

# Optimising digital care pathways at scale: Insights and strategies



**Liz Ashall-Payne**  
CEO  
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DELIVERING SAFE DIGITAL HEALTH

# THE DIGITAL OPPORTUNITY



6.6  
billion



People across the world  
have a smart phone

That's more people than  
own a toothbrush

## Top countries for health app downloads:



5m

People download a health app every day.

93%

of clinicians believe digital technologies can help.

65 %

of people aged 65 years and above want to engage with  
Digital Health

# THE DIGITAL **PROBLEM**



Only

20%

**of the 365,000 apps to choose from meet quality thresholds.**

*How do people or healthcare systems know which ones are safe and effective and therefore which to buy?*

# THE DIGITAL NEED

If digital health truly has the power to revolutionise healthcare, then we have to be just as responsible with it as we are with any other aspect of medical practice.

The critical infrastructure for safe decision making and distribution.

## 1. TRUST

In medicine MHRA approves and licence drugs & NICE assesses impact and effectiveness.  
In digital health, there are a number of digital health frameworks.

### MEDICINE



### DIGITAL HEALTH



DIGITAL HEALTH FRAMEWORKS



## 2. AWARENESS

The BNF to list approved drugs and training in prescribing for professionals



X 20,000

CONTINUOUS ASSESSMENTS



## 3. ACCESSIBILITY

E-prescribing to distribute and track medicines  
Availability of Over-the-Counter medicines



DIGITAL FORMULARY



## 4. Reimbursement



Procurement & commissioned products



## 4. GOVERNANCE



CONTINUOUS MONITORING

# **Lesson 1 – Have clear compliance requirements to build trust**

**Building trust**

# Example Digital Health Assessment Frameworks

There are multiple digital health frameworks globally ,



The DTAC



ISO-82304-2



Mindex



DiGA



mHealth Belgium - Validation Pyramid



NORDIC Baseline Review



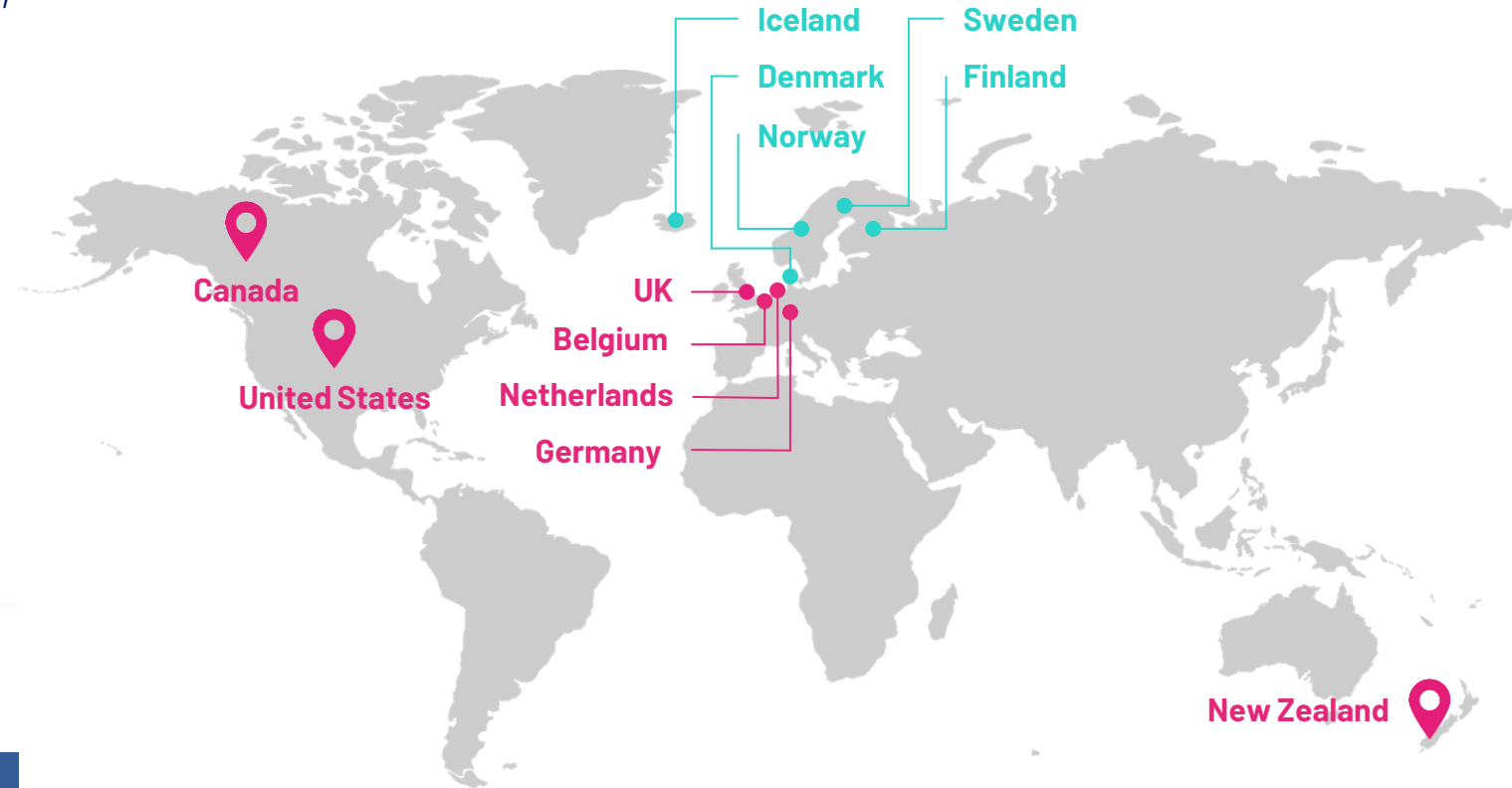
USA DHAF



Canada



French PECAN





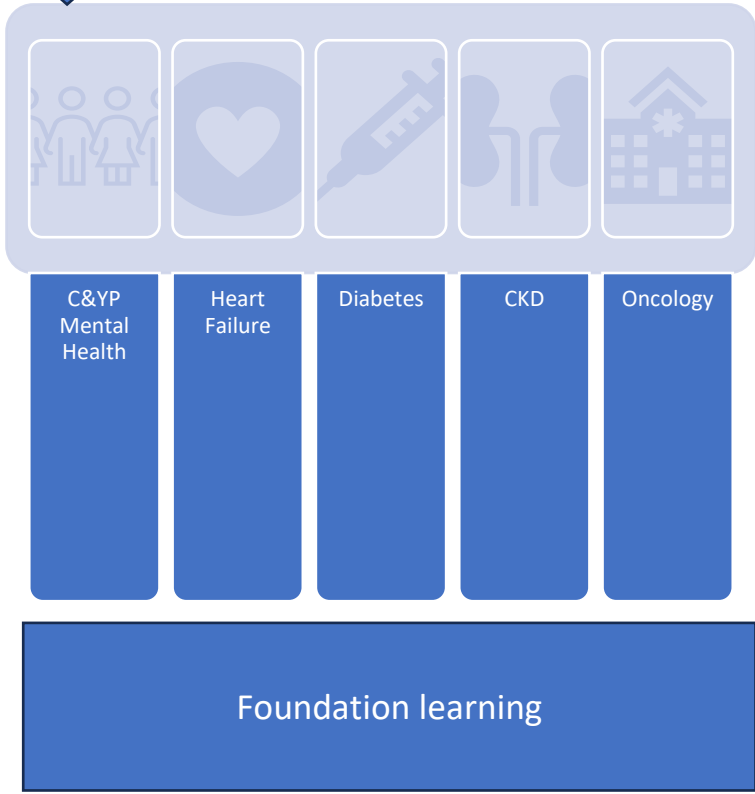


**Lesson 2 – Have a workforce who are ready to receive these technologies**

**ENABLING SCALE and ACCESS**

# The ORCHA Academy

## Educating the workforce at scale & pace



ALL COURSES SIGN IN

### What you will learn in this course

- ✓ What digital health products are
- ✓ How we can help assess digital health products, such as apps, before you recommend them
- ✓ How to use a digital health App Library to find and recommend a digital health product
- ✓ How we can help you to support patients, and people that use your services, with digital health products, such as apps
- ✓ How we have helped health and care organisations successfully integrate digital health products, such as apps, with their services

### Why this course is for you

- Learn how to start using digital health in your every day practise with little effort
- Understand the importance of assessing digital health products, such as apps
- Find a safe way to confidently recommend digital health products, such as apps

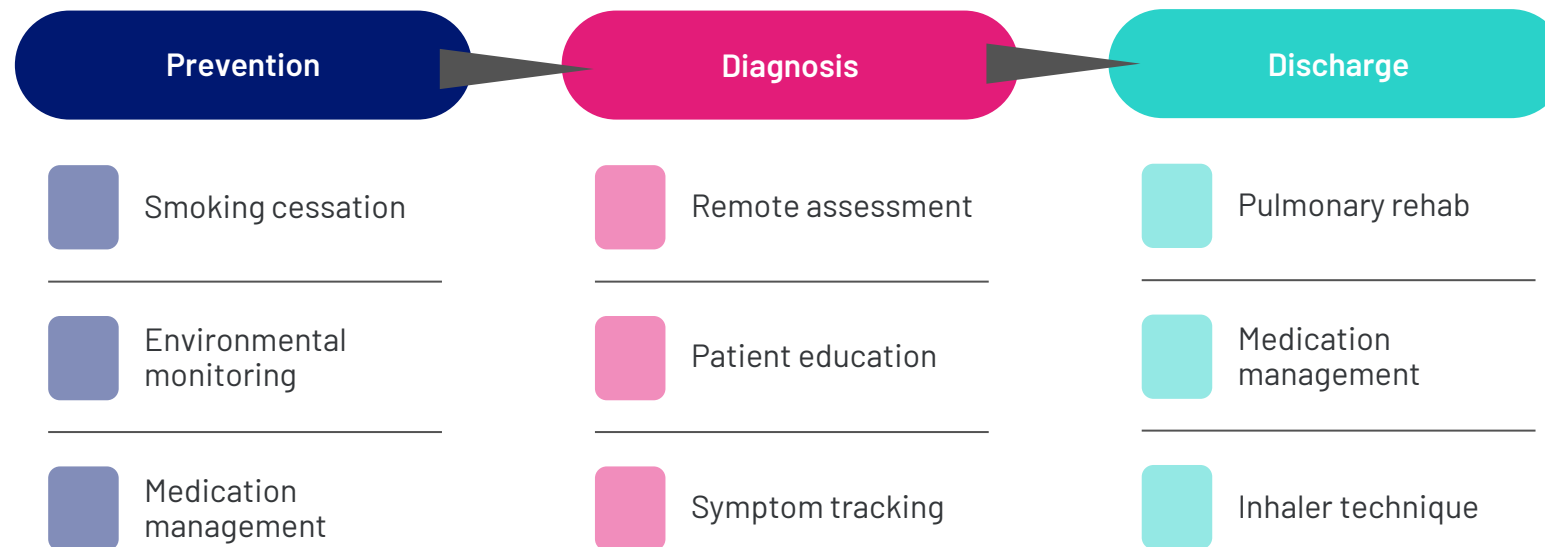


**Launch Course**

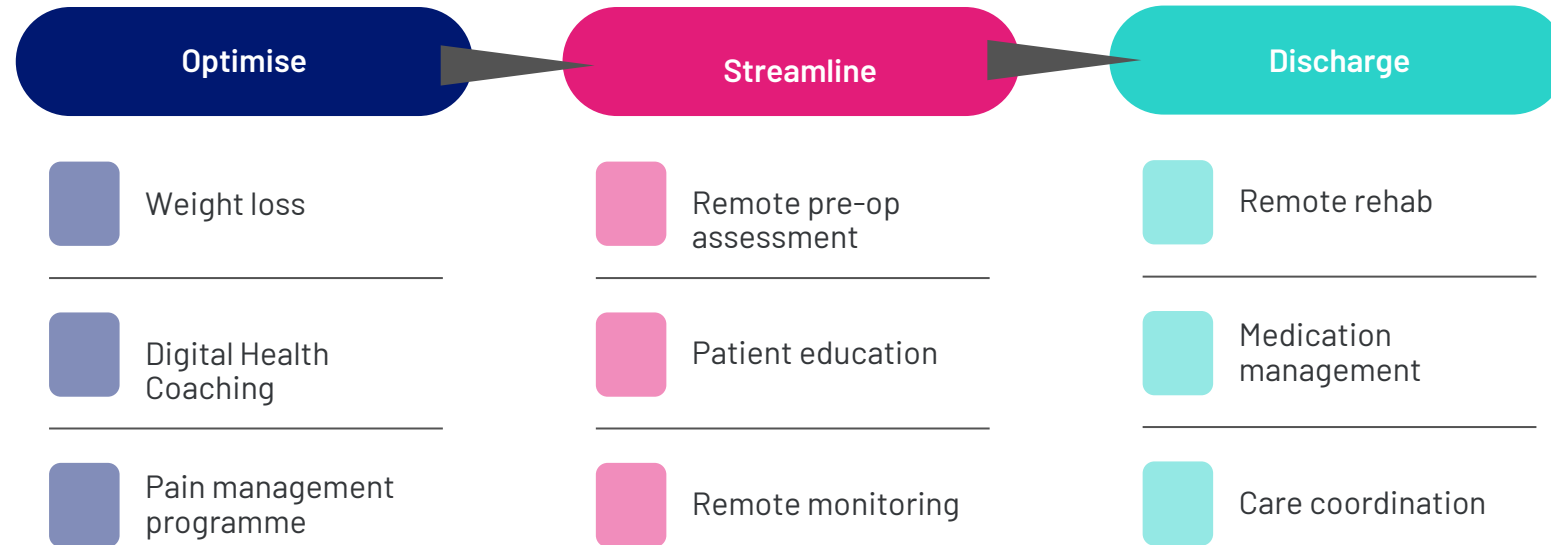
🕒 50 Minutes

🎥 9 Lessons

*Take the example of a 58 year old male with COPD...*



*Take the example of a 75 year old woman awaiting a hip replacement*



## CASE STUDY:

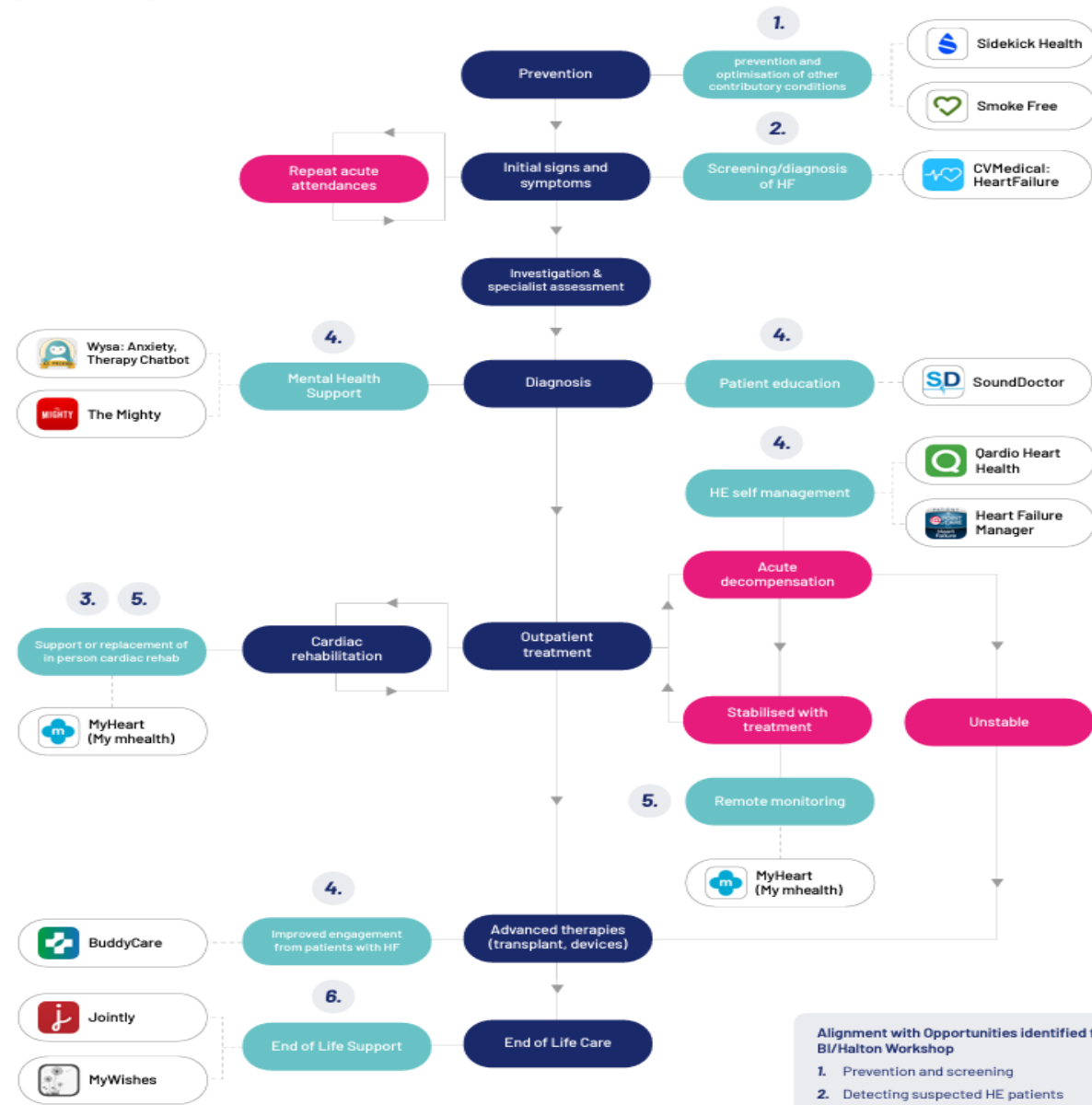
### Widnes Heart Failure Team, Cheshire and Merseyside

“ This project was led by a *deep understanding from heart failure patients and clinicians themselves about their experiences and we collaboratively generated solutions that underpin this new pathway.*

*I am hopeful that we can improve the experience and outcomes for patients across heart failure pathways, with a view to offering it more widely in other regions*



## HEART FAILURE DIGITAL CARE PATHWAY



**Alignment with Opportunities identified from BI/Halton Workshop**

1. Prevention and screening
2. Detecting suspected HE patients
3. Diagnosis and care plan
4. Living with chronic CF
5. After acute decompensation
6. After disease

# **Lesson 3 – *Have a clear distribution infrastructure***

**SUPPORTING INDUSTRY TO THRIVE**

# Digital Health Distribution and Activation

DELIVERING SAFE DIGITAL HEALTH TO PATIENTS AND CITIZENS



**Lesson 4 – Have a system which  
allows for reimbursement**



# **Lesson 4 – *Have a coordinated governed system***

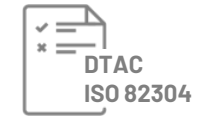
**SUPPORTING A SAFE SYSTEM**

# Achieving the 5 pillars for success

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DIGITAL FORMULARY



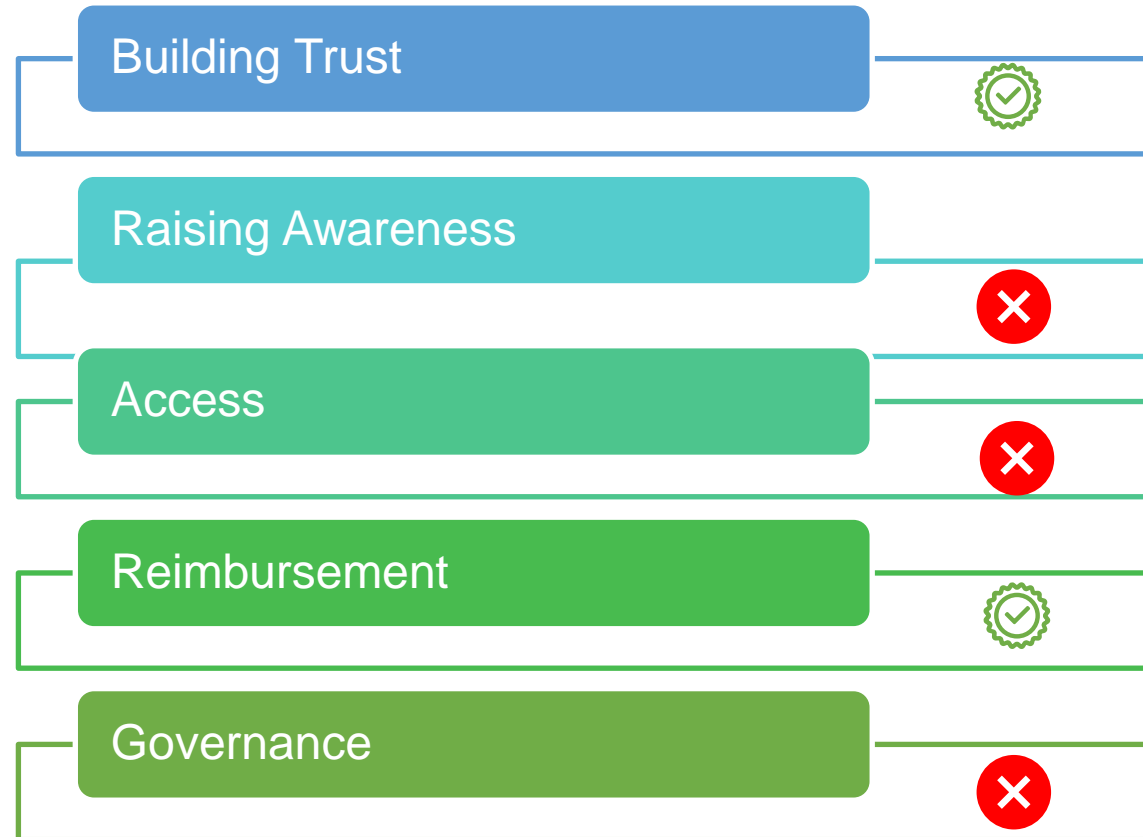
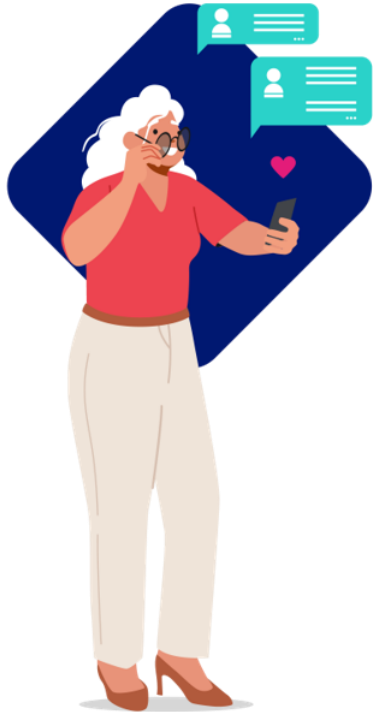
### 4. Reimbursement



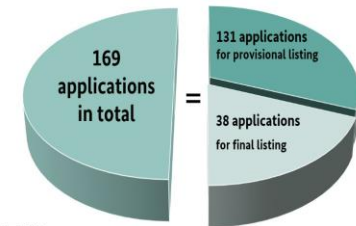
### 4. GOVERNANCE



# Is the German DiGA the answer?



How many applications have been submitted to the BfArM for assessment since the start of the DiGA application portal?



Bundesinstitut für Arzneimittel und Medizinprodukte

Graphic updated on: 04/19/2023

4 companies have become insolvent and are looking to take legal action the MoH

Very few “prescriptions” due an unaware and not prepared workforce

**When one pillar is missing the whole system will fail.**

# ***THE BIGGEST LESSON***



**“UNLOCKING THE POWER OF DIGITAL  
HEALTH IS NOT ABOUT A STANDARD.  
IT’S ABOUT A SYSTEM!”**

**Anders Tunold-Hanssen, CEO, NIP**

# Key learning- **How you can enable a CORE INFRASTRUCTURE**

- **Maximise efficiencies and reduce duplicated effort on assurance and compliance use work undertaken in other parts of the world and create** a centralised 'warehouse' of approved technologies that different parts of the health and care system can draw down and procure from
- Drive healthcare professional engagement and **activation** through education and training
- Think digital pathways rather than single point solutions
- Provide access through **distribution and prescription infrastructure** aligned to clinical and operational priorities including public health campaigns and pathway support



# THANK YOU

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# ...which provides a huge market opportunity

Digital solutions span a range of distinct areas of potential support. Much of the current spend is focused on Administration and Data, with much less focus on Patient Facing Support

