

How patient adherence data helps patients and clinicians improve condition management



My background

Serial digital entrepreneur

- Built & floated digital agency, syzygy
- Co-founded Ink Publishing, world's largest publisher of inflight media
- Building Living With
 - Condition management platform connecting patients and clinicians
 - Specialise in “pelvic health” and “rheumatoid arthritis / auto-immune conditions”
 - Creators of the UK's top paid medical app, Squeezy.

I am a patient

- Ulcerative colitis for 30 years
- Understanding of an unwritten patient clinician contract

3 Takeaways

1. Progress tracking data for self-management is valuable
2. Patients are more motivated by being monitored by a clinician
3. Clinicians can get very engaged in doing the data monitoring, as long as it is tightly related to the “status” of their condition, improves outcomes AND saves time or cost

Problem

A person with long brown hair is holding a large, bright red balloon in front of their face. The balloon is the central focus, and the text is overlaid on it. The background is a light blue, textured wall.

***14 million adults
in the UK have
bladder and bowel
control issues****



***Yet only 1 in 5
women affected
seek help...***

...and when they do,
they wait on average **6.5 years**
before seeing a healthcare
professional.*

The solution is well established

Pelvic floor muscle exercises are **NICE** National Institute for Health and Care Excellence recommended first-line treatment for women with stress urinary incontinence and should be done between three and six times a day for three months

But compliance is very poor

“Normal adherence to PFME programmes for patients is less than 20%.”

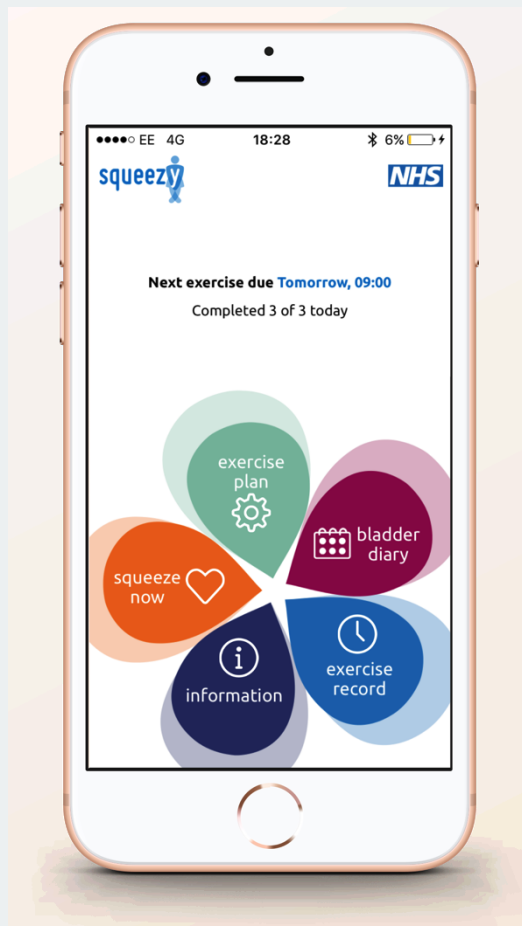
Source: Rachel House,



Our solution



Pelvic floor muscle exercise app (B2C)



- ✓ The market leading mobile app for the self-management of a range of conditions associated with pelvic floor muscle dysfunction.
 - ✓ Top paid medical app in the UK
 - ✓ More than 30,000 active users a month
- AND that's only 0.2% of the UK market

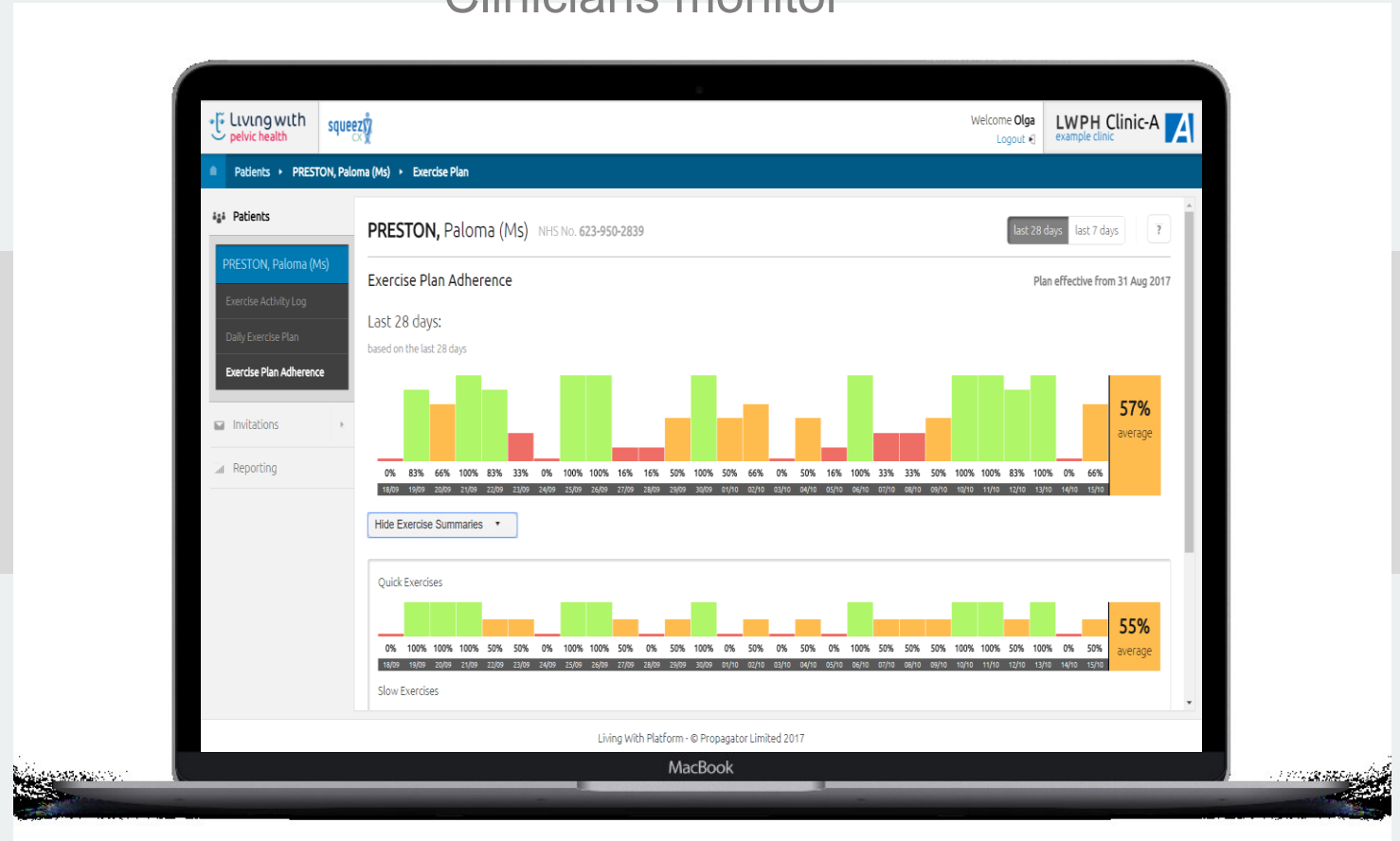


Condition management platform to extend access (B2B)

Patients track

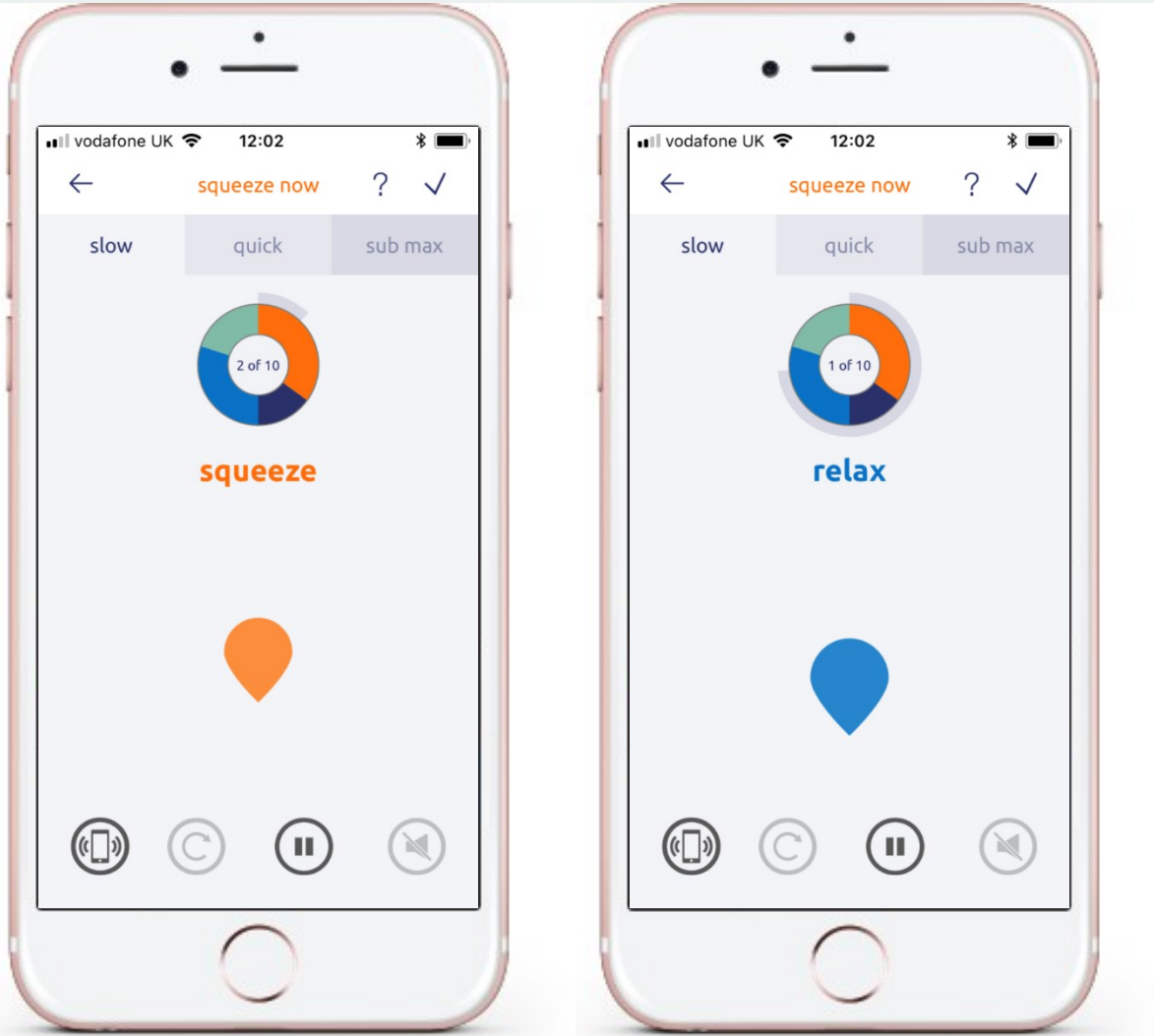


Clinicians monitor



The data

Simple activity tracking works



- Adherence: Over 90% of Squeezy users increase the frequency of their pelvic floor muscle exercises
- Efficacy: 78% of users have experienced some improvements in their condition since using Squeezy
- Long-term usage: 50% of users are over 3 months and 25% over 10 months

Adherence data doesn't lie

“Absolutely love it. Simple, easy and effective. It shows clearly how to do the exercise properly with easy to follow visual prompts & discrete sounds. The exercise record keeps an accurate account of the exercises you have completed making it very difficult to lie to yourself about the amount you have actually done. A very useful tool.”

Jane xxx via Google Play Store

Having your adherence monitored is a motivator

“Initial signs are that patients feel connected with the service in a way that they never have before. They feel we are watching what they do and are interested in their progress. All the patients have raved about its effectiveness without prompting. Patients are more engaged with treatment and [I am] seeing better compliance in capturing data”

Ailsinn Finn at Barts

Results: A reduction of 16.5% in average appointment time.
Adherence level to exercises across these patients averaged 92.4%

Having your adherence monitored is a motivator

“

“Yes I was definitively more motivated to do my exercises with the app, especially as the physiotherapist has shown me my activity on the screen, also knowing they could monitor my activity, this encouraged me to keep at it consistently.”

Patient at Northern Trust

Seeing a reduction in the amount of appointments needed with a therapist or consultant.

Source: Catherine Kelly, Northern Trust

Its engaging and that drives better outcomes and cost reductions

“

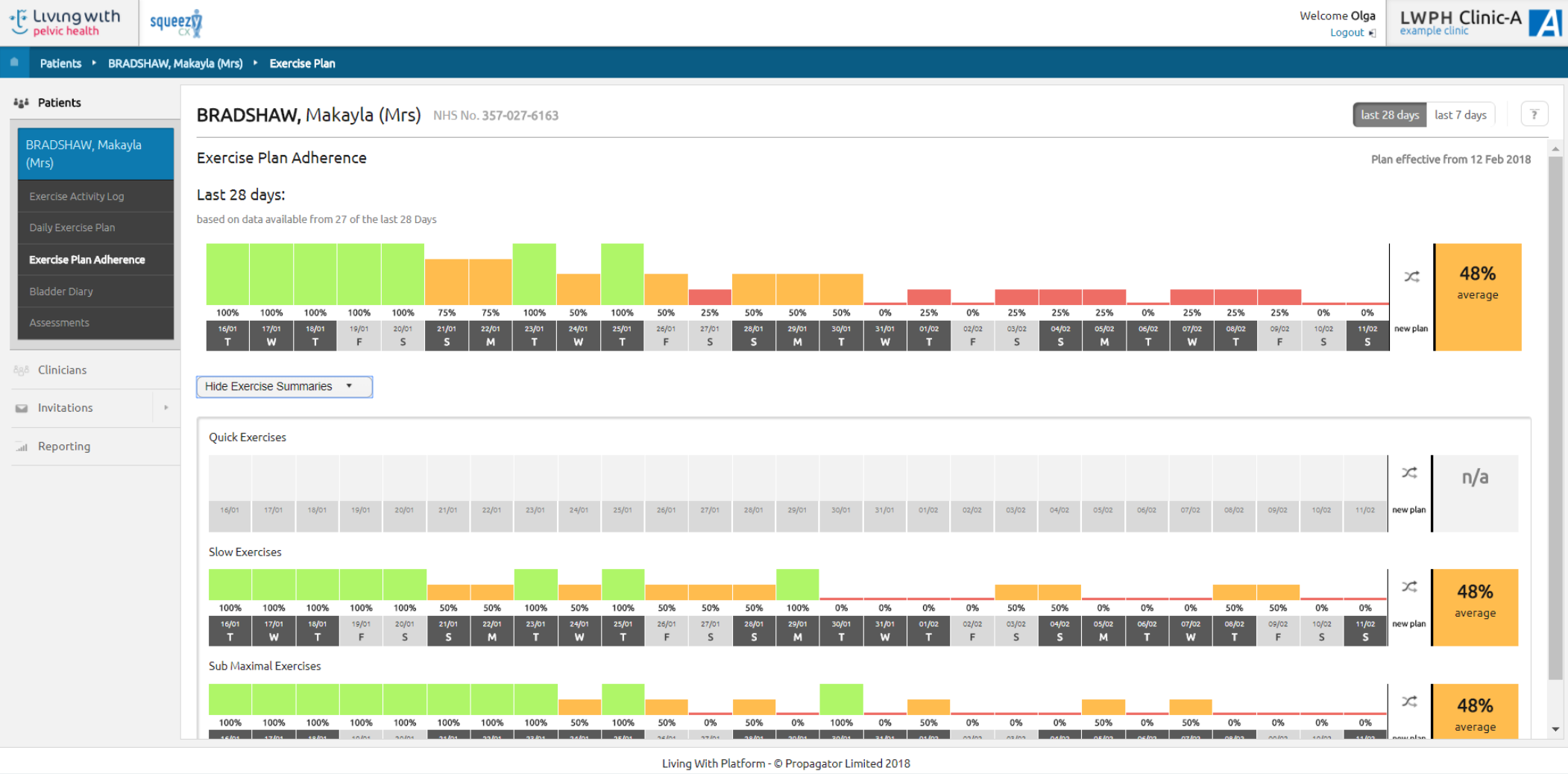
“It has reduced DNA's as patients are more engaged with their treatment....improvement in outcomes is at least 25% better for Living With Pelvic Health patients than ones not using the product”

Rhiannon Griffiths
at Aneurin Bevan Health Board

How clinicians use adherence data with their patients

- Change your exercise times so they fit with a commute or avoid school run
- Change the no of sets a day to improve adherence and motivate patient
- Find a way to prioritise time for exercise

Clinicians can easily monitor adherence



Adherence data is engaging clinicians



“Living With Pelvic Health has made it much easier to follow up patient’s progress using the clinician interface. The summary adherence view is very useful. It has made my job easier in managing patients and increased my satisfaction that patients are getting better faster.”

Rachel House
at Wrightington, Wigan and Leigh

Results: It has reduced the average number of F2F appointments, as some appointments have been converted to phone follow up appointments. A saving of £39 per appointment. It has also reduced waiting lists

Its driving behaviour change not Big Brother

“

“It’s had a positive impact on the way the womens’ health service is seen by patients. Patients feel that they are being offered an innovative treatment, something new that’s helping them get better”

Rachel House
at Wrightington, Wigan and Leigh

Summary

1. Patients are generally happy to share data when “their” clinician wants / needs it.
2. Patients are generally more motivated by being monitored by a clinician than just doing it for themselves
3. The more the data capture is tightly related to the “status” of their condition, the better it is for both patient and clinician



Thank you

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