



ASSURE TO ACTIVATE

***Optimizing Digital Care at scale:
Insights and Strategies***



THE DIGITAL OPPORTUNITY



Enhanced patient care and outcomes

- Patient care is being digitalised, simplifying a range of activities like scheduling appointments, receiving treatments and monitoring health
- Healthcare staff can use this to get data while giving patients the optionality to receive faster treatment or virtual appointments

Patient engagement and empowerment

- Patients have access to a wider variety of health data and services which they can access from anywhere
- By removing these barriers, patients can be more proactive in their health journeys

Improved access to healthcare

- Reduces barriers which cause patients to defer treatment, for example conflicting schedules and location
- Rising interoperability in the healthcare space has made healthcare more accessible

Real-time data

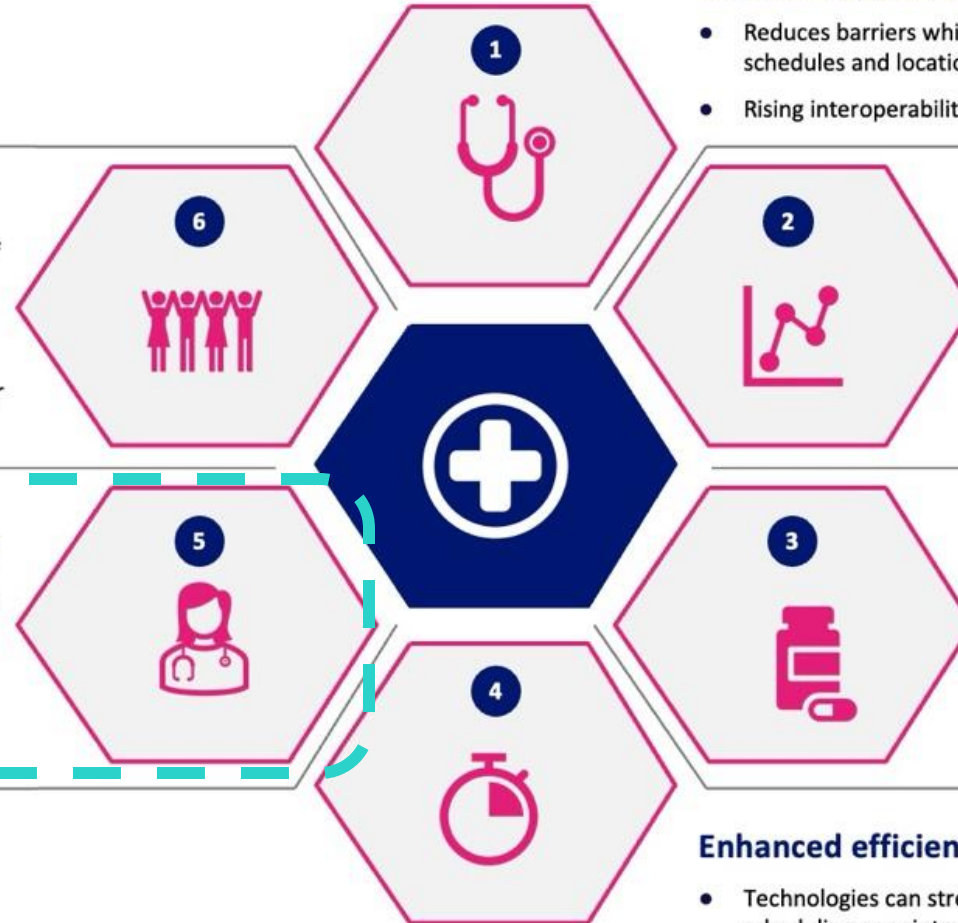
- More data and more value from the data
- Ecosystem of technologies enable efficient communication which can be used effectively to automate data collection, make quicker decisions and deliver information instantly

Personalised and precision medicine

- Accessible data means healthcare providers can develop tailored treatment plans for patients
- Adopting digital tools means patients can take ownership of their data and treatments plans to work more efficiently and accurately with their healthcare providers

Enhanced efficiency and productivity reducing cost

- Technologies can streamline operational processes, including scheduling appointments and patient data collection and filing
- This eliminates the administrative burden on healthcare workers



THE DIGITAL OPPORTUNITY



- A key feature of many PFDHT's is their use of behavioral science techniques, aligned to personal health data (and **often underpinned by AI techniques**), to deliver patient behavior change
- This has the **potential to super charge the long sought drive to improved self care** and self management which is one of the **most powerful** concepts in healthcare delivery
- If this can be **successfully applied** to key 'high need' and high demand patient groups it can have a dramatic impact on a wide range of key **healthcare challenges** including:



7,032

GP appointments avoided



2983

A&E attendances avoided



627

Unplanned admissions avoided



£7,071,413

Avoided cost value released

12x

ROI



594

Ambulance journeys avoided



389

Reduction in number of days of elective hospital stays



19,597

Mental health support 'sessions' saved

Illustration based on supported population of 1m and target population of patients managing 'chronic conditions', mental health illness and awaiting planned /elective care.

THE DIGITAL CHALLENGE

365,000

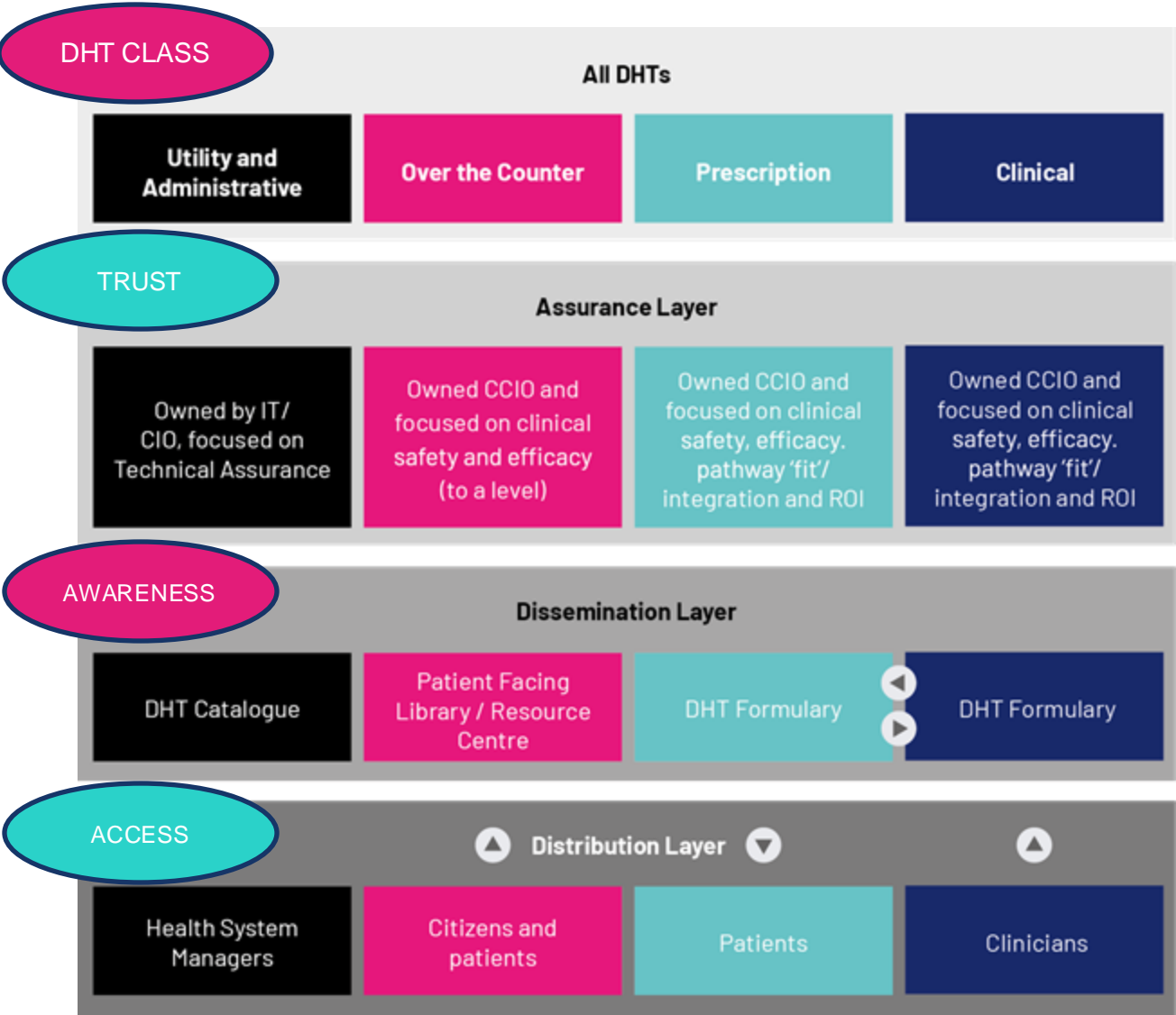
Digital health products
to choose from.

*How do we know which ones are safe
and effective?*



Barrier	Trust	Awareness	Distribution	Reimbursement	Governance
	A clear mechanism for safety and effectiveness	Preference for Traditional Methods	Complex Distribution Process contributes to the adoption challenge	Creating Inequality in Access	Complex and slow assurance
	Compliance and Standards	Lack of Education Among Healthcare Professionals	Limited Awareness Among Healthcare Providers re availability, benefit and deployment	Inappropriateness of Patient Payments	Governance challenges as solutions become more widely adopted
	Data Privacy Concerns	Saturated Market of digital health apps	Deployment of health apps must be systematic like therapeutics	Challenges with Reimbursement at Point of Prescription	Assurance that tech deployed are safe at the point of adoption
	Security Risks	Busy Workforce Under Pressure	Valuable health apps data is not connected to health systems	Ensuring Financial Stability for Health Apps	Understand which apps have been deployed to whom and when
	Inaccurate Information				Establish procedures for recalling solutions
					Thorough planning, robust oversight, and agile responses required to address emerging risks

MEDICATIONS BUT NOT AS WE KNOW THEM



By adopting a Classification System, the risk management approach for each class of DHT becomes clearer.

The Assurance layer, requires a positive decision to be made, for each class of DHT, as to what is the appropriate assurance process.

It is likely that a greater level of assurance would be needed for Prescription and Clinician DHTs for example.



The Dissemination layer is not just looking at where the assured solutions can be found, but also what sort of assurance information should be included for the relevant end user.



The Dissemination Layer is most crucial when considering prescription DHTs



**IT ALL STARTS
WITH TRUST**

THE ASSURANCE LANDSCAPE



	US Digital Health Assessment	DHI Scotland	NHS DTAC	New Zealand DHMAT	German DiGA	NORDEC	Canadian MHCC	ISO 82304-2
ORCHA Enhanced Review								
Enhanced Evidence Analysis					✓			
Commercial and Financial								
Interoperability		✓	✓			✓	✓	
Clinical Safety			✓	✓	✓			✓
Technical Stability	✓	✓	✓	✓	✓	✓		✓
Security	✓	✓	✓	✓	✓	✓	✓	✓
Enhanced Data Analysis			✓		✓			✓
User Experience				✓			✓	
Clinical Assessment				✓			✓	
Global Baseline Review								
Clinical Assurance	✓	✓	✓	✓	✓	✓	✓	✓
Usability & Accessibility	✓	✓	✓	✓	✓	✓	✓	✓
Data & Privacy	✓	✓	✓	✓	✓	✓	✓	✓
Rapid Assessment	✓	✓	✓	✓	✓	✓	✓	✓

GLOBAL BASELINE REVIEW/DHAF

Data & Privacy

- GDPR
- Privacy Policy
- Data Use
- Data Storage
- Existing Standards(ISO 27001)

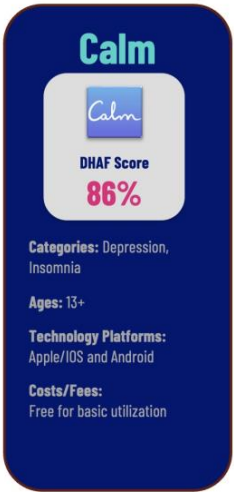
Professional Assurance

- Medical Device Status and Conformity
- Evidence and Effectiveness
- NICE Evidence Standards Framework
- Clinical Involvement

Usability & Accessibility

- Apple HIG / Android App Quality
- WCAG 2.0 AA / WCAG 2.1 AA
- ISO 9241
- Bug Management

This Global Review has been adopted globally and has been used to assess 27,000 products and has been through 7 iterations.



Meditations, sleep stories, and relaxation techniques

General Info & Features

- Mindfulness and meditation to help manage stress and anxiety
- Guided and unguided meditations, sessions from 3 - 30 minutes
- Daily meditation to reduce stress or anxiety, heighten awareness, depend concentration or gain confidence
- Also includes calming sounds, ambient music, and sleep stories

Patient Acuity/Journey

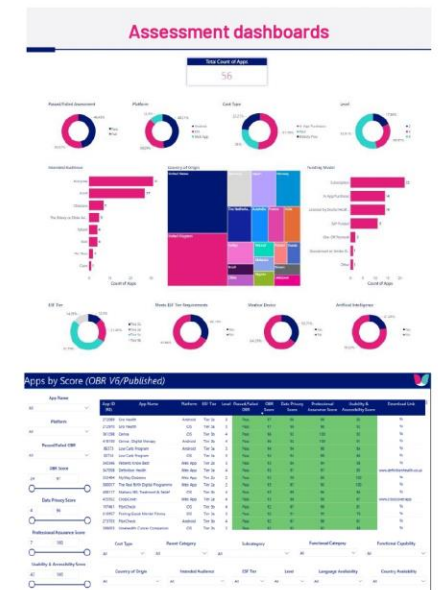
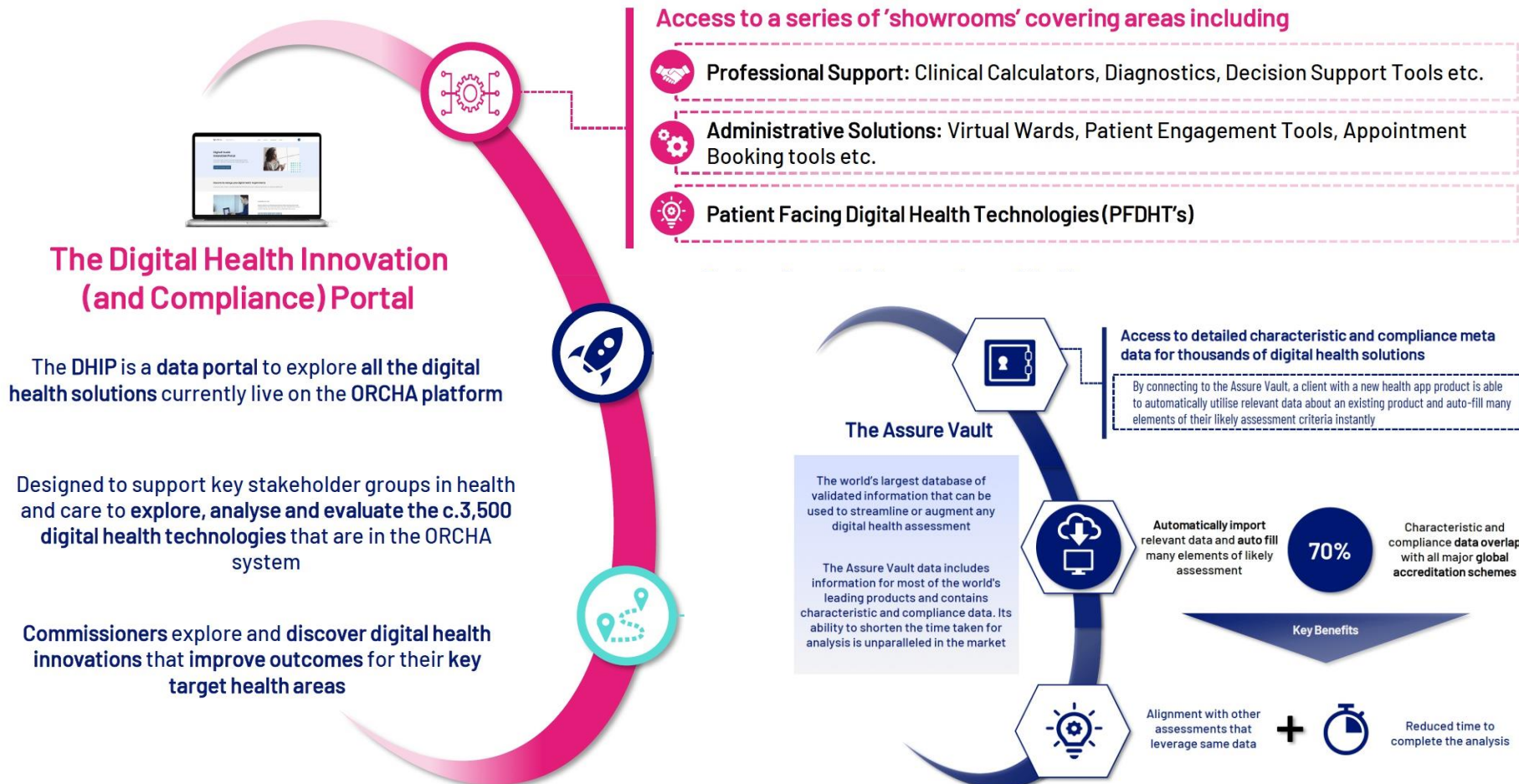
- Mild to Moderate; Prior to care or during to augment care

Clinical Interventions

- Meditation practices, anxiety management, self-compassion; Mood tracking

DRIVING AWARENESS & SUPPORTING SAFE DISTRIBUTION

CREATING TRUSTED REPOSITORIES



SUPPORTING *SAFE DISTRIBUTION*



Direct to Patient



Professionally Supported



Digital Health Library



Digital Health Formulary



Targeted Landing Pages



Referral and Prescribing Management



Activation Campaign Management



Professional Training & Development - The Academy



Commissioned Apps Distribution



Activation Reporting and Benefit Evaluation



Wrap Around 'Activation' Support



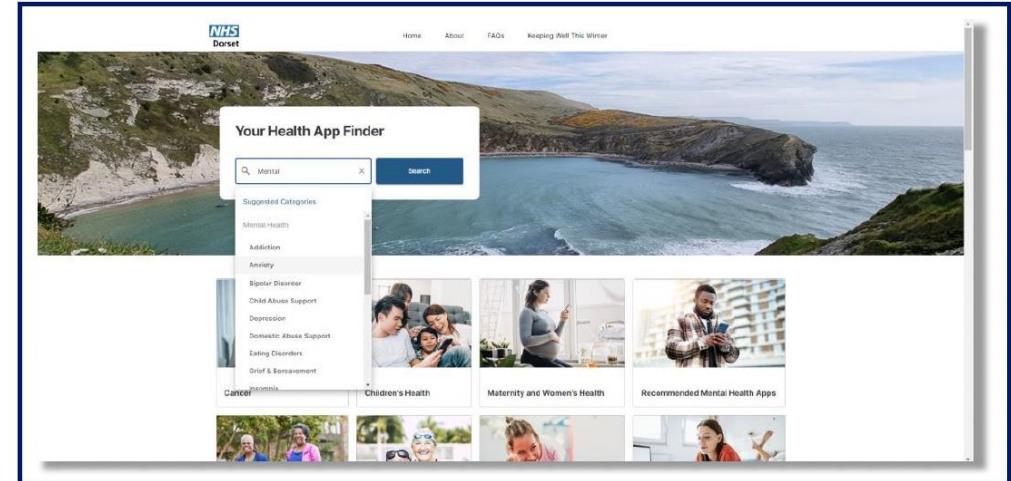
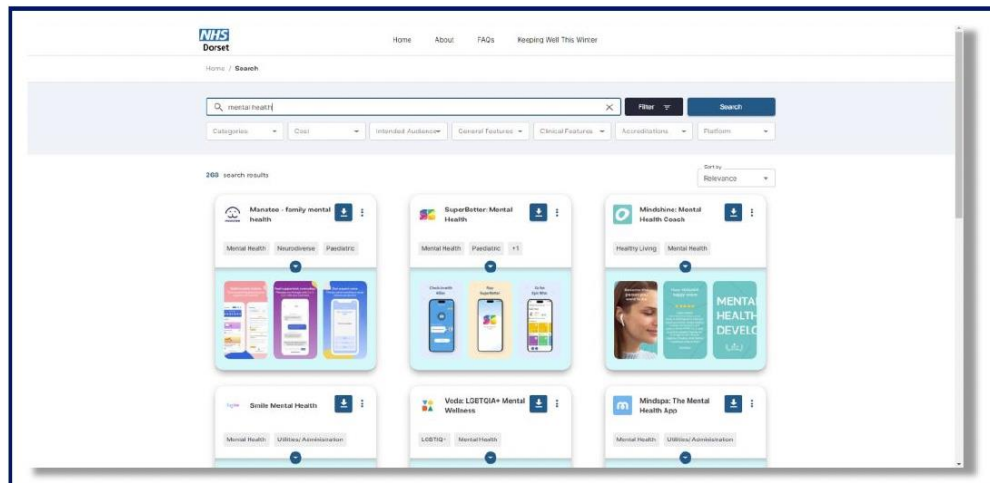
Digital Care
Pathways



DIRECT TO PATIENT/POPULATION



- ▶ **The Digital Health Library:** A white label solution enabling clients to craft a bespoke website for citizens to access secure digital health apps, updated regularly via the ORCHA Assure process.
- ▶ Clients can actively promote digital health solutions to their target population through a range of promotional channels.
- ▶ An intuitive user experience which supports patients to find and access digital health solutions that will cater to their specific needs.

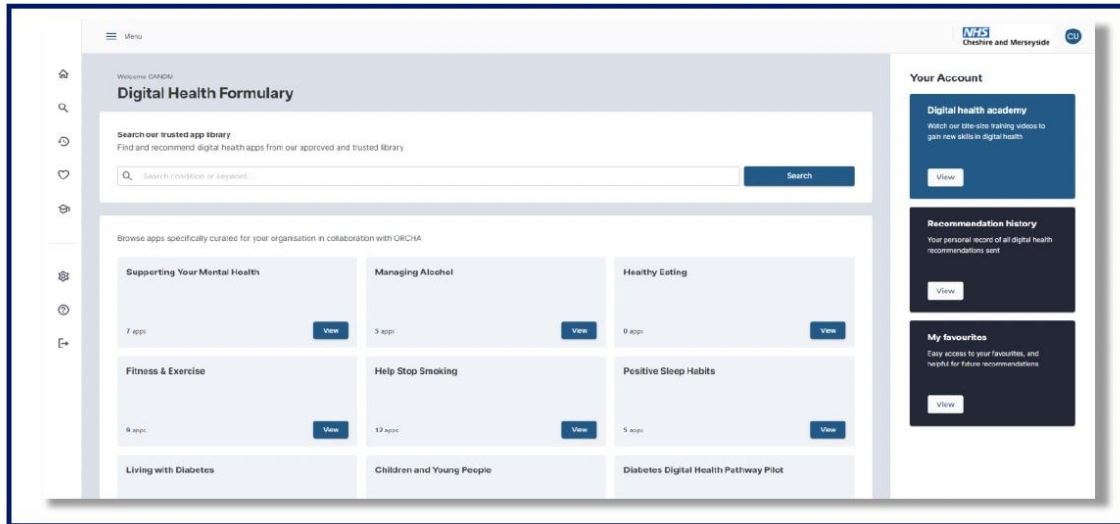


- ▶ **Targeted Landing Pages:** Capability to target specific user 'personas', enabling high risk or high impact population groups to receive highly relevant digital health solutions. Specific targeting drives a higher conversion rate of digital solution downloads in the target group.



- ▶ **Activation Campaign Management:** Compilation of digital health solutions to tackle specific healthcare challenges across the population.

PROFFESIONALLY SUPPORTED



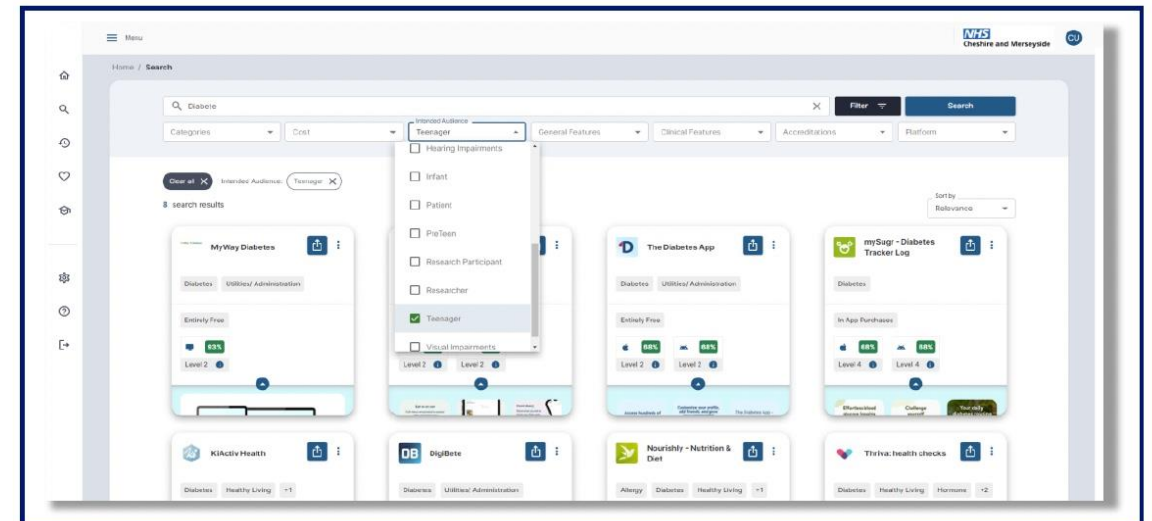
- ▶ **The Digital Health Formulary:** A DHT prescribing platform for healthcare professionals offering safe digital health apps in alignment with clinical pathways.
- ▶ Integrated with relevant EHRs with configuration to alert professionals when a specific Digital Health solution aligns with provided information.
- ▶ Personalised access through individual accounts, ensuring use is secure and auditable, with training and support provided by ORCHA to increase adoption.



- ▶ **Referral and Prescribing Management:** Enables healthcare professionals to refer or prescribe digital solutions to their patients.
- ▶ Professionals with access to an organisation's EHR can leverage ORCHA's integrated Digital Health Formulary, enabling frictionless access to historical patient records.



- ▶ **The Digital Health Academy:** Provides online training (CPD-accredited) for specific professional groups, supporting a structured and phased professional 'engagement' strategy.
- ▶ Free Academy for basic awareness and a Premium Academy as part of the Digital Health Formulary Product.





CREATING DIGITAL CARE PATHWAYS



IDENTIFYING DIGITAL OPPORTUNITIES



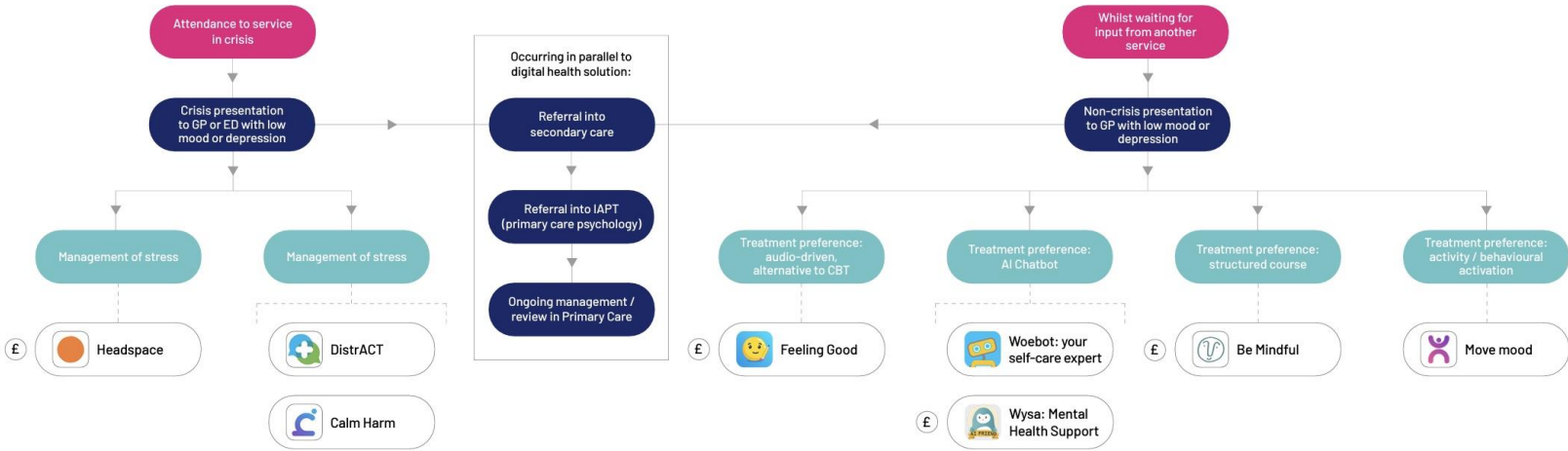
Pain points which are linked to the steps in a patient care pathway

Steps in a patient care pathway – contact points with a clinician

Opportunities where a health app may help alleviate pain points

A suggested health app which can help solve pain points

DEPRESSION DIGITAL CARE PATHWAY

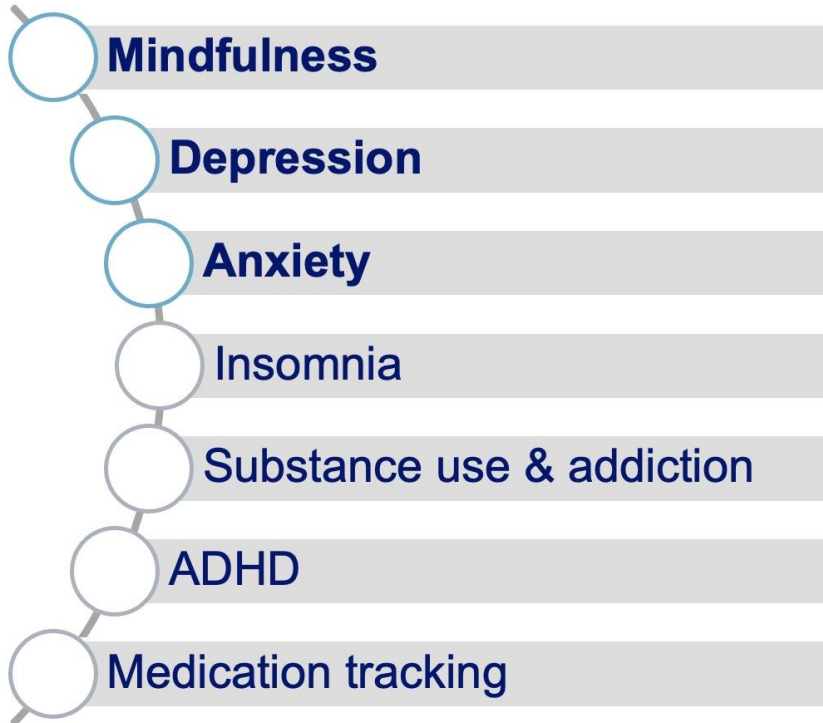


Key

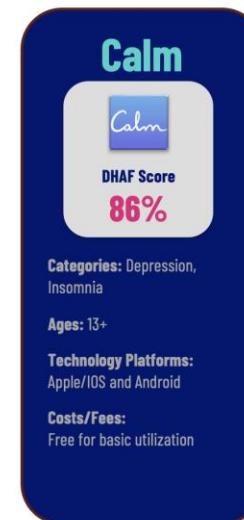
- Care pathway
- Pain point
- Digital opportunities
- Recommended DHTs

Where digital care is mapped out to show where they can help throughout a patient's journey.

BUILDING ALIGNED FORMULARIES



Committed to continuously **monitoring, updating,** and **evolving** the platforms, ensuring they remain comprehensive and dynamic resources



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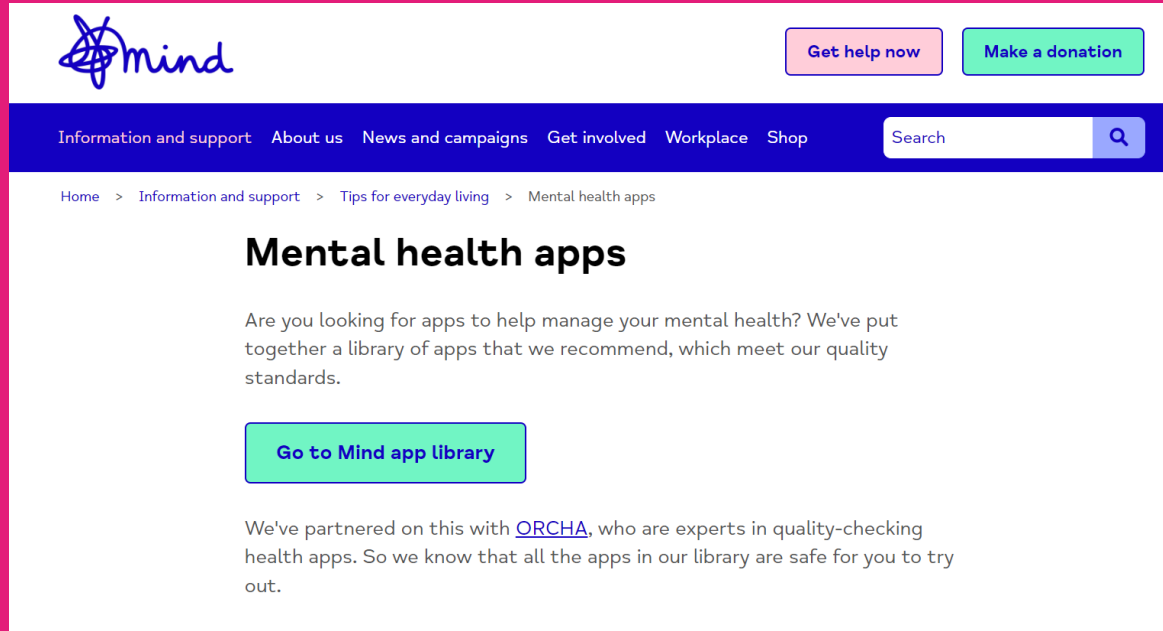
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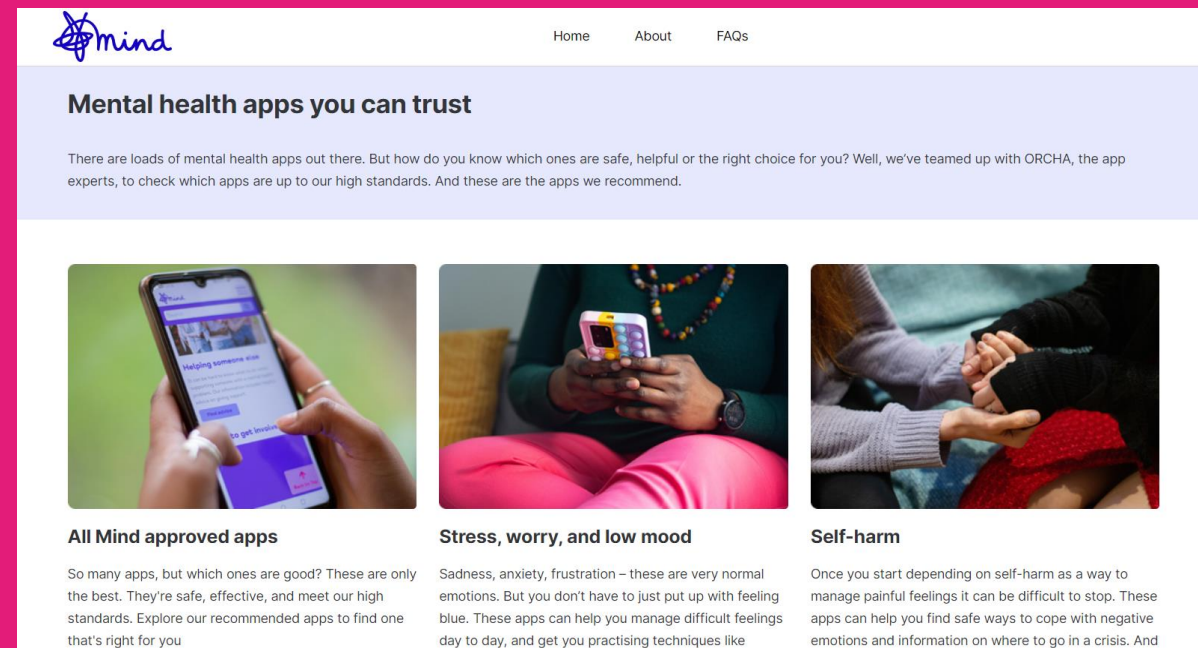
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CREATING IMPACT



- 3,000 Apps Downloaded pm
- Avg 15,000 Sessions pm
- Avg 30,000 Page Views pm
- Further discussions to promote the Mind app library on social channels as well as out to local Mind services is ongoing.

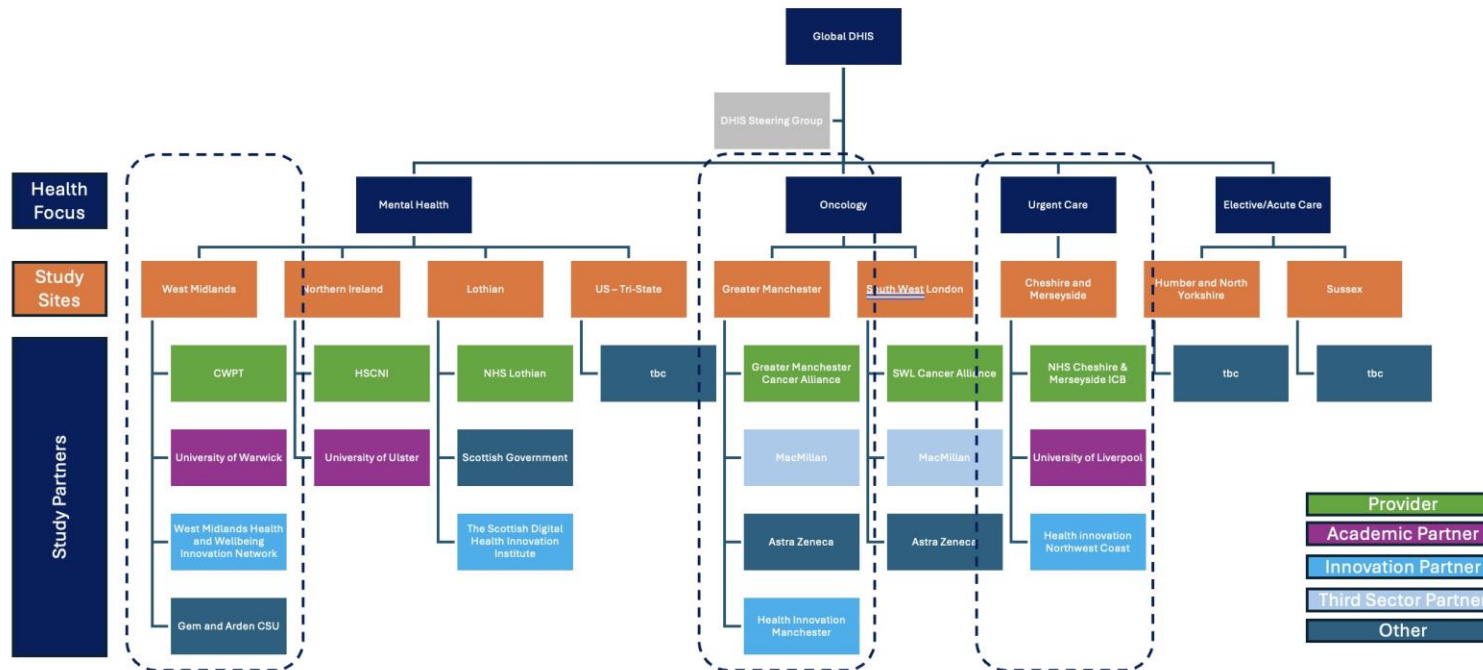
- Mind 'soft launched their Digital Health Library in Jan 2024
- Significant increase in site traffic and downloads
- Currently the only 'activation' taking place is the landing page that directs Mind users to the app library. This is purely organic traffic.



SUPPORTING THE EVIDENCE BASE

THE DIGITAL HEALTH **IMPACT** STUDY

- The worlds largest digital health impact analysis aiming to enrol in excess of 50,000 study participants
- Spanning multiple Trial Sites across multiple nations
- Behavioral Health is one of 4 key target areas
- Working with leading academic institutions, pharma and industry together with charities and patient/carer groups
- Aim is to fill the evidential holes that still exist and evaluate the ‘portfolio effect’ i.e. Digital Care Pathway deployment
- Target is to influence guidance and establish new models of care



THANK YOU

Daresbury, UK (Head Office)

SciTech Daresbury, Vanguard House,
Keckwick Lane, Daresbury, WA4 4AB

London, UK

ORCHA Health Ltd., Spaces, 307
Euston Rd London, NW1 3AD

Boston, United States

ORCHA Health Inc., CIC, 50 Milk St
Boston, MA

Amsterdam, Netherlands

ORCHA Health B.V., Stadsplateau,
73521 AZ. Utrecht

Email:

hello@orchahealth.com



@OrchaHealth



@Orcha



@Orcha