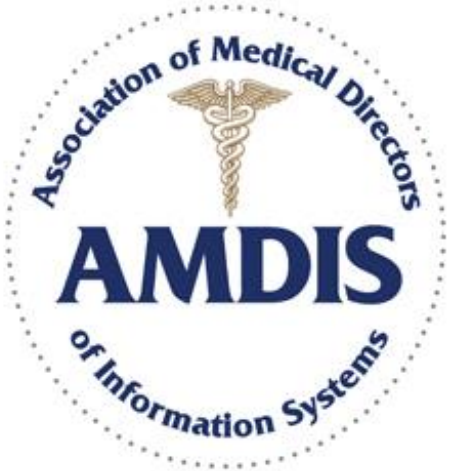


Xcertia™

mHealth App Guidelines

Overview Presentation

June 2019

Proprietary and Confidential

The Unmet Market Need

Despite a growing consensus that mHealth apps may be beneficial as a way to activate and engage patients, **no clear strategy has emerged on how providers should evaluate and recommend apps to patients**, or how consumers themselves can make those right choices.

Need for App Guidelines

"Physicians recognize the tremendous potential in digital health tools, but without a framework to evaluate them, there could actually be harmful effects."

James Madara, CEO, American Medical Association

Xcertia

Xcertia is a joint mHealth app collaborative effort pioneered by four healthcare organizations:

The collaboration builds on each organization's ongoing efforts to foster safe, effective, and reputable health technologies, while complementing our mutual commitment to advancing innovation in medicine, and improving the health of the nation.

Our combined expertise, along with a diverse membership, leverages the insights of clinicians, patients, and industry experts to help improve patient care.

The Xcertia Industry Collaborative

The Xcertia collaborative is focused on creating a set of comprehensive requirements and recommendations to provide guidance in the development, selection, and usage of safe and effective mHealth Apps.

This guidance includes, *but is not limited to*:

- **Content**
- **Security**
- **Usability**
- **Operability/Interoperability**
- **Privacy**

The Xcertia Guidelines

The Xcertia Guidelines will become a **trustworthy resource** to support consumer and clinician choice of mobile health apps.

The Xcertia Guidelines will be **reviewed & updated annually** by select member panels consisting of industry experts with relevant experiences and insights within the topics covered in the Guidelines.

The Xcertia Guidelines

Reduce burden on providers/healthcare sponsors

- Less time evaluating apps
- Confidence in effectiveness

Give consumers confidence

- Security and privacy
- Guideline-based

Help app developers

- Bring better products to market faster
  No re-inventing the wheel

IBM Watson Health

AMA
AMERICAN MEDICAL
ASSOCIATION

Accelerating
Digital Health
Innovation

accenture

ACT

American Heart
Association.
Fighting Heart Disease and Stroke

MAYO CLINIC

AMERICAN
TELEMEDICINE
ASSOCIATION

FDA

himss
transforming healthcare through IT

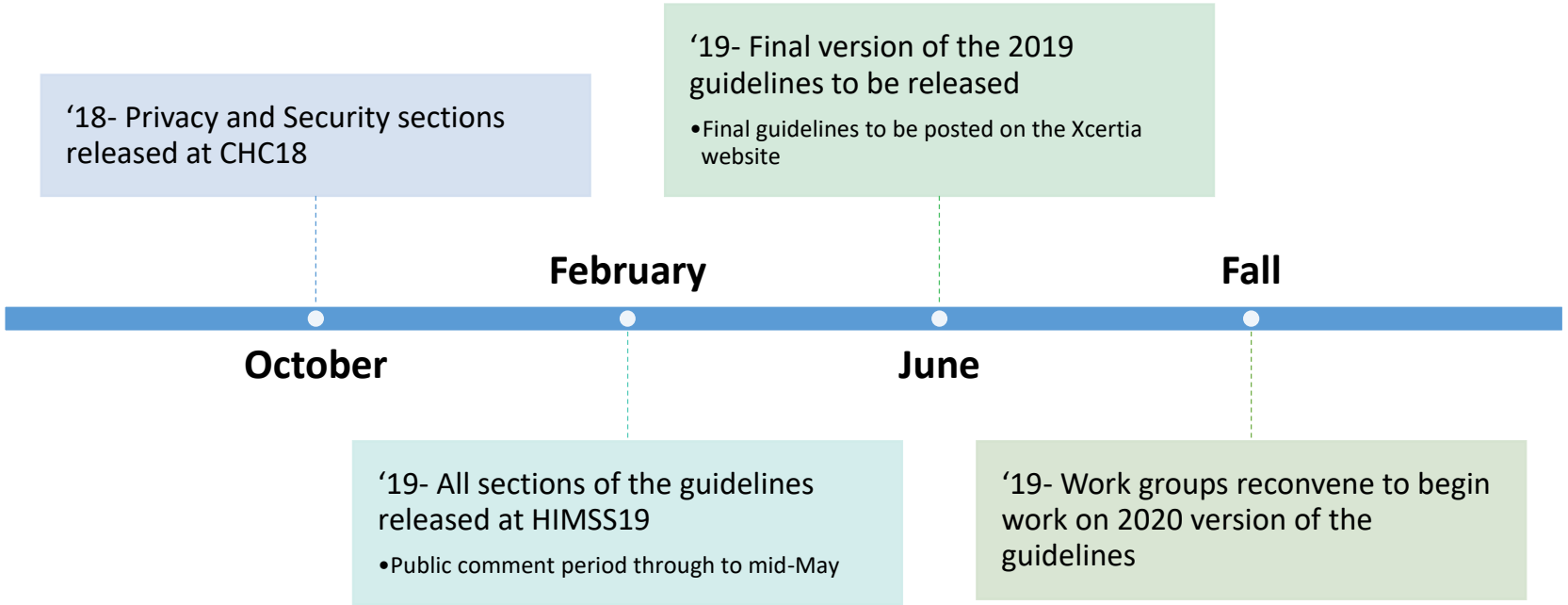
HealthIT.gov

PARTNERS
HEALTHCARE
CONNECTED HEALTH

Collaborators & Liaison Partners

Government Relations

Key Milestones- Guidelines



Key Go Forward Activities

Continued development of key liaison partners

- PCHA, EHNAC, AMDIS, CTA, AMIA, AHIMA
- Focus is on strategic relationships benefiting both parties

Application of the guidelines in market

- Key organization and market leader support and endorsement of the guidelines
- Organizations to actively implement the guidelines
- Partner(s) to evaluate and measure apps against the guidelines

Key Questions

How To Drive Support & Adoption

How to Apply the Guidelines in Market

How To Drive Support & Adoption

- How mature would you rate your current approaches to digital health best practices, including mHealth app evaluation and governance?
- How is your organization defining and governing mHealth apps today, including policies and prescribing practices?
- What will facilitate the inclusion of Xcertia Guidelines within your current process? What are the barriers?
- What will be needed to “implement the guidelines”, including:
  - measurement and evaluation of apps against the guidelines
  - infrastructure for outcome evaluation, from the clinician, patient and developer perspective

How To Apply the Guidelines in Market

- Recognizing that digital health best practices and related governance are early in maturity across most types of healthcare organizations (providers, payers, and life sciences, and developers/startups)
  - Who are the key organization and market leaders that we need to support and endorse the guidelines?
  - Who are the potential partner(s) to evaluate and measure apps against the guidelines?

THANK YOU!

For more information contact us at:
information@xcertia.org

Or visit www.xcertia.org

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