



EMIS App Library by AppScript

*A Platform for Pragmatic Research and
Driving Uptake of DTx*

Zein Jebawi, AppScript UK Manager

IQVIA CORE™

Ready for today, prepared for tomorrow

Domain Expertise



Institutional knowledge and domain expertise across diseases, geographies and scientific methods

Transformative Technology



Leading technologies to provide real-time access to operations-critical information



Unparalleled Data

One of the world's largest curated healthcare data sources with innovative privacy protections



Advanced Analytics

Faster, more precise decision-making powered by data science, designed exclusively for healthcare

COVID-19 Impact

- The pandemic created unprecedented change in the healthcare system
- It served as a catalyst for long overdue adoption of digital solutions
- At the same time, it impacted patient care dynamics, the outcomes of which we may not understand for years to come



COVID-19 Health & Economic Assessment



Emerging Trends & Market Dynamics

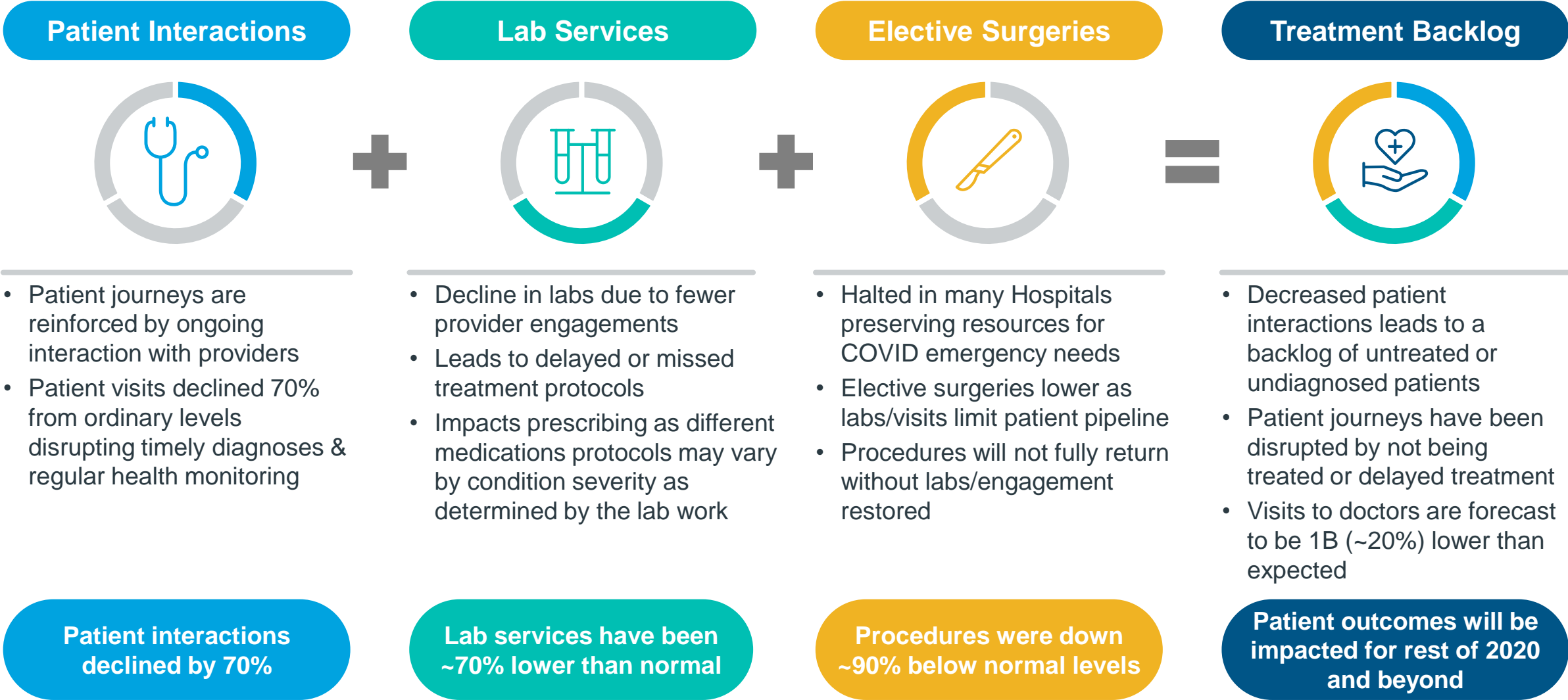


EMIS Apps Library & One Click Studies

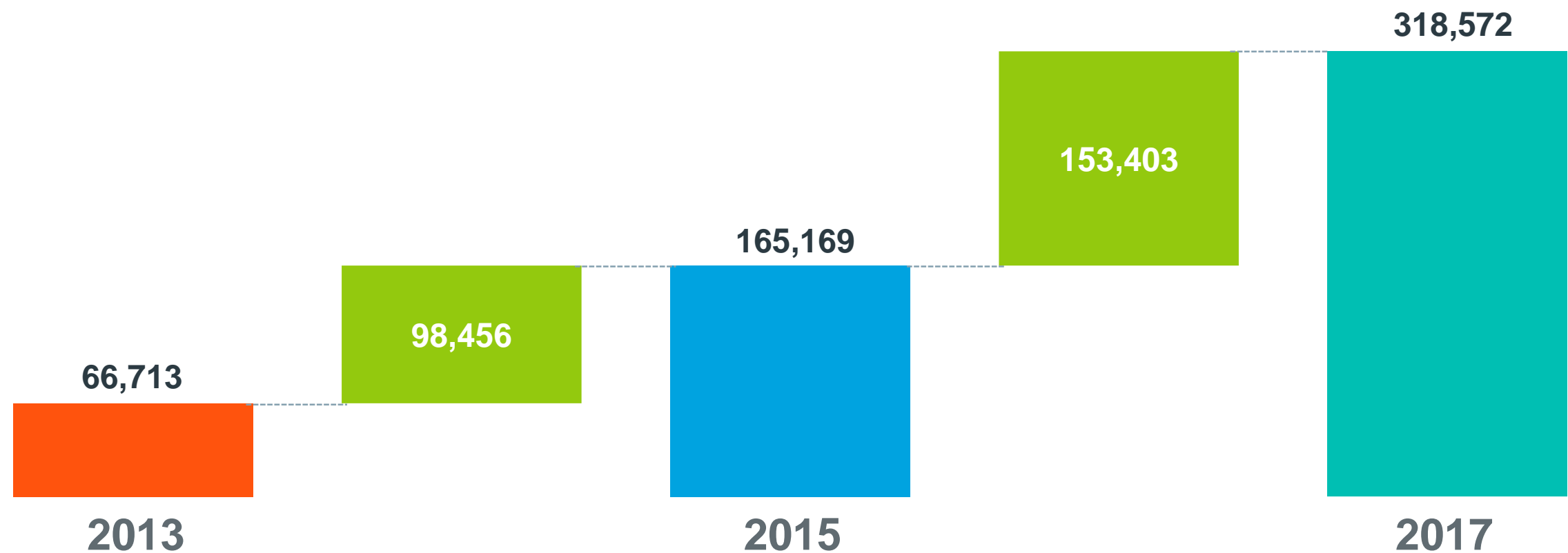


Future Ahead

Patient Backlog: The disruption in the patient journey caused by missed or delayed interactions will impact patient outcomes



However, clinicians currently struggle to find clinically-validated DTx apps among the ~318K digital health apps available as of 2017



Source: IQVIA AppScript Database
Featured in IQVIA Institute Report: *The Growing Value of Digital Health*

2020: Expected to be over 600K

[GP2GP](#) - 28 (28) [Registration](#) - 127 [Lab Reports](#) - 3 [Tasks](#) - 1 (1) [Documents](#) - 75

[View -> My Record](#) «

My Record

 All Records

[View -> My Record](#)

My Record

All Records

External Views

EMIS App Library

Test

PLATFORM

- Apple
- Android
- WEB

PRICE

- Free
- Freemium
- Paid

CATEGORIES

- Patient Experience
- Lifestyle & Stress
- Medication Reminders & Info
- Diet & Nutrition
- Disease Management
- Women's Health & Pregnancy
- Emergency Care & Navigation

Twitter

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Featured

View All Apps

AppleAndroid

SCORE 70

Changing Health

Free

Recommend

AppleAndroid

SCORE 89

Pzizz - Sleep, Nap, Focus

Free+

Recommend

Apple

SCORE 85

MyCognition HOME

Free+

Recommend

Apple

SCORE 84

Cove: music for mental health

Free

Recommend

Favorites

AppleAndroid

SCORE 82

SOS QR

Free+

Recommend

AppleAndroid

SCORE 68

IFDC

Free

Recommend

Back

App Details: Pzizz - Sleep, Nap, Focus

Recommend

Free+

AppScript SCORE

89

PATIENT 3.7

★★★★☆

PROFESSIONAL 0

★★★★☆

Rate It!

GET IT ON

Google Play

RELATED APPS

Pzizz - Sleep, Nap, ...

Pzizz - Sleep, Nap, Focus

Apple

Android

Remove Bag

Add to Favorites

Description

Gallery

Reviews

Score

Key Points

Who:

The app was developed to help patients who are looking to quieten their minds, get to sleep more easily, stay asleep, and wake up feeling more refreshed

Why:

Pzizz was found to improve sleep more than other traditional commercially available relaxation tapes, when compared in a randomized, controlled and blinded experiment; *A Napping Soundtrack Can Enhance Well-being More than Traditional Relaxation Soundtracks*; Lauren French B.S., Eryn J. Newman, B.S., Shaun Hayward, B.S., Devon L.L. Polaschek, Ph.D., Maryanne Garry, Ph.D.

How much:

Free to use basic features, with option to upgrade for a monthly fee of £7.99

Categories

Sleep

Other Stress & Relaxation

Regulatory Clearance

NHS

NHS Apps Library Listed

Features

App shows or graphs health over time

Provides information

Provides instructions

Provides link to social networks

NHS

EMIS Support

SUPPORT, EMIS Web (Dr)



Free+

AppScript
SCORE
89

PATIENT 3.7

PROFESSIONAL 0

Rate It!



RELATED APPS

Pzizz - Sleep, Nap, ...

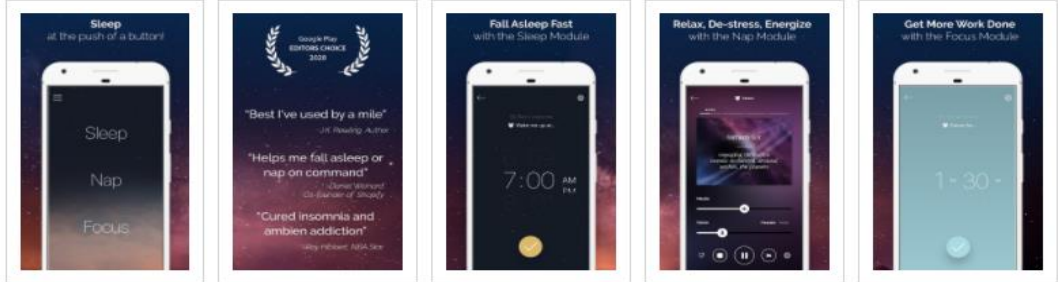
Pzizz - Sleep, Nap, Focus

Apple Android

Remove Bag

Add to Favorites



DescriptionGalleryReviewsScore



[< Back](#)

App Details: Pzizz - Sleep, Nap, Focus

Recommend





Free+
AppScript
SCORE
89

PATIENT 3.7
★★★★★
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★★★★★

[Rate It!](#)



RELATED APPS



Pzizz - Sleep, Nap, ...

Pzizz - Sleep, Nap, Focus

 Apple  Android

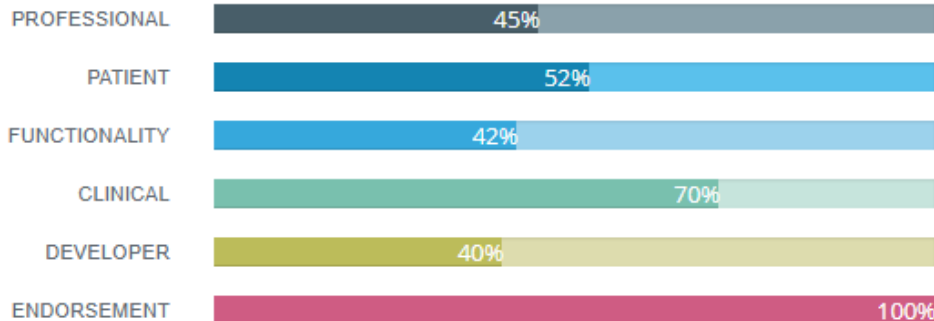
Remove Bag

[Add to Favorites](#)

DescriptionGalleryReviews**Score**

AppScript
SCORE
89

What does **AppScript SCORE** contain?
Check out the different ways we've scored this App.



[Learn More about the AppScript Score](#)

Close

Close

GP2GP - 28 (28)

Registration - 127

Lab Reports - 3

Tasks - 1 (1)

Documents - 75

Active

Born

Gender

EMIS No. 500201

Usual GP

OS

emis app library

Home

History

PLATFORM

Apple

Android

WEB

PRICE

Free

Freemium

Paid

CATEGORIES

Patient Experience

Lifestyle & Stress

Medication Reminders & Info

Diet & Nutrition

Disease Management

Women's Health & Pregnancy

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Cove: music for mental health

Free

Recommend

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SCORE 82

SOS QR

Free+

Recommend

SCORE 68

IFDC

Free

Recommend

Recommendation Sent!

You have succesfully sent this Recommendation to Test@emishealth.com

NHS

EMIS Support

SUPPORT, EMIS Web (Dr)

Patient List

Search

Type name, email or phone number here

PATIENT	SENT TO	RECOMMENDATION	DATE	STATUS
Dexter Morgan	<div><div></div>Test@emishealth.com</div>	APPS Pzizz	Today	<div><div></div>Accessed</div>
Dexter Morgan	<div><div></div>Test@emishealth.com</div>	STUDY We've Got Your Back	1 Year ago	<div><div></div>Sent</div>
Dexter Morgan	<div><div></div>Test@emishealth.com</div>	APPS SOS QR	2 Years ago	<div><div></div>Filled</div>

File

Message

Tell me what you want to do...

Ignore

Junk

Delete

Reply

Reply All

Forward

Meeting

IM

More

Create New

Team Email

Reply & Delete

To Manager

Done

Move

Rules

OneNote

Actions

Mark Unread

Categorize

Follow Up

Translate

Find

Related

Select

Zoom

Delete

Respond


Quick Steps

Move

Tags

Editing


Zoom




AppScript <no-reply@appscript.net>

A recommendation from your GP

To


 If there are problems with how this message is displayed, click here to view it in a web browser.

emis app library



Sara Leader

has sent you an App Recommendation



View App Recommendation

You are currently subscribed to receive messages. [Unsubscribe Here](#)



Mac

iPad

iPhone

Watch

TV

Music

Support



App Store Preview

Open the Mac App Store to buy and download apps.



Pzizz - Sleep, Nap, Focus 4+

Relaxing Music For Insomnia

[pzizz](#)

Designed for iPad

#180 in Health & Fitness

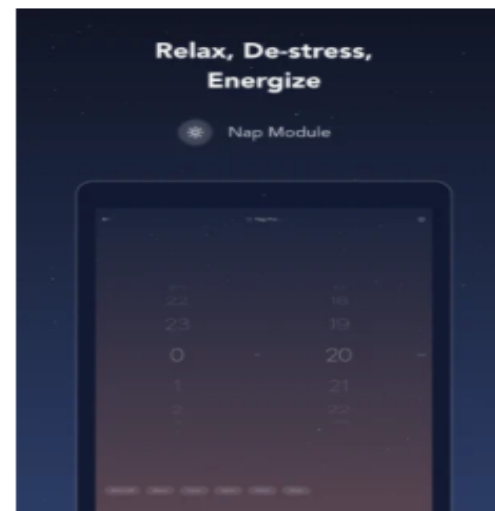
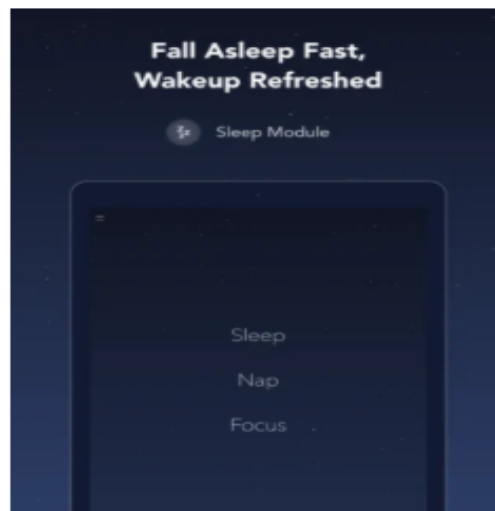
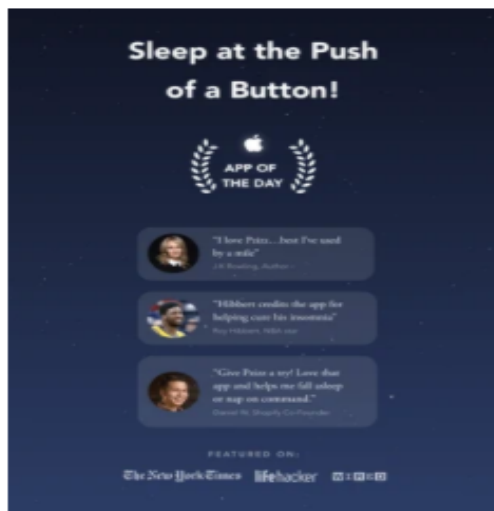
★★★★★ 4.8 • 7.7K Ratings

Free · Offers In-App Purchases

Screenshots

[iPad](#)

[iPhone](#)



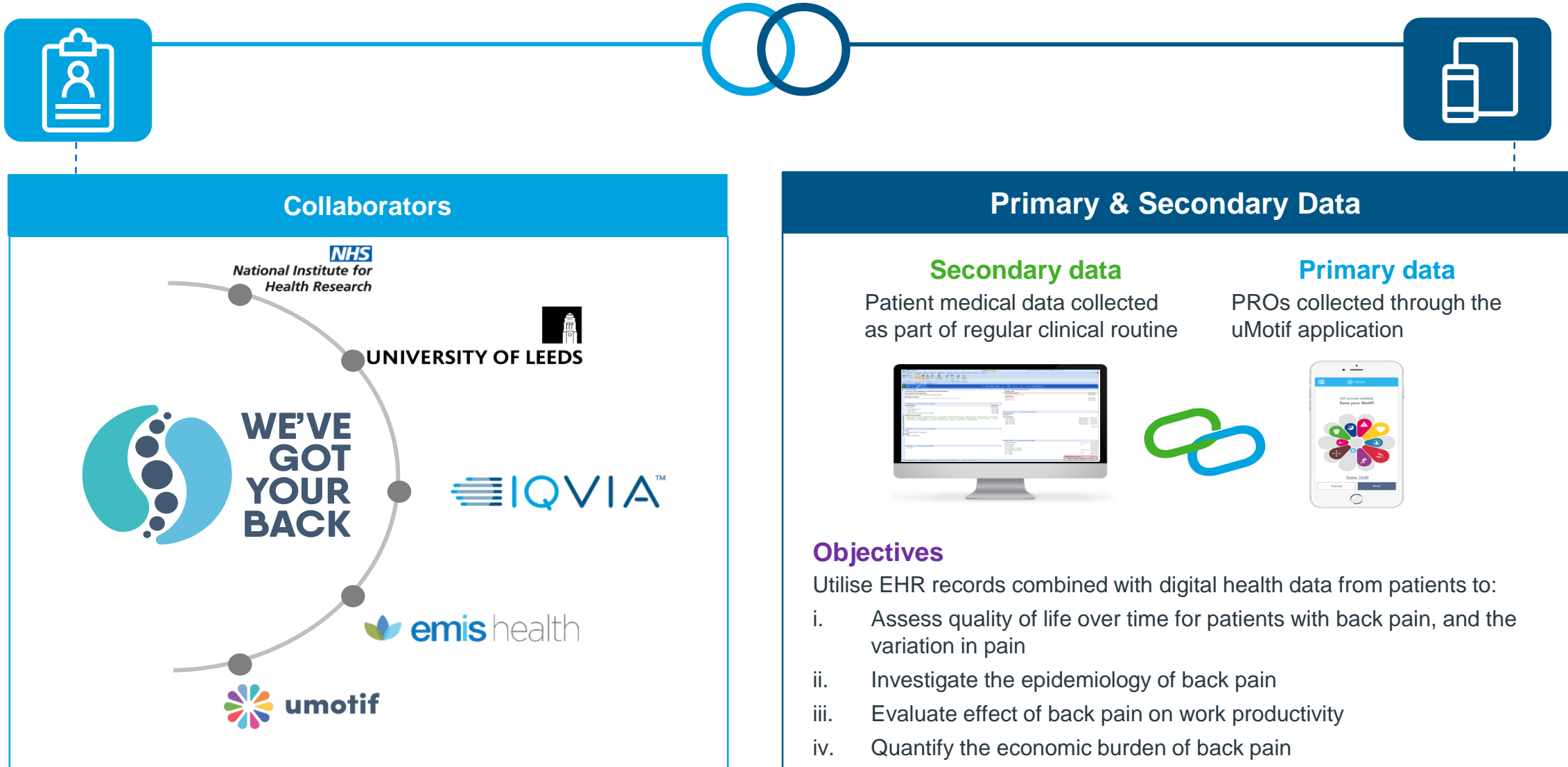
Pzizz helps you quickly quiet your mind, fall asleep, stay asleep, and wake up refreshed.

We use beautiful "dreamscapes" — a mix of music, voiceovers and sound effects designed using the latest clinical research — to help you sleep better at night or take power naps during the day.

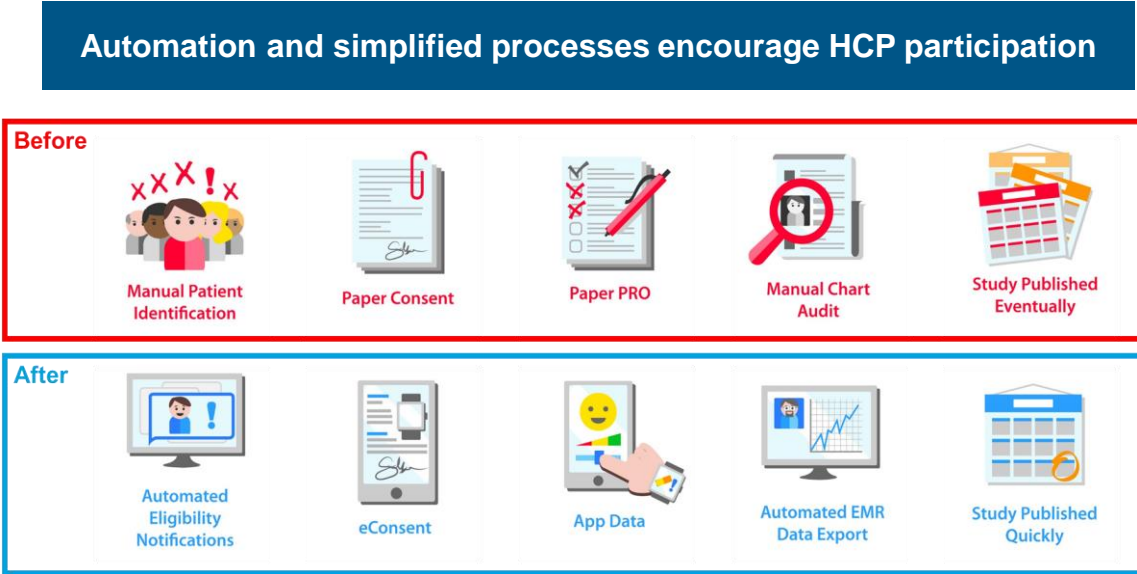
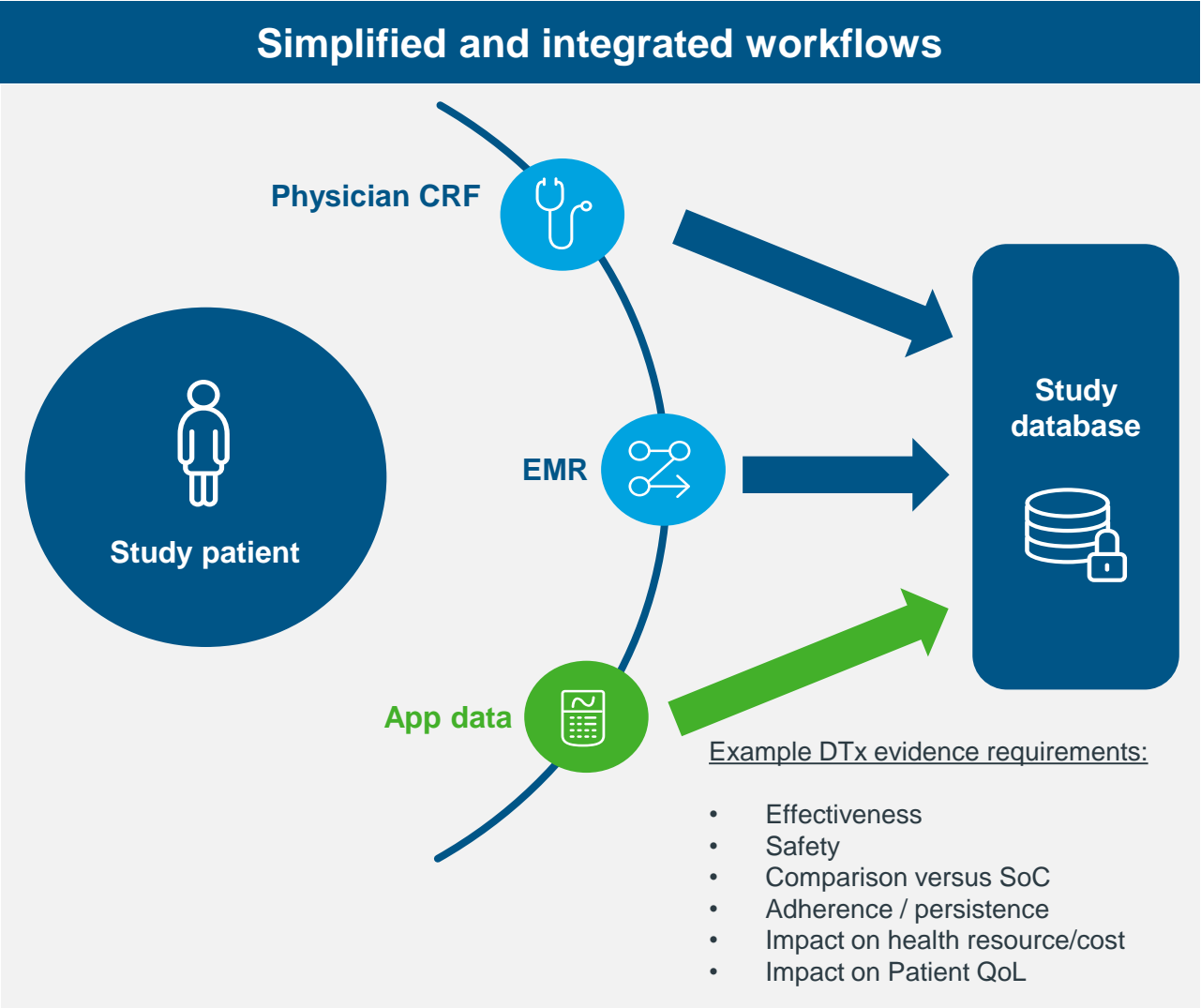
[more](#)

One Click Studies: We've Got Your Back" (WGYB)

A primary care observational study that aims to assess back pain through innovative data collection methodologies

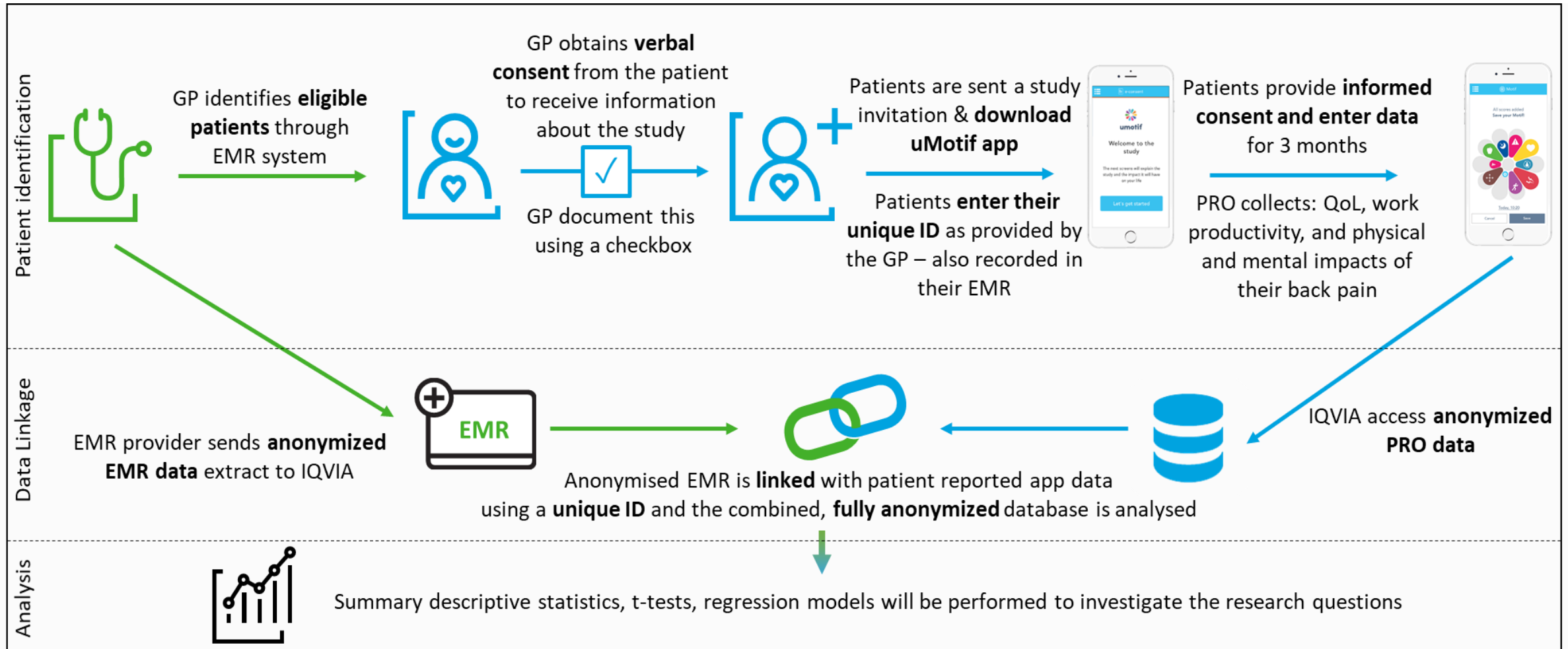


The one-click study infrastructure is particularly well suited to support DTx companies generate clinical evidence



We've Got Your Back" (WGYB) Research Capabilities

It also pilots the potential to leverage secondary data from EMR in combination with patient-generated primary data collected through digital health tools



***“We’ve Got Your Back”* : Study concludes two key value points**

Engagement Patterns

Enhanced GP and patient engagement

51% of GPs with EMIS AppScript Library enabled, invited patients to participate

42% Of invited patients eventually consented/enrolled in the study



39 Study Sites & 135 study patients

Enhanced Data Collection

Leveraging secondary data & enhancing primary data collection

100% of clinical study variables extracted from EMR (no physician eCRF needed)*

42% of estimated time saving for physicians versus traditional research methods



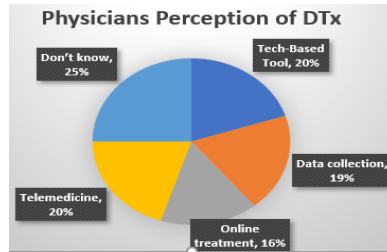
14 metrics per patient provided by EMR & <3hr commitment (vs. <9hrs for typical research methods)

Adoption and uptake barriers are universal and need to be addressed properly to increase adoption and uptake



DTX Awareness

- Digital health training is not common with Physicians practice
- More than 50% of consumers are “likely” to use FDA-approved DTx solutions



Lack of awareness/ understanding limit their legitimacy

DTx Myths lead to Limited Adoption

- Often confused with “wellness” apps
- Perceived lack of efficacy evidence
- Data tracking & lack of privacy leading to liability risk
- Additional workload and risk of replacement



Physicians buy-in is important to enhance patient-provider compliance

1. INVOLVE

Discuss demonstrated efficacy, feasibility, & reliability of DTx and its differences from “Wellness Apps”

3. LIABILITY RISK

Highlight Evaluation approach based on NHS Digital Assessment Questions & XCERTIA guidelines

2. INTEGRATION

Highlight easy identification, recommendation and tracking integrated in clinical workflow via EHR

4. UNBURDEN

Reassure about robust support capabilities for physicians & patients



Thank you

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