

Evaluation and assessment of health apps...

Kristian Kidholm
Head of Research
CIMT

CIMT

Center for Innovativ Medicinsk Teknologi



SDU 
SYDDANSK UNIVERSITET

OUH
Odense Universitetshospital
Svendborg Sygehus

 Region
Syddanmark

Evaluation and assessment of health apps...



06.21.16

Is It Fair To Call Digital Health Apps Today's "Snake Oil"?

American Medical Association CEO James Madara is concerned about the rapid proliferation of new health apps and devices.



THE "SNAKE OIL" QUOTE

- "From ineffective electronic healthcare records, to an explosion of direct-to-consumer digital health products, to apps of mixed quality - it's the digital snake oil of the early 21st century".

— James L. Madara, MD, President of the American Medical Association, annual meeting, June 2016

Come on – It's just an app...

The banner features a blue background with a diagonal banner in the top left corner that reads "CELEBRATING 1 MILLION DOWNLOADS". The Oral-B logo is centered at the top, with navigation links for SHOP, LEARN, SAVE, and REGISTER below it. A search bar is located in the top right corner. The main content area includes a tablet displaying the "Disney MAGIC TIMER by Oral-B" app interface, which features Marvel and Star Wars logos. To the right of the tablet, the text "ADD A LITTLE MAGIC TO BUILDING HEALTHY HABITS" is displayed. Below this text are buttons for "Download the App" on the App Store and Google Play. The background is decorated with bubbles containing characters like Yoda, Minnie Mouse, and Olaf.

Oral-B®

SEARCH

SHOP ▾ LEARN ▾ SAVE ▾ REGISTER ▾

CELEBRATING 1 MILLION DOWNLOADS

ADD A LITTLE MAGIC TO BUILDING HEALTHY HABITS

Download the App

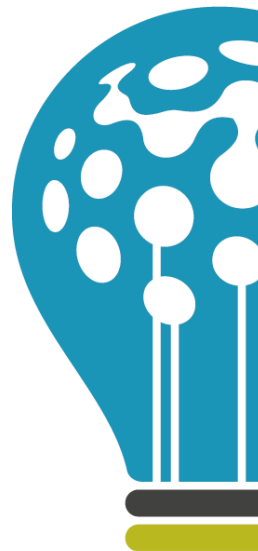
Download on the App Store GET IT ON Google play

Well....

Apps for communication with parents of premature infants



Source: Ph.d: Kristina Garne Holm



Well....

Apps for communication with patients receiving IV-treatment in their own home



Programme

1. The need for assessment of health apps for Danish patients.
 - Mette Lindstrøm, Head of center, Association of Danish Regions.
2. The quality of mHealth apps – Research and practical approaches from the UK.
 - Jeremy Wyatt, Professor, Director, University of Southampton
3. How can hospitals do assessment of apps for patients?
 - Kristian Kidholm, Head of Research, Centre for Innovative Medical Technology, OUH
4. "Apptjekkeren", a tool for quality assurance of mHealth apps.
 - Marie Paldam Folker, Head of Department, Center for Telepsychiatry, Region South Denmark

