reviewing and rating applications, we offer trust and knowledge that give confidence to health and care professionals, in order to benefit from this technology, whilst avoiding low quality, misleading apps that are deemed of risk by **ORCHA's** rating system.

ORCHA is the go to resource for users, health and care professionals, app developers, government and healthcare bodies to help ensure the wealth of new apps are safe, valued, visible, utilised and monitored for optimum outcome for all parties



Liz Ashall-Payne – Founder
ORCHA

MISSION



IMPROVING THE VISIBILITY OF THE BEST & SAFEST APPS

With thousands of apps available to download, it is more important than ever to have a rating system in place, to provide the public and health and care professionals with a list of approved and reviewed apps.



WE REVIEW, RATE & COMMUNICATE

By providing health and care professionals with a live updated resource of **ORCHA** approved apps, we can build confidence in health and care technology. **ORCHA's** rating system helps to promote high quality apps and professionalism within the app development community and offers support and guidance to app developers.



TO IMPROVE APP VALUE & CONFIDENCE FOR PROFESSIONALS

ORCHA is the go to resource for the public, professionals, app developers, government and healthcare bodies to help ensure the safest and most beneficial apps can be confidently applied and monitored for optimum outcome for all parties. Through its, professionalism platform, **ORCHA** offers much needed support and guidance to clinicians helping them to be more confident in finding, understanding and recommending apps as well as to gain feedback on the benefits of their community. Technology and Apps, that have already changed the way we communicate and socialise, have the power to enhance health and wellbeing now and in the future with **ORCHA**.

PROMOTING BETTER APPS FOR BETTER OUTCOMES





The use of mobile and tablet technology is growing exponentially in the UK. This year Ofcom reported that 93% of UK adults have a mobile phone, of which 73% are smartphones. This has increased 27% since 2012.

With this spread of access, public attitudes and behaviours are changing:

- Seven in ten (69%) internet users say that technology has changed the way they communicate and six in ten (59%) say these new communications methods have made life easier
- More than seven in ten adult internet users (72%) have a social media profile
- A quarter of adults with a Twitter account use it to air complaints or frustration
- 85% of households have access to the internet, with 30% being superfast

TECHNOLOGY & THE CURRENT MARKET

What does all this mean for the **mHealth** app market and its potential impact on the delivery of healthcare in the next few years?

First of all, with a few exceptions of some developing regions, almost everybody in the world will have a device which could be targeted with an **mHealth** solution. The likelihood that soon doctors and patients will meet in the doctors office to talk about apps which could support medical treatments is very high, given the high penetration rate of smartphones and tablets among professionals and the interest app users show in **mHealth** apps.

According to the Global Mobile Health Market Report published in February 2012, five hundred million people will be using mobile health apps by 2016. The findings from this report indicate that the long expected mobile revolution in healthcare is set to happen soon! How soon depends on the quality of the resources available.

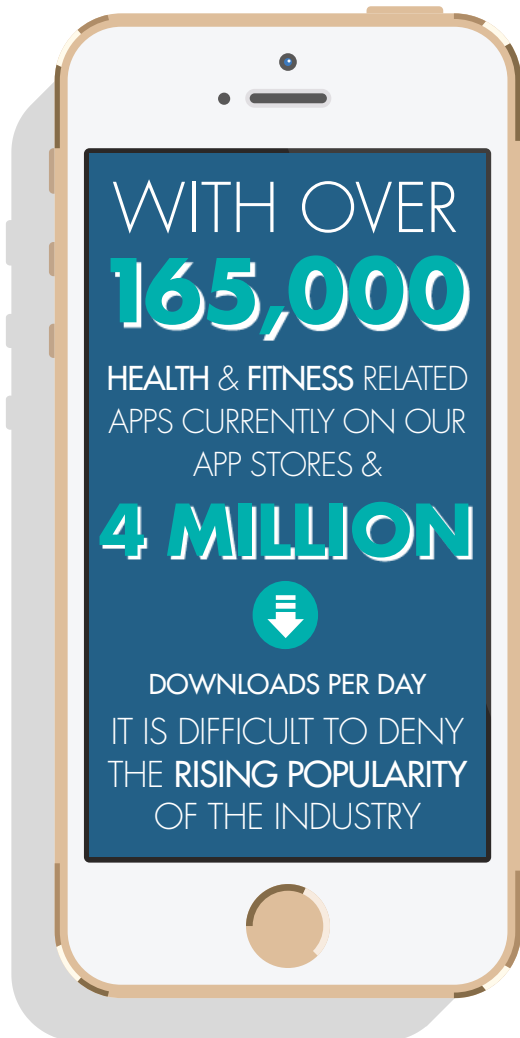
Both healthcare providers and consumers are embracing smartphones as a means to improving healthcare.

Ralf-Gordon Jahns, Researcher

Of the current health apps on the market, 43% are designed for healthcare professionals, indicating the future of mHealth has far-reaching personal and institutional potential.



ARE HEALTH APPS AND MOBILE HEALTHCARE THE FUTURE?



Weight Loss Apps
50 MILLION
↓
DOWNLOADS



Exercise apps
26.5 MILLION
↓
DOWNLOADS



Women's Health Apps
10.5 MILLION
↓
DOWNLOADS



Sleep & Meditation Apps
8 MILLION
↓
DOWNLOADS



Pregnancy Apps
7.5 MILLION
↓
DOWNLOADS



Tools & Instruments Apps
26.5 MILLION
↓
DOWNLOADS

PROFESSIONALS ARE
SEEING THE OPPORTUNITY
WITH HEALTH APPS TOO



80%
OF PROFESSIONALS ARE USING
SMARTPHONES & MEDICAL APPS



40%
BELIEVE MHEALTH TECHNOLOGIES CAN REDUCE
THE NUMBER OF VISITS TO DOCTORS' OFFICE



93%
BELIEVE THAT THESE APPS CAN
IMPROVE PATIENT'S HEALTH

THE PROBLEM WE ARE SOLVING

By 2017 more than 3.4 billion people worldwide will own a smartphone and half of them will be using mobile health applications. Around 165,000 **mHealth** apps are currently available and this has the potential to transform healthcare through improved efficiency and quality as well as empowering patients to take charge of their health at home. A challenge we face is identifying which apps are of use and which present risk to both the professionals who are recommending them, and the people who are using them.

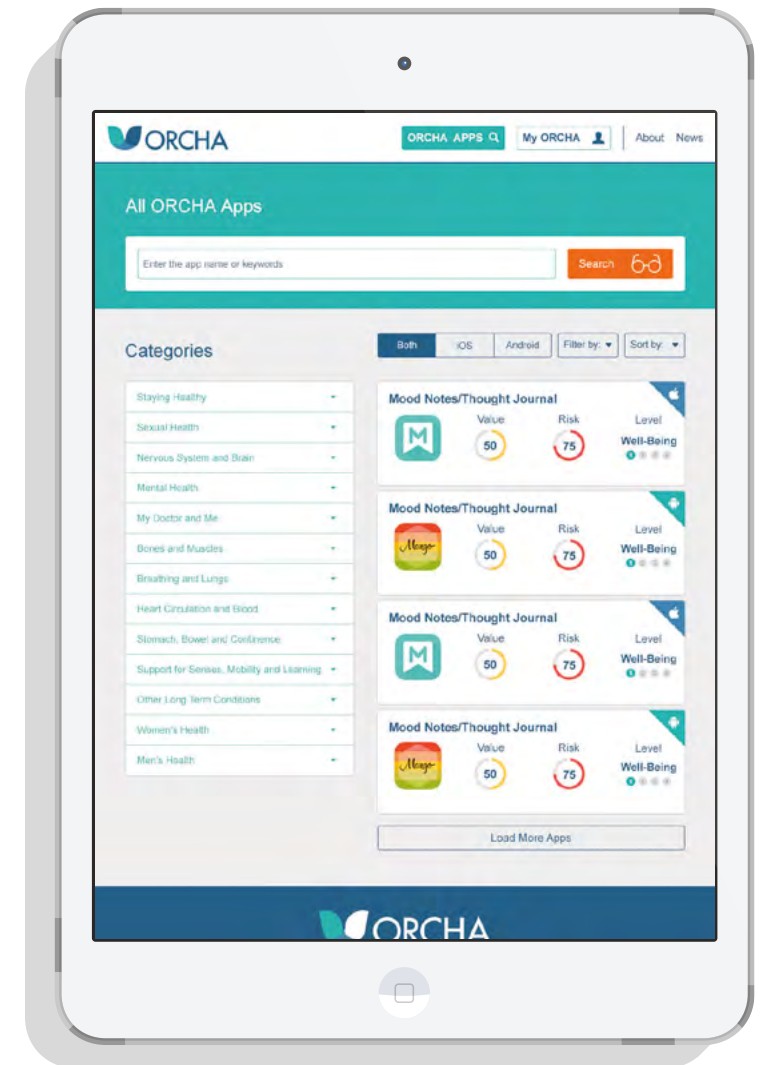
WHO & HOW

We are now seeing strategies emerging from health and social services to use apps effectively. However, there are currently few independent reviews to ensure their effectiveness, safety or value to the user and professional. **ORCHA**, the Organisation for the Review of Care and Health Applications, offers a platform of validated apps so the public and professionals have the confidence to use and recommend apps to revolutionise wellbeing and resources.

Tackling this mammoth problem requires bold solutions, effective leadership and purposeful collaboration across the wide spectrum of healthcare.

NHS England have published a framework called 'Personalised Health and Care 2020: a framework for action', which outlines examples of how the application of technology can improve health outcomes, transform quality and reduce cost. There are also ambitions to use technology to help encourage self-help and self-care which involve the use of healthcare apps.

ORCHA allows you to embrace the opportunity to use this technology and offers you a cost effective, highly efficient method of utilising such app technology.



WHY YOU SHOULD WORK WITH US

Working with ORCHA helps to:

- demonstrate a commitment to embracing the opportunities new technology offers
- quickly utilise app technology across your populations and services
- implement new technologies for health and economic benefit in an efficient and highly cost effective way
- use more health data, reporting and statistics to evidence key performance indicators, targets and for future funding, investment and strategic planning
- develop your digital roadmap and support the definition of a collaborative approach where organisations can work together on delivering fully interoperable digital records.

MANAGING RISK

While **mHealth** apps have incredible potential to aid professionals in delivering improved and more cost effective healthcare, understanding and mitigating risks associated with this new technology is paramount.

ORCHA provides a review of health and care apps which includes a detailed assessment of risk from the perspective of data security, safety, interoperability and usability. **ORCHA** enabled professionals are given a much clearer understanding of such risks, and should new risks be identified with **ORCHA** reviewed apps, the client portal can enable electronic push notifications to all users and professionals as well as allowing critical feedback from users and professionals to **ORCHA**, the developer and for wider dissemination where appropriate.



COST SAVINGS AND SCALABILITY OF APPS

Many health and care organisations wish to encourage clinicians to recommend and prescribe apps to enable them to provide a better service with reduced resource. **ORCHA** offers organisations a tailored platform which links to their local care strategy and population needs.

Our aims are to;

- Improve app quality and visibility
- Reduce patient care costs in the NHS
- Improve uptake of apps to help support in the prevention and treatment of conditions
- Extend patient care by the NHS to include valuable app support
- Improve data on the usage and benefits of app technology.

As **ORCHA** will have valuable oversight of the Health and Care app market we will be able to identify where there is duplication and where there is opportunity for app developers to deliver new or improved apps, or collaborate to deliver something of higher value to the end user and professional. Through capturing data, monitoring performance and sharing knowledge throughout the NHS, we can scale at a rapid rate to effect significant and timely benefits and cost savings.

WE WANT TO WORK WITH YOU

- ✓ Commissioners
- ✓ Clinicians
- ✓ Health & Care Charities
- ✓ NHS Thought Leaders & Innovators
- ✓ Private & Public Sector Healthcare
- ✓ App Developers

CONNECT WITH US NOW

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Join us now and be a part of the future
of app technology and healthcare.

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The voice of technology
enabled care services

