

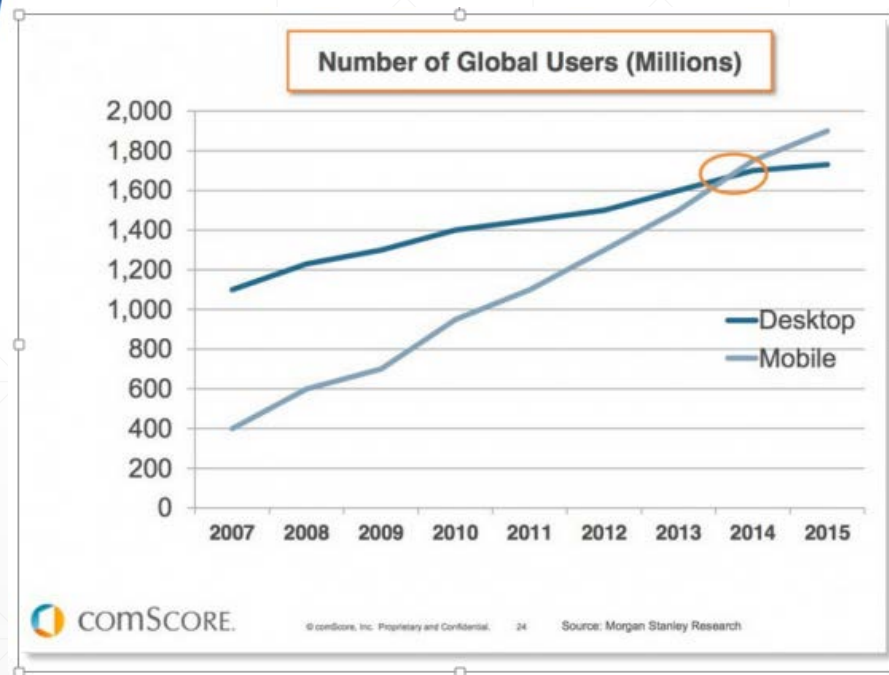
Digital Media and Health Topic Group

mHealth Stream

Stream Leader: Kathi Apostolidis - PCWP/EMA

«Mobile to overtake fixed Internet access by 2014»

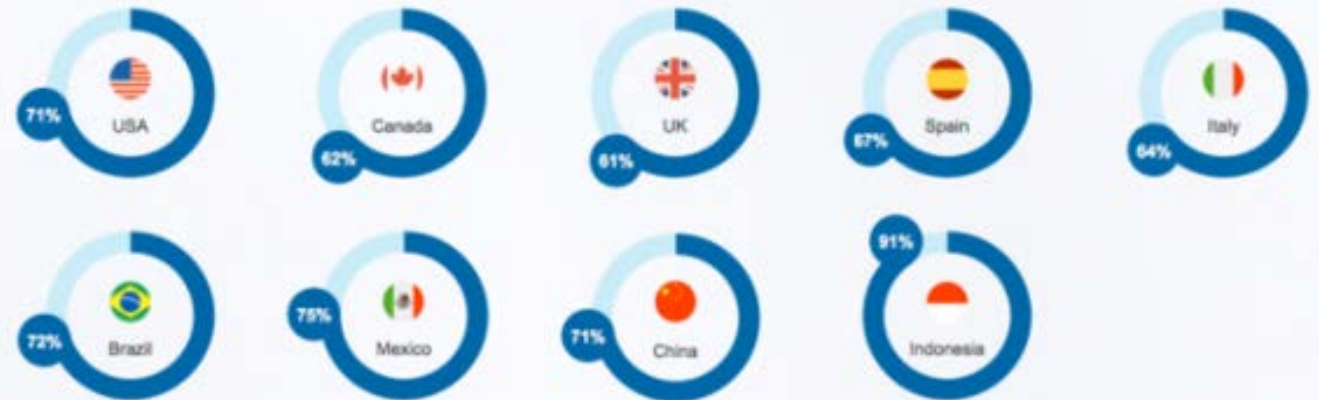
Mary Meeker, Analyst, Kleiner Perkins Caufield Byers -2008



Our primary tool

Across the globe, mobile devices dominate total minutes spent online, passing 90% in Indonesia

% mobile share of total digital minutes



«It's an App World. The Web Just Lives in It.» Yahoo/Flurry



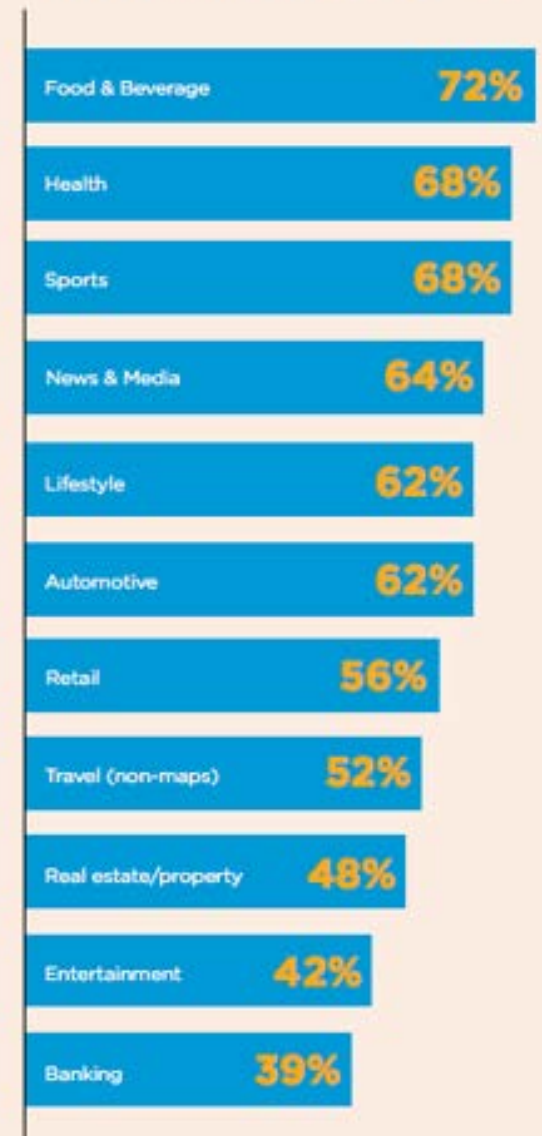
Apps drive dominant share of mobile time in all markets
More than 80% of mobile minutes in all markets are spent on apps

Share of Mobile Minutes for Apps / Mobile Web

■ App Minutes ■ Mobile Web Minutes



Share of online searches initiated on a mobile device, by industry



Based on top search variations resulting in a click to the indicated industry, April 10 - May 7, 2016. Source: Hitwise, a division of Connexity

mHealth apps at the EMA

- Appropriateness of mhealth apps for information on medicines?
- Possible other uses?
 - Pharmacovigilance
 - Awareness about general issues
e.g. antimicrobial resistance,
medicines shortages, new medicines
approvals
 - EMA activities



Target audiences for EMA mhealth apps

- Who are they?
- How their needs differ?
- What content they need?



Criteria to govern EMA mhealth apps

- Should there be criteria governing the development of the EMA mhealth apps?
- Should EMA consult with its stakeholders about the criteria?
- What these criteria should be?



Criteria for mhealth apps in clinical/regulatory setting

- Quality
 - Reliability
 - Stability
 - Confidentiality
 - Trustworthiness
- Relevance to end-users
 - Effective engagement with stakeholders and end-users
 - Safety
 - Accessibility/Usability/desirability
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Role of EU Commission

- Guidelines for the development of mhealth apps
 - Code of Conduct: who sets it? Voluntary or mandatory?
 - Accreditation
 - Life style/well being v. clinical setting mhealth apps
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Patients & citizens attitude

- Use of mhealth apps
 - What patients want
 - Attitude towards an EMA mhealth app
 - How to build trust among patients and public in EMA mhealth apps
 - How to facilitate use and adoption of EMA mhealth apps
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Trends to watch

- Growth of cloud-based and mHealth services
- Telemedicine services in rise
- Internet of Things – IoT-driven health apps coming up
- Higher references of Artificial Intelligence
- Blockchain impact on health industry

How EMA will respond to the challenges in digital health?

Discussion points

- Are mhealth apps suitable for EMA two-way communication with its stakeholders?
 - How the EMA can best ensure the credibility of its mhealth apps?
 - Which uses/audiences can benefit from EMA communications via mhealth apps?
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Thank you for attention

The members of the mhealth stream:

- Birgit Bauer
 - Sofia Marcha
 - Caroline Morton-Gallagher
 - Joao Manuel Valente Nabais
 - Isabel Proaño
 - Michal Rataj
 - Carole Rouaud
 - Jamie Wilkinson
 - Joseph Zohar
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