



EHTEL

EUROPEAN HEALTH TELEMATICS ASSOCIATION

The EHTEL Position on Mobile Health

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Event: EHTEL 2014 Symposium Date: 25 / 26 November 2014,

Mhealth Today

- ◀ **EHTEL Symposium Participant Survey (show of hands) – How many?**
 - **Have at least one mobile phone/device**
 - **Have a smart phone**
 - **Access their email on their mobile phone**
 - **Access and manage their calendar on their mobile**
 - **Access the internet on their mobile**
 - **Have an app to do their banking**
 - **Have a GPS**
 - **Have an Ipad**
 - **Have downloaded at least one health-related app**
 - **Access medical information from the clinician/healthcare organization
EMR?**

- There are almost as many cell-phone subscriptions (6.8 billion) as there are people on this earth (seven billion)—and it took a little more than 20 years for that to happen. In 2013, there were some 96 cell-phone service subscriptions for every 100 people in the world. Shouting is the likely other next-most widespread communications technique: (Reuters/Steven Chen)
- BOSTON, MA – April 17, 2014 – A new study released today by mobile engagement provider [Mobiquity, Inc](#) has found that while 70 percent of people use mobile apps on a daily basis to track calorie intake and monitor physical activities, only 40 percent share data and insights with their doctors.(Mobiquity’s “[Get Mobile, Get Healthy: The Appification of Health & Fitness](#)” study
- Mobile has impacted so many aspects in our lives and health is one of them. But to see exactly how are US mobile users seeing health apps, we’ll look at a recent survey done by [AYTM Market Research](#) and cited by [eMarketer](#). The results state that an overwhelming 60.2% of users never used a health app and around 25% using them just from time to time

EC Questions on Mobile Health

- ▶ **Data Protection including Security of Health Data**
- ▶ **Big Data – realization of potential of mHealth “Big Data” while complying with legal and ethical requirements**
- ▶ **State of Play on the applicable EU legal framework**
- ▶ **Patient Safety and Transparency of Information**
- ▶ **The role of mHealth in healthcare systems and equal access**
- ▶ **Interoperability**
- ▶ **Reimbursement models**
- ▶ **Liability**
- ▶ **Research and Innovation in mHealth**

EHTEL'S Understanding of mHealth

- ▶ **mHealth is an enabler for the overall transformation of health and care to a focus on prevention, proactive chronic disease management, an patient empowerment**
- ▶ **mHealth is just one additional member in the large family of health IT enablers often labeled as eHealth, telemedicine, homecare. Etc.**
- ▶ **mHealth is a quantum leap for the use of mobile platforms for wellbeing due to the ubiquity and user-friendliness of mobile platforms**

Two Major Types of “mHealth” “Apps”

- ▶ **Self management apps that are/can be stand-alone:**
 - Health promotion and well being (nutrition, physical activity)
 - Vital signs monitoring (blood pressure, pulse, weight)
 - Self management of chronic diseases
 - Self populated and self managed PHR
- ▶ **Apps that are directly linked to or are an extension of an Electronic Medical Record also used by the provider**
 - Access to medical information from the EMR such as test results, diagnoses (for both patients and clinicians)
 - Make appointments with health care providers
 - Alerts and reminders based on the EMR (for both patients and clinicians)



Line Helen Linstad

SELF MANAGEMENT APPS

The Few Touch concept

Our mission: In an easy way,
provide users a better overview
of disease-related factors,
on a unit that is “always” with them



Patient

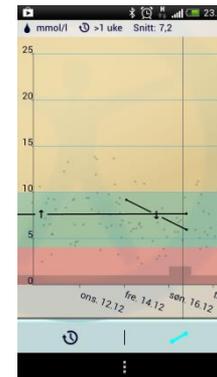
Main menu of the advanced version of the Diabetes Diary



Similar situations



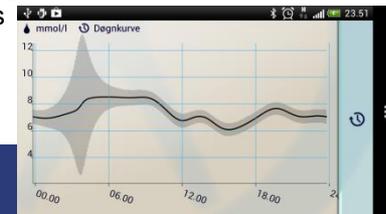
Food table



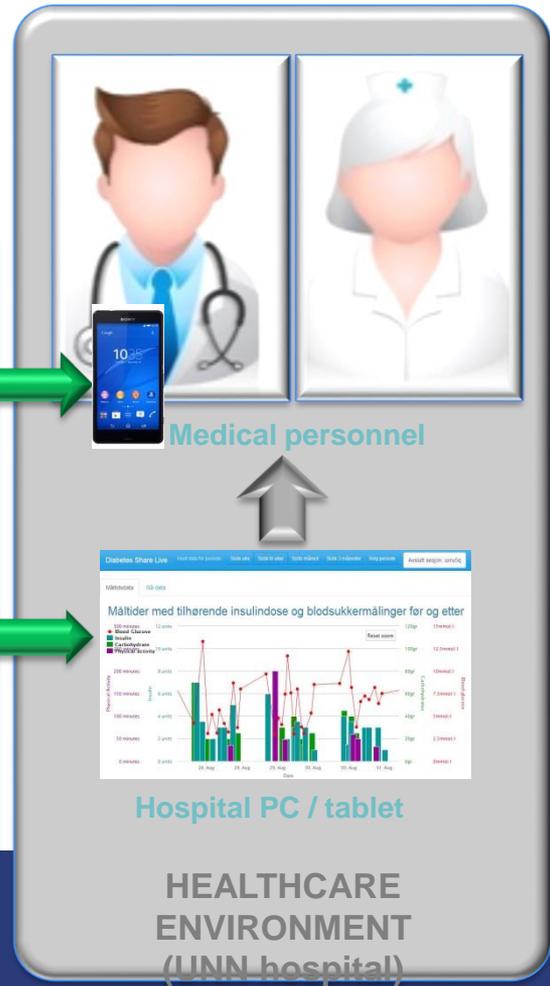
Blood glucose trends



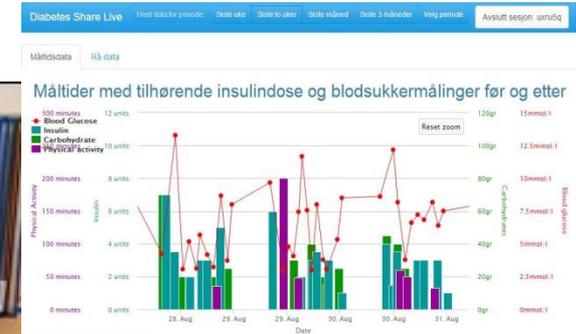
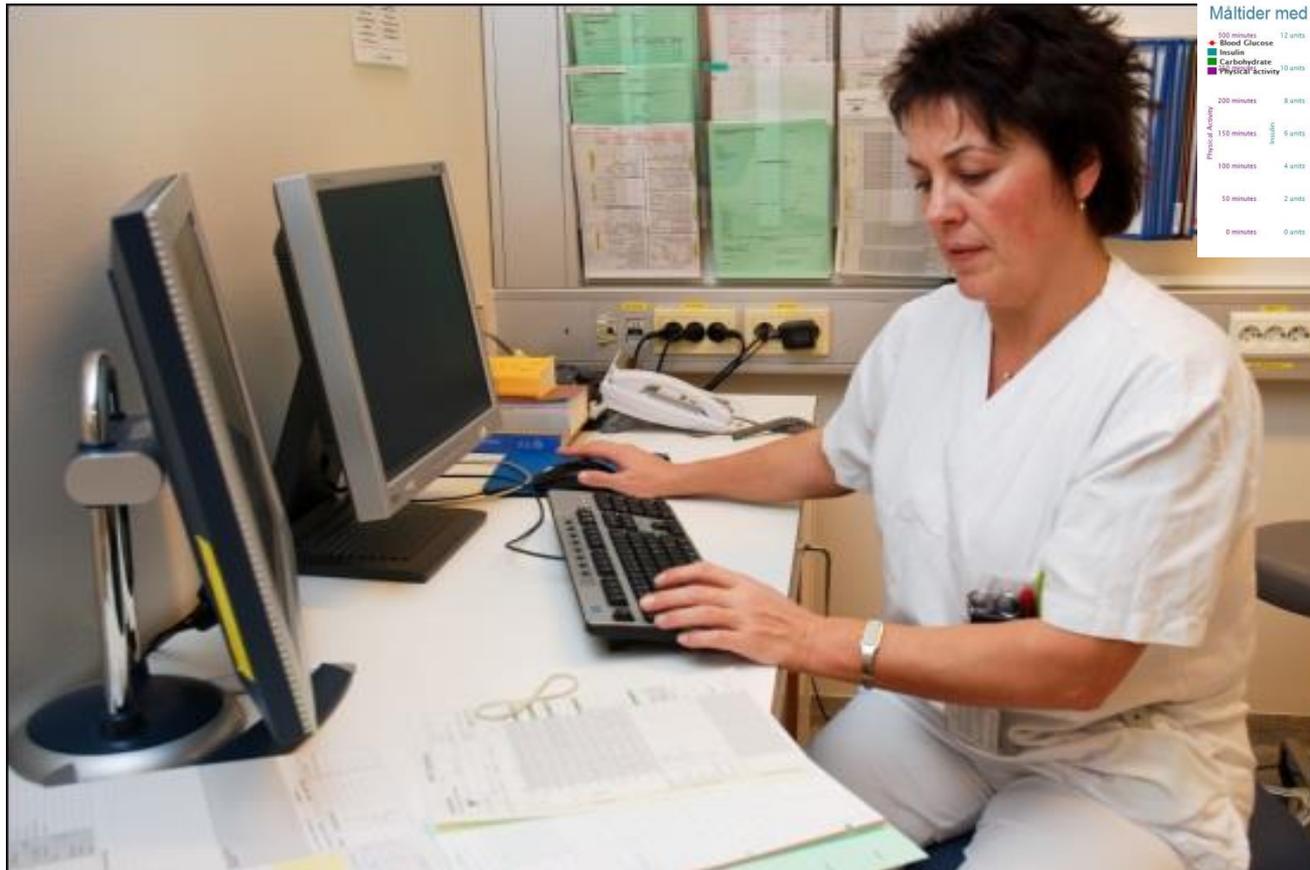
Insulin recording



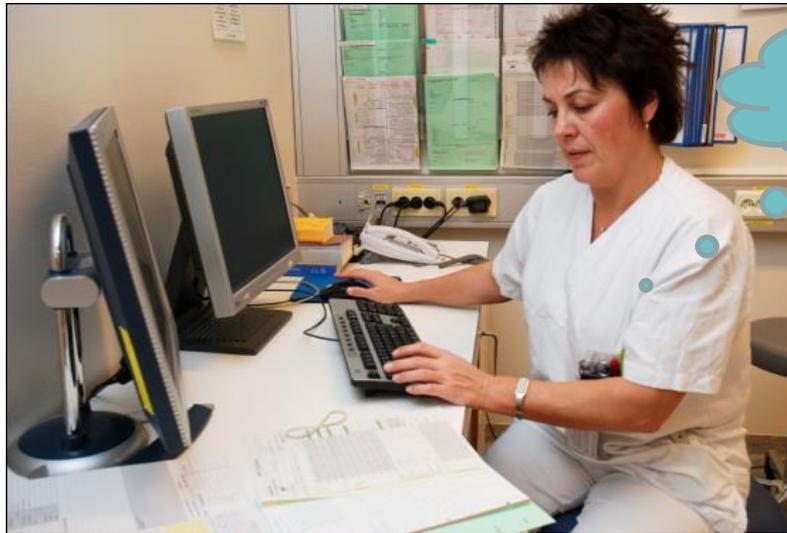
Blood glucose periodicity



Specialist - receiving



Remote consultation



Shared data



Medical clinic,
UNN:

- Ragnar Joakimsen, chief physician of endocrinology
- Diabetes nurses Mona Torsteinsen and Solrunn

Diabetes Management Ecosystem



Sensors



Wearables

 **RunKeeper**
Other apps



Diabetes Diary



Photo documentation



Serious Gaming



Parents Comm.

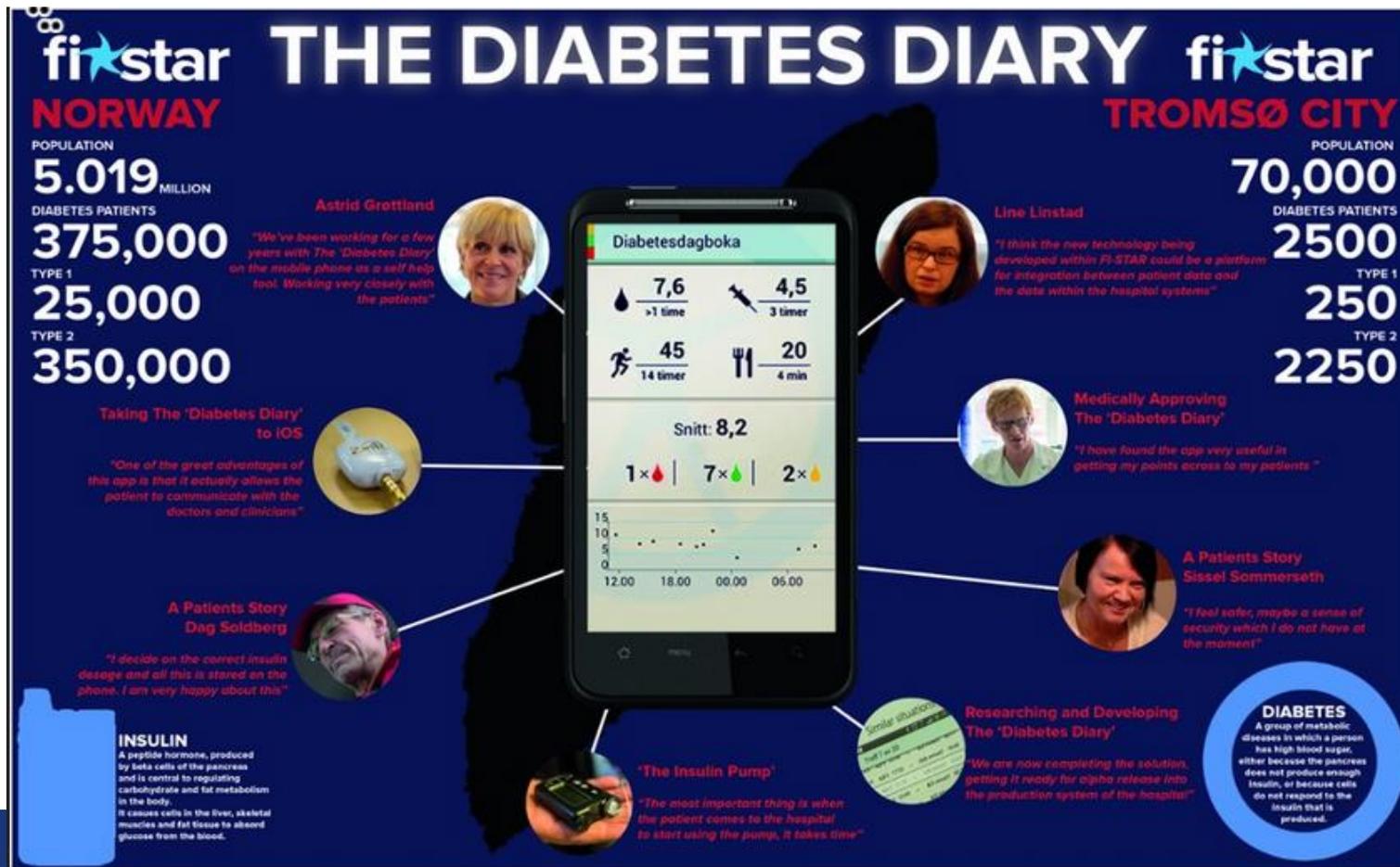


Health care comm.

Infographic, med link til 9 videoer:

<https://www.thinglink.com/scene/5103904584221327>

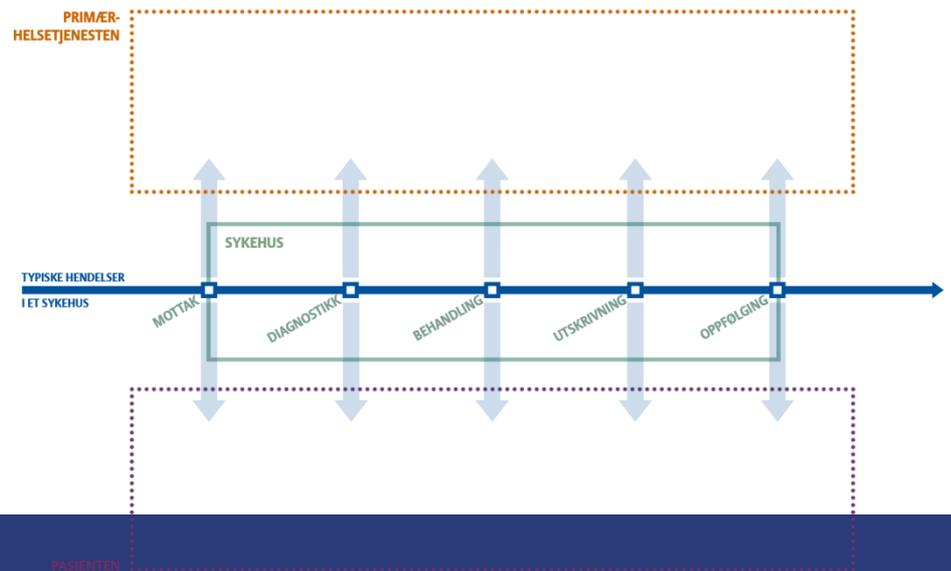
36

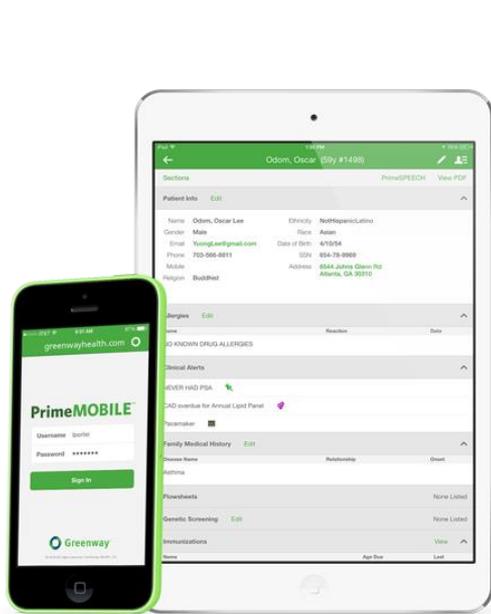


Technology for health personnel

The next generation of Electronic Patient Records (EPR) integrated with e-health and telemedicine solutions:

E-health/telemedicine solutions + EPR = the FUTURE





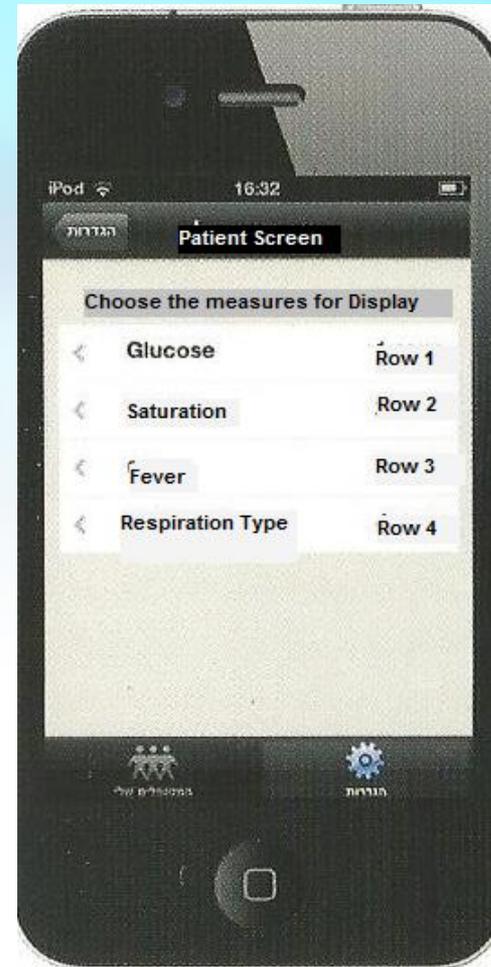
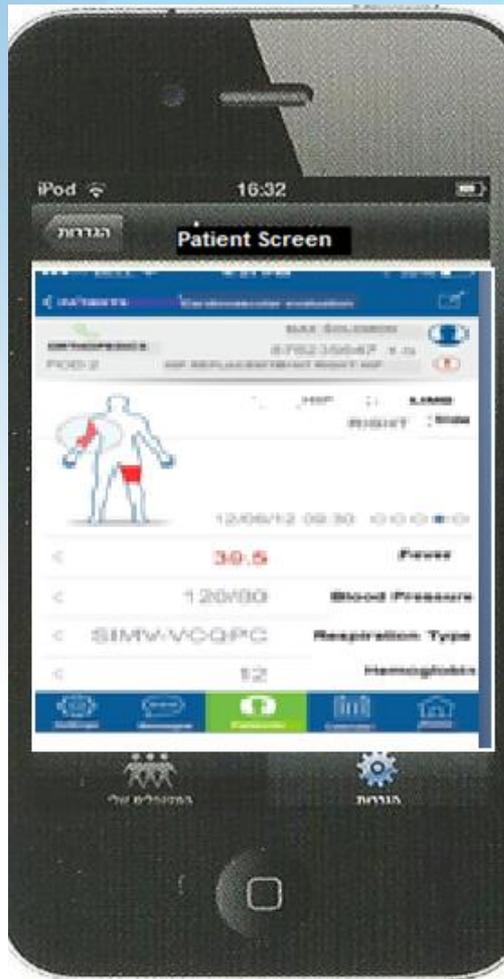
Rachelle Kaye

APPS LINKED TO THE EMR FOR BOTH PATIENTS AND CLINICIANS

Assuta – Mobile for Surgeons

- Assuta Medical Centers , is the leading private hospital and the largest surgical center in Israel.
- Across the nation in 7 different location, Assuta operates four hospitals and three outpatients medical centers.
- Assuta has a fully integrated EMR linking every aspect of the patient's care

“Assuta Doctors” - always connected



“Assuta Doctors” - always connected



Maccabi's System is Fully Digitalized

- Every transaction with the patient is computerized
- Shared EMR and Central Medical Record
- E-Laboratory
- E- Prescription
- E- Consultation
- Alerts and Reminders
- Physician Portal
- Member Portal (PHR)





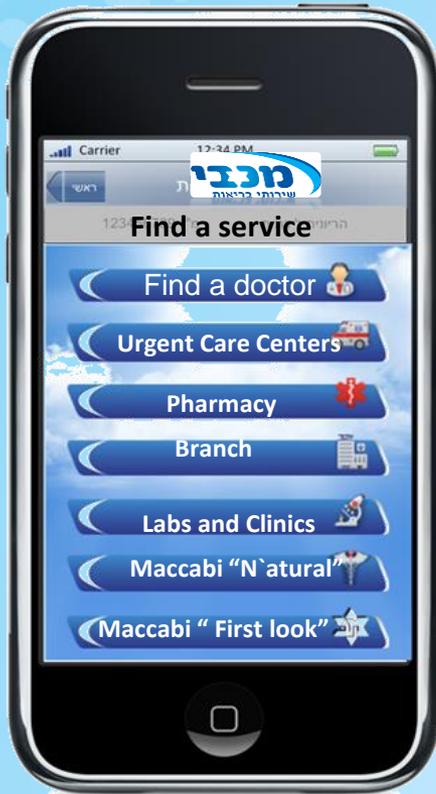
Doctor Portal - Patient EMR

App enables doctors to view patients records and respond to immediate issues

- Launched: December 2011
- Platforms: iPhone, Android
- Patient test results
- Medication
- Visits
- Medical Knowledgebase



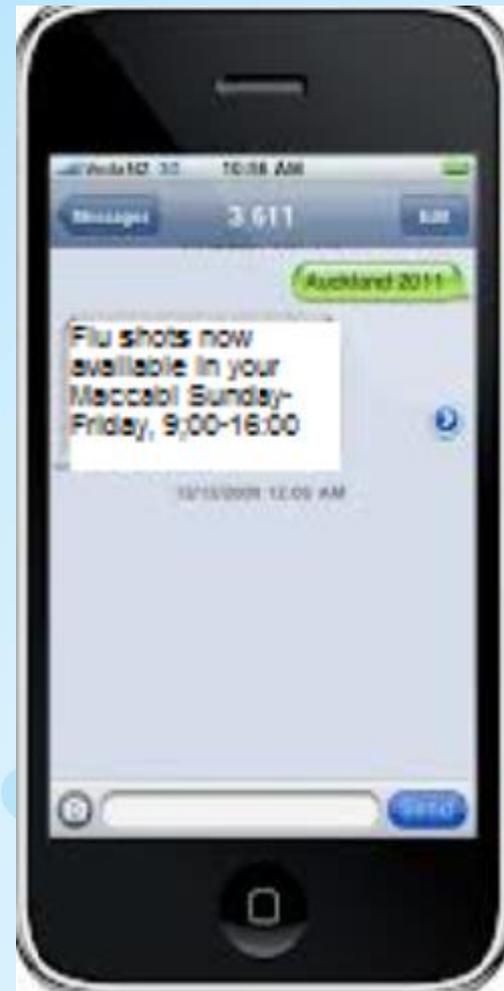
Mobile Patients Portal



#1 Pregnancy App
in the world



Disease management and Prevention



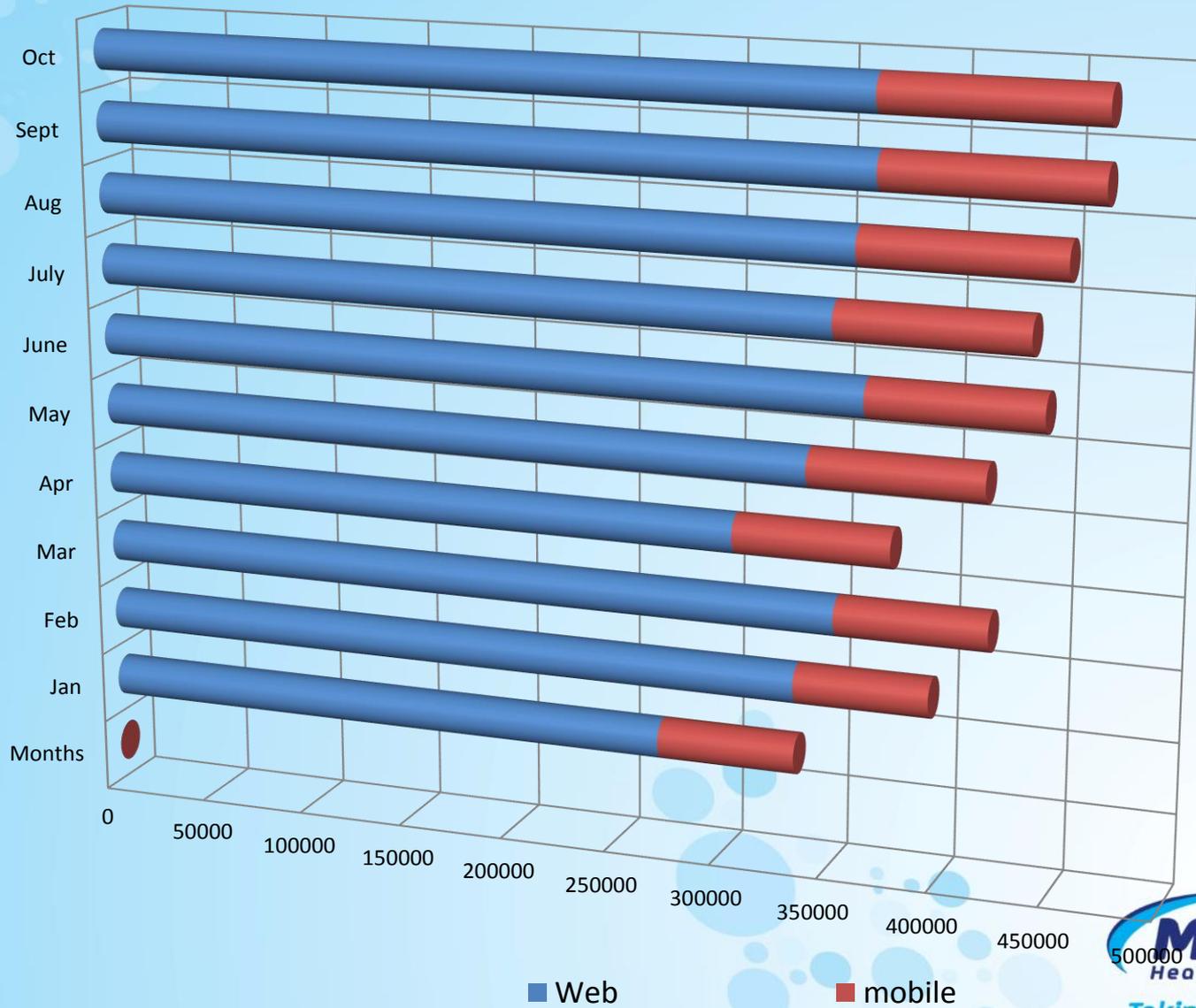
LOCATE Your SERVICE - GPS



The newest “member of the family” – request and receive prescription renewal, referrals ...



Growth in Monthly PHR Users 2014



Some Concluding Thoughts

- ▶ Patient Empowerment is important but commitment to completely independent self-management remains low
- ▶ The market seems to be moving, technologically - in the direction of “wearables” , - functionally toward apps that promote sharing and collaboration between patients and clinicians
- ▶ The advantage of EMR linked/clinician-patient collaboration apps is that the information is perceived as trustworthy
- ▶ Apps that are collaborative (clinician-patient) and/or EMR linked are gaining traction because they provide practical benefits in making the care process more efficient and user-friendly

Challenges and Opportunities

- ▶ **The EU needs to focus its regulations – NOT on creating barriers in areas such as privacy and data security – BUT rather on creating a system of trust –assuring that the information will be accurate and trustworthy – both for the clinician and the consumer/patient**
- ▶ **The EU should facilitate the evolution and development of mobile technology for health and care through financing and promoting research and development, with a view to patient empowerment within the context of clinician-patient collaboration and teamwork**
- ▶ **The EU should facilitate business opportunities in the field of mHealth for the European market and European entrepreneurs, and encourage the commercial market to create apps that are interoperable and can link to EMRs or other clinical systems**

EHTEL Recommendations on mHealth

- ▶ **It is important to differentiate mHealth in clinical settings from mHealth apps in the wellness domain**
- ▶ **There should be “mutual learning” between these 2 domains. Healthcare delivery organizations should take advantage of the momentum and lessons learned from the consumer market and mHealth apps developers should adopt good practices from the clinical setting**
- ▶ **Innovation and privacy should be balanced when connecting mHealth apps to the cloud and when running Big Data Analyses**
- ▶ **mHealth is far from being mature. Therefore further research is important on issues such as transforming data from mobile and personal devices into relevant information for healthcare professionals and health policy makers**

THANK YOU