Strategies for Rolling Our eHealth and mHealth on a Larger Scale

Patrick Sullivan, DVM, PhD
Emory University
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AIDS Research

PRISM
H E A L T H

WHEEL of FORTUNE.

JUDGEMENT.

The Translation Problem

- Funded mHealth apps don't translate into available resources

- Solutions
  - Public/private partnerships
  - Build on existing platforms

40
17
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THE MAGICIAN

The Download Problem

- Mobile apps for health, with few exceptions, are not widely downloaded
- Solutions
  - Integration with popular apps
  - Bundling successful components to get scale for marketing

0	285
56	29%
129	7%

68 My Water Balance: Daily Drink Tracker & Reminder
    Victor Sharov
    Free, In-App Purchases

69 Butt Workout and Fitness App
    Fast Builder
    Free

70 Insight Timer - Meditation App
    Insight Network
    Free, In-App Purchases

71 Pedometer++
    Cross Forward Consulting
    Free, In-App Purchases

THE CHARIOT.

The Cycle Problem

- The cycle from idea, funding, testing and deployment is too long

- Solutions
  - Build on existing platforms
  - Build infrastructure to test specific active agents
  - Develop an enterprise with higher levels of ownership

18
18

Source: Gartner (April 2018)

The Ownership Problem

- Health Departments/CDC have resources do scale but limited tech CBA capacity

- Solutions
  - Use existing CBA mechanisms with Tech focus
  - Test cases to build capacity in HDs
  - Consideration of effective intervention criteria
  - IS studies

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THE HIGH PRIESTESS

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