

PATIENTS KNOW BEST AND SOMA ANALYTICS, BEST eHEALTH SOLUTIONS DEVELOPED BY AN EU SME

IN THE 2015 EDITION OF THE SME eHEALTH COMPETITION, 114 SMEs REGISTERED AND SUBMITTED A SUMMARY EXPLAINING THE INNOVATION AND POTENTIAL IMPACT OF THEIR SOLUTIONS

THE eHEALTH COMPETITION, that has the endorsement of the European Commission, is an initiative that rewards the best eHealth and mHealth solutions produced by European Small and Medium Enterprises (SMEs) across Europe. In this competition, there are two Categories depending on the turnover of the companies: Champions (SMEs with turnover more than 0.5 M€), and Promises (with less turnover).

The 2015 edition, first prizes have been awarded to:

Champion category - Patients Know Best (UK), with a patient-controlled records that makes integrated care a reality; placing the patient at the centre of the network & empowering self-management.

Promise category - SOMA Analytics (Germany), with a smartphone app that enables employees to measure, analyze, and improve their stress levels on a scientifically-validated basis.

The other prizes went to:

Dacadoo (Switzerland), with an app that makes lifestyle navigation easier: measure health & wellbeing with a health score, engage in activities, share progress and win challenges.

Coimbra Genomics (Portugal) with the solution ELSIE, that allows any physician, anywhere, to access the patient's genome and make personalised clinical decisions during a regular appointment.

Minddistrict (Netherlands), that deliver a secure communications platform+digital interventions to doctors to help patients anywhere anytime to develop healthy behaviour.



15 companies were selected for the Final of the SME eHealth competition

“**The Competition is organized by TICBioMed, a Spanish eHealth association, and sponsored by the European Commission**”

Taniwa Solutions (Spain), with an app that can detect Parkinsons, Alzheimers or Huntingtons 5 years earlier. We work together with neurologists to design specific tests.

The objective of the SME eHealth Competition is to support the business success of European SMEs by giving them visibility together with marketing

opportunities to attract customers, partners and external capital. Winners receive also cash prizes, mentoring and free tickets to events.

In the 2015 edition, 114 SMEs registered and submitted a two page summary explaining the innovation and potential impact of their solutions. Based on this information provided, 15 companies were selected for the Final. During the Final, the SMEs had 5 minutes each to explain their solution in front of a Jury of international eHealth stakeholders and sponsors.

The Competition is organized by TICBioMed, a Spanish eHealth association, and has been sponsored by; European Commission; Softserve, a global company dedicated to empowering businesses worldwide; XLHealth, a German based investor for Digital Health Startups. And it has the special support of HIMSS, the global not-for-profit organization focused on better health through information technology (IT).

INTERVIEW:

DR. MOHAMMAD AL-UBAYDLI

FOUNDER AND CEO, PATIENTS KNOW BEST

Patient Know Best is a patient-controlled medical record. How does it work?

When a patient uses Patients Know Best (PKB) they own a copy of their medical information and can share that medical record with whoever they want to be part of their health care.

PKB allows the patient to communicate through messaging or video consultations, receive lab results and letters, actively self manage through care plans and device integration and invite other professionals to collaborate.

PKB is all about putting the patient back in charge of their own medical records – and when this happens, patient health improves because they become more empowered and because clinicians can make more informed, accurate diagnosis.

How did you come up with the idea for the project?

I wrote about it as part of running the health IT consulting practice for a US management consultancy. Throughout my research I was thinking about how much I would personally like to use the software. I've written six books about using IT in health care, I found this the most interesting idea for changing health care all over the world. So after writing the book I tried to convince others to adopt it. When they did not, I decided I would have to do it myself!

What kind of professionals have participated in the development of this technology?

Patients Know Best is now deployed in over 200 sites in eight countries across the world. Our patient-controlled approach to medical records is at work in many of the world's leading hospitals and research centres. We also offer truly integrated care in that our solution is being used in social care settings – linking up social and mental health workers to doctors and nurses to give professionals a fully rounded view of



Mohammad Al-Ubaydli

“PKB is all about putting the patient back in charge of their own medical records

their patients' health. We also work with patient groups across the world and link up specialist rare-disease groups with doctors.

Who is this product designed for?

We were initially used by patients with rare conditions because their care is so complex and because local providers are unfamiliar with how to treat these patients. The patient, the local provider and the specialist provider have to work closely together to deliver safe integrated care.

Then, professionals started using us with patients with more common long-term conditions. About 20% of the population have such illnesses as diabetes, asthma and heart disease and they account for 80% of health care costs. Because the patient has the condition for over a year, they have the time and interest in understanding their

health. PKB helps the patient understand, self-assess and self-manage reducing hospital visits and increasing quality of care.

And now we are getting the first roll-outs of PKB across whole populations, where those are healthy would use PKB to stay healthy. Eventually, we expect that everybody with a body will have a PKB account.

Have you tried the effectiveness of this tool?

Yes! Patients Know Best's first customers include Great Ormond Street Hospital, St Marks Hospital and Luton and Dunstable Hospital in the UK and we're very proud to be successfully being used by over 60 medical organisations worldwide including hospitals in the USA, Holland, Australia and Hong Kong.

Is it validated by any administration?

Patients Know Best is the most secure patient-controlled medical records system in the world. It's the only system of its kind to store medical records behind the NHS N3 and we go further by encrypting each patient's record with a unique public and private key. Additionally, we comply fully with all UK NHS and data protection requirements as well as the EU data protection act and US HIPAA legislation for dealing with medical data.

What are the main benefits compared to analogous traditional systems?

There are many benefits to taking a patient-controlled approach to medical records management including that it keeps patients healthier and saves clinicians time and money – but the largest advantage is true patient empowerment.

When the patient is in control of their medical records, not only are they able to give the professionals treating them more vital information about their health and wellbeing – information that enables the professionals to care for them better.

Through becoming more empowered, the patient becomes more active and engaged in their own healthcare and when that happens, they start to make choices and decisions that keep them healthier in the long term. ■

INTERVIEW:

JOHANN HUBER

DIRECTOR, SOMA ANALYTICS

SOMA Analytics is designed to reduce the risk of work-stress related conditions. How does it work?

Our system consists of a smartphone app for employees and an analytics dashboard for employers. The smartphone app is able to measure the impact of stress on the user by looking at behavioural pattern. Based on those scientifically validated measures the employee gets very personal tips, feedback and exercises that help to better cope with work-stress and increase mental resilience. The only thing that's required for the employee is a smartphone. There are no additional sensors such as wrist- or chest-bands involved. We pick up subtle changes in behaviour such as for example switching on and off the screen. But users can also measure sleep and emotion in their voice. The employer gets anonymised and aggregated data—no individual data is shared—in order to better understand workforce health. We help employers to create the workplace of the future where stress-related ill-health is an issue of the past and people work in an environment that makes them flourish.

How did you come up with the idea for the project?

When we founded SOMA Analytics three years ago a personal story was the ignition for our venture: A good friend of us was diagnosed with depression due to work related stress. At first we thought that his case might have been the exception. But when we looked closer it turned out that work-stress related conditions are a major problem. Some sources even say it is the biggest cost factor for companies when it comes to their staff's health and it certainly is daunting for employees. We realised pretty quickly that most of the solutions on the market can't provide the data necessary for organizations to make the important decisions regarding stress at the workplace.

What kind of professionals have participated in the development of this technology?

Very early on we started working with



Johann Huber

“The smartphone app is able to measure the impact of stress on the user by looking at behavioural pattern

professors and experts in the field of organisational and behavioural psychology and psychiatry as well as medical experts for example sleep scientists. Because we also rely on data and their interpretation we talked to world-class experts in data sciences and artificial intelligence. Now three years later we employ our own psychologists, artificial intelligence experts, software developers and app designers.

Who is this product designed for?

Our focus is on organizations—our app is not available for consumers. We receive very good traction in the professional services and knowledge-worker sector in multi-national blue chip companies. For example we work with auditing companies, law-firms and banks, but also with the telecommunication and media industry.

Have you tried the effectiveness of the programme?

We have conducted several studies with universities in the USA, UK and Germany. Those studies validated not only the measurements themselves, but also the effectiveness of our interventions. All the studies yielded positive results. In addition we can say that from all the data gathered working with organizations only after three weeks of usage we reduce employee's perceived stress by 9% and at the same time increase their mental resilience by 7% on average (all statistically significant). In some industries we saw reductions of stress of over 13%. In some businesses there is a correlation between work-stress and employee attrition of up to 47%.

What are the main benefits compared to traditional programmes?

Our programme stands out in three main points:

Its measurements and interventions are validated: Not only are our measurements but also the interventions validated and the analytics we provide follow scientific rigor. Most of the other programmes are not even able to capture data—which in return also doesn't enable them to provide outcome and improvement metrics to their customers. However showing the efficacy of a programme is paramount for building a solid business case.

Smartphone-based: Our programme is immediately scalable throughout large organizations because the only thing you need is a smartphone and most employees have one already. Another benefit is that because no additional device is needed not only the “happy healthy” that normally respond to wearable-driven health programmes use the product but also the others you actually want to target with a health and wellbeing programme.

We have a clear B2B focus: We have structures in place that can support employees and make the experience best-in-class. In addition we know how to analyse the data and generate knowledge and insights for a company in order to generate high ROI for the company and improved health outcomes for employees. ■