NMRC Awards Ceremony and Research Symposium 2018 April 17th 2018



Delivering impact from digital health technologies

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Introductions...



By 2030 more people will die in the developing world from heart attacks and strokes than from infectious diseases Chronic illnesses "cause billions of dollars of losses of national income and they push millions of people below the poverty line, each and every year"

> WHO Director-General Dr Margaret Chan at the launch of the organization's Global Status Report on Non-Communicable Diseases, December 2016.

Primary health care is not flashy, but it works... ...monitoring the general health of communities, treating chronic conditions and providing day-today relief.

The Economist - Aug 24th 2017

Equipping primary care for chronic disease care

- Train those already providing care
- Design better incentives
- Make better use of technology

The Economist - Aug 24th 2017

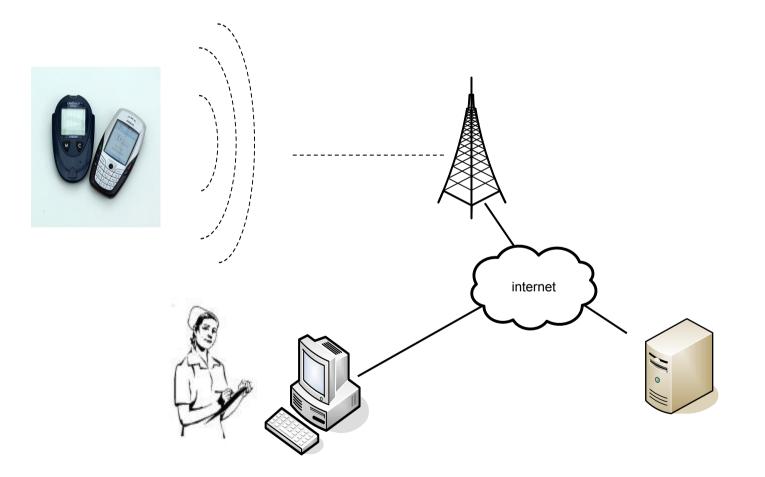
Identify uncertainties



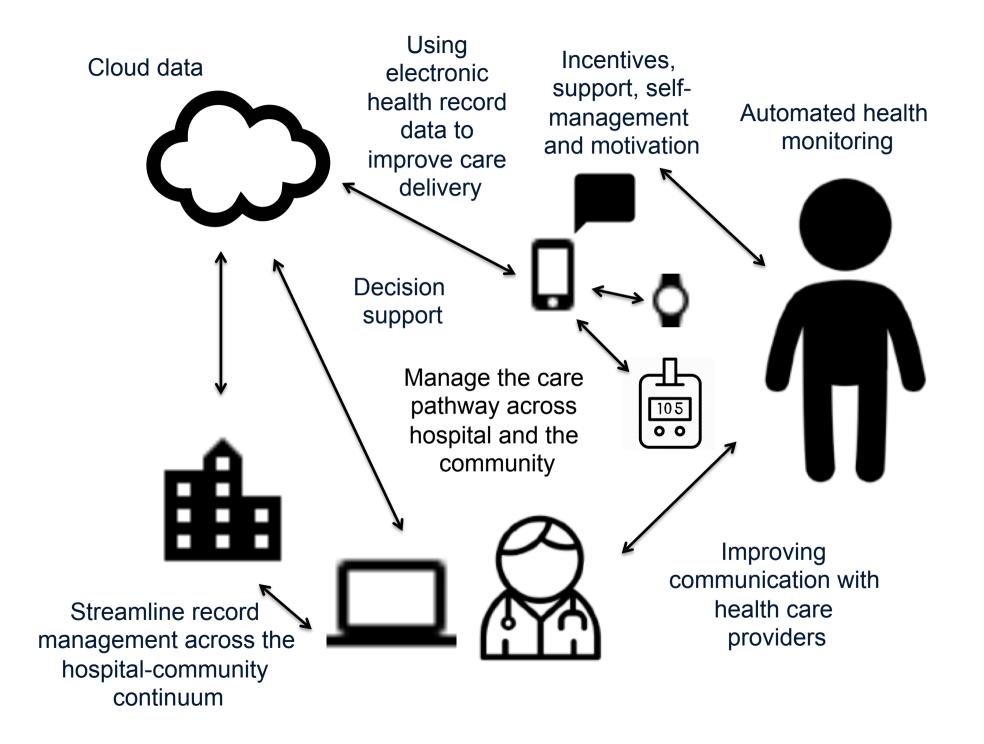
Research

Inform policy, practice and further research

... research focussing on exploring gaps in delivery of care to people with long-term and chronic conditions, developing low-cost technological solutions and testing their impact on health outcomes... The Oxford telemedicine system for diabetes self-management



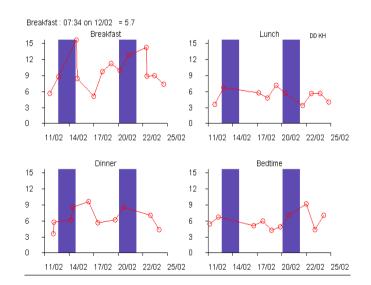
Farmer et al. Diabetes Care 2005; 28:2697-702



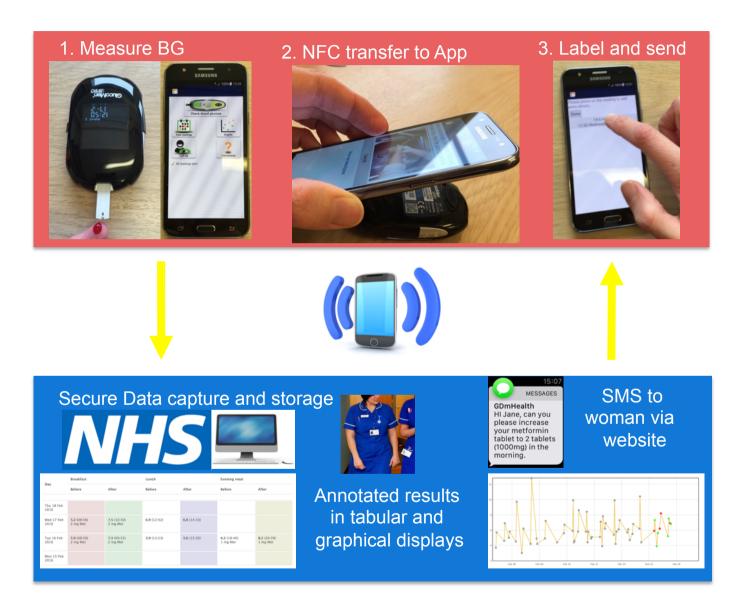
A telemedicine system for diabetes





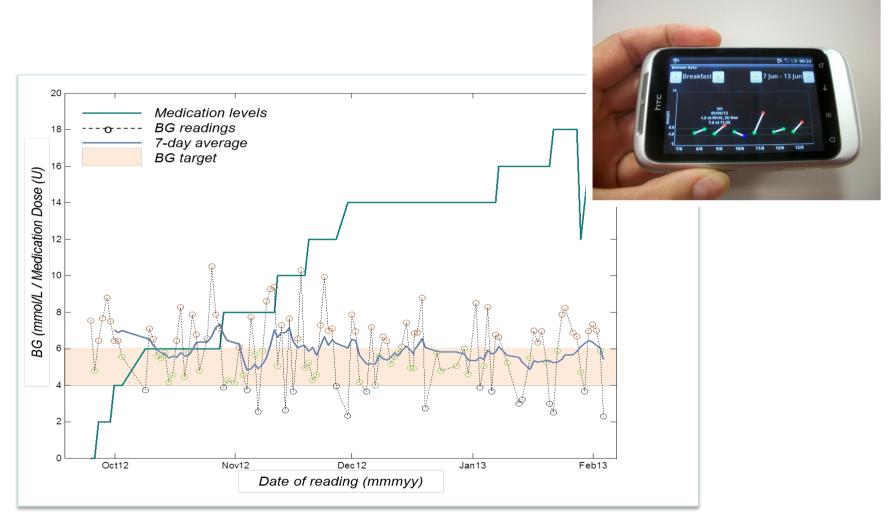


Farmer et al. Diabetes Care 2005; 28:2697-702



MacKillop, L. et al. JMIR mHealth and uHealth 6, e71 (2018).

Gestational Diabetes – Monitoring blood glucose



MacKillop, L. et al. JMIR mHealth and uHealth 6, e71 (2018).





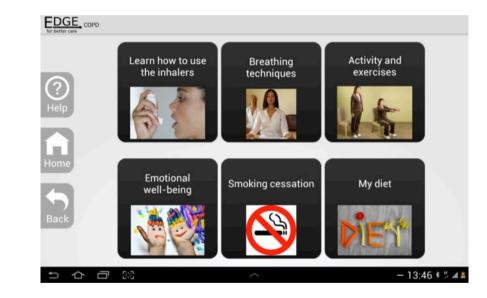






Changes to the EDGE system made as part of lay (user) feedback

- Change to interface (background/ icons)
- Clarification on symptom questions
- Flow of symptom questions
- Frequency of mood screening



Design of the EDGE trial

- Individually randomised controlled trial
- An allocation ratio of 2:1 between intervention and standardised usual care
- Inclusion criteria
 - Age >40 years
 - Predicted ratio of FEV1 to FVC <0.70
 - Smoking history >10 pack years
 - MRC dyspnoea scale >2
 - Admission for COPD or referred for pulmonary rehabilitation

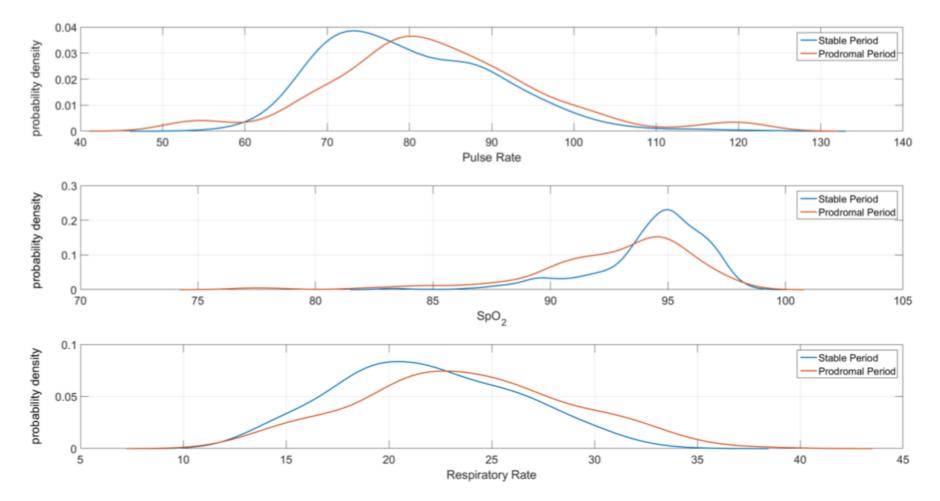
Feasibility and usability

- Of the 110 given the EDGE system 100 (91%) used it for at least six months.
- On average, people used the system for six days each week.
- Only two people used the system for less than three days a week.

Table 3. Secondary outcomes baseline to 12 months.

Secondary outcomes	Overall effect comparing EDGE and usual care			
Change in EQ-5D-5L, mean (SD)	0.01 (0.2)	-0.08 (0.2)	0.076 (0.009-0.14)	0.03
Number of GP contacts (surgery), median (IQR)	0.78 (10.2)	5.5 (2-10)	-	0.06
Number of nurse contacts (surgery), median (IQR)	4 (2-7)	2.5 (1-7)	-	0.03

Predicting changes in health



Vital signs data for a patient with COPD when stable and when deteriorating

Shah, S. A. et al. *J Med Internet Res* **19**, e69 (2017).

Mobile phone text-messaging for people with chronic disease in sub-Saharan Africa

Objectives

To assess the effect of SMS textmessaging across sites in sub-Saharan Africa

People

Hypertension and type 2 diabetes

Design

Randomised trial with process evaluation















Why does it matter if people don't take their treatment as recommended?

- Medicines not taken do not improve health
- Not taking dispensed medicines wastes money
- Ignoring non-adherence leads to unnecessary dose increases or changes in medicine in an attempt to improve response.
- Drug resistance (antibiotics)

Scope and impact of non-adherence

- Up to 37% of diabetes patients have stopped their blood glucose lowering medicine within one year of starting treatment.
- For those continuing with treatment, about 70-80% of doses are taken as prescribed.
- Adherence falls further as the number of tablets increase.

Objectives and design of the StAR trial

Objectives

 To assess the effect of an automated treatment adherence support programme delivered by mobilephone based short messaging system (SMS) text messaging for people with high blood pressure on levels of blood pressure at 12 months.

Evaluation design

• Single-blind, individually randomised, three-arm, parallel group trial.

Outcomes

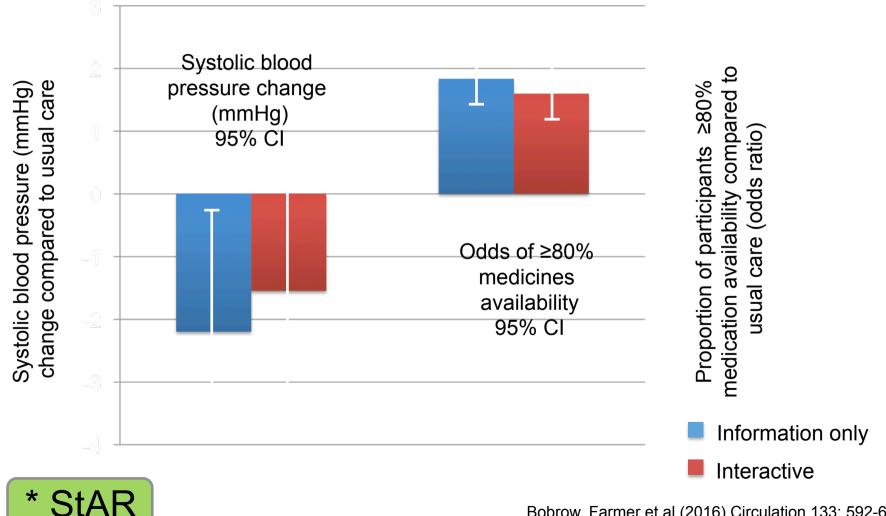
- Systolic blood pressure measured using a standard protocol with a validated automated oscillometric sphygmomanometer.
- Availability of blood pressure lowering medication calculated from dispensing and clinic record data





Bobrow, Farmer et al (2016) Circulation 133: 592-600.

Summary of findings by intervention groups compared to usual care over one year

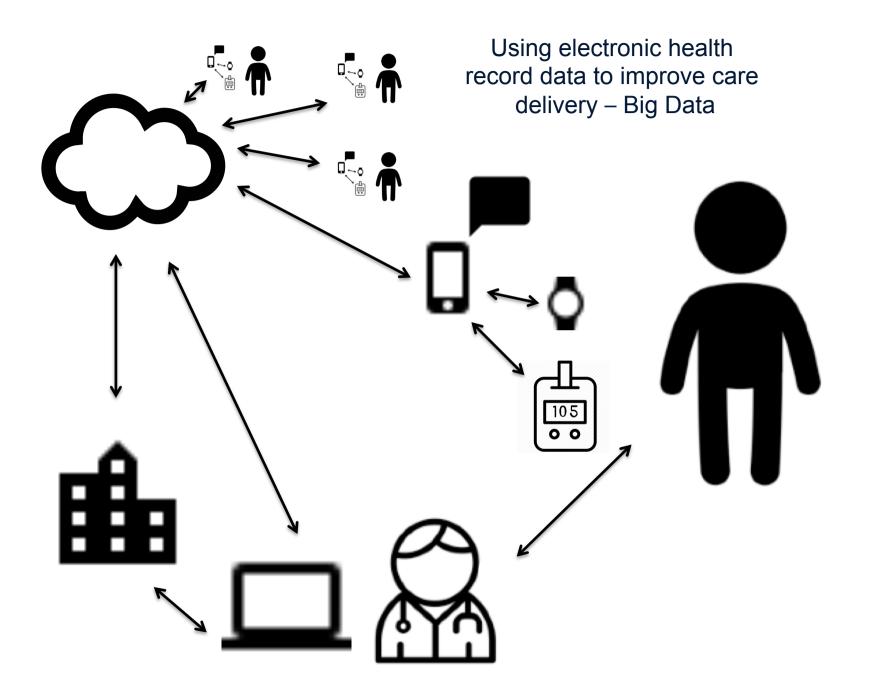


Bobrow, Farmer et al (2016) Circulation 133: 592-600.

Working with patients to optimise the effectiveness of interventions delivered via SMS

Behaviour change technique used	Example from SMS-bank		
Goals & planning	A pill box can help you to remember when to take you high blood pills.We encourage you to get one.For more info ask PHARMACY. Make taking your pills part of your daily routine, like when you brush your teeth.Doing this can help you remember to take them regularly.	Hi XXXX Do not forget your next MEDICINES DATE is 21/02/12. Thanks, Vanguard CHC	
Repetition & substitution	PIs remember your next CLUB DATE is on [DAY][DD/MM/YY] at [TIME].		
	Thnx for picking up your meds. Keeping on your pills & attending on your correct dates helps us serve you better.		
	We missed you @ CLUB.We hope you're OK.Pls be sure to come in to collect your MEDICINE.	× AVAN O H	
Social support	Ask someone you trust to help you remember to take your medicine as directed.	Hi XXXX.Pls take your medicine before you	
	You're doing very well.Pls keep on with your pills,come on your clinic dates,excersise&eat healthy food	Hi XXXX.Pls take your medicine before you come to clinic. You can take your high blood pressure medicine even if you have not had food yet. Thanks Vanguard CHC	
Natural consequences	Pls remember your high blood can't be cured.To keep healthy pls keep on with your pills,come on your clinic dates,excersise&eat healthy food	FNOT SURE DR NAMANE ASK DR	

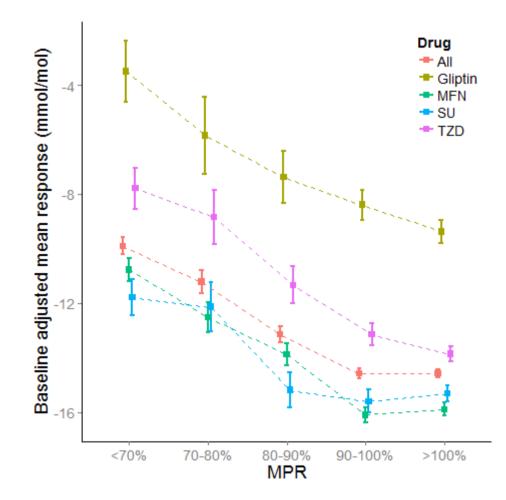




What can we find out from routine prescribing data?

- How much does sub-optimal adherence affect response to glucose lowering treatment?
- Patients with type 2 diabetes >35 years starting treatment with oral glucose lowering treatment
- Clinical Practice Research Datalink
- Data recorded by general practitioners between 2002 to 2013
- Adherence measured by the proportion of prescriptions provided as a proportion of those expected (Medication Possession Ratio)
- 80% of medicines taken as expected was pre-defined as "adhering to treatment".

Change in HbA1c (response) at differing levels of adherence (MPR)



Farmer et al. Diabetes Care 2016; 39: 258-263

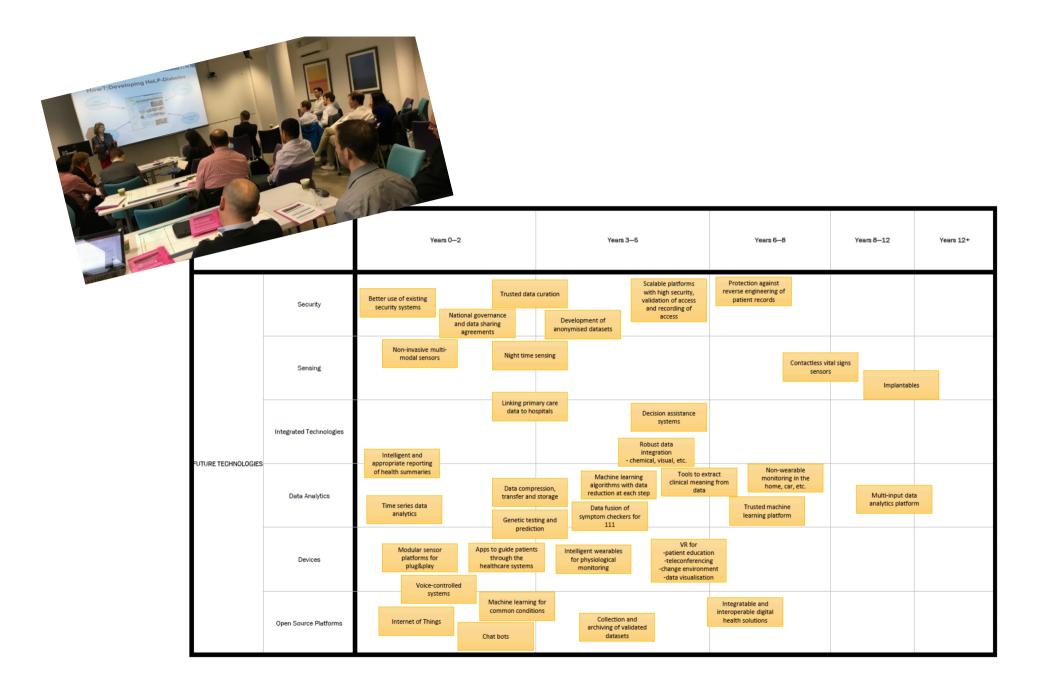
Effective medicines use for type 2 diabetes

- SuMMiT-D is a six-year development programme funded by the NIHR Programme Grant Funding Board
- Development of behavioural intervention delivered by mobile devices and SMS messaging
- Trial evaluation with individual patient consent
- Integration with EHR for prescribing records at a national level to enhance effectiveness



Understanding the impact of new technologies...

- Innovation and new technology
- Evaluation and testing
- Patients and society
- Achieving change
- Systems



The Technology Roadmap – FAST Digital Workshop (EPSRC 2017)

Health technology assessment refers to the the systematic evaluation of properties, effects and impacts of health technology. It is a multidisciplinary process to evaluate the social, economic, organizational and ethical issues of a health intervention or health technology.

WHO Definition (EB 134/30)

Better evidence needed before adoption

When new technology becomes heavily promoted and widely adopted, it can become more difficult to convince providers and consumers that there are better, cheaper, or more appropriate alternatives. ... Also, some technology has gained widespread adoption without much evidence that it is cost-effective for all persons with diabetes.¹

^{1.} Simon J, et al. Cost-effectiveness of self-monitoring of blood glucose in patients with non-insulin treated type 2 diabetes: economic evaluation of data from the DiGEM trial. *BMJ* 2008; **336**: 1177–1180.

A checklist for reviewing digital health systems: ...focussing on the problem and outcomes

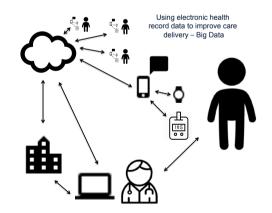
- 1. Does the technology work?
- 2. Is the system safe?
- 3. Does the system meet government and other standards in the way it is built and handles information
- 4. Does the system link into other technological systems (e.g. hospital and GP computer systems?
- 5. Is the clinical problem that the system is intended to address clear and how can the impact be measured?
- 6. To what extent is there evidence that the system has an important impact on the health problem targeted?
- 7. How well does the system fit into the health care worker routines? Is it easy to use and does it make the work easier?
- 8. Patient/public systems: Well advertised, free, attractive, people come back
- 9. Can the system be scaled within the public health system?
- 10. Can the system be sustained (health system, financial)?
- 11. Is privacy and data security considered?
- 12. Is there a health economic investment case for cost-effectiveness?

Legal and ethical issues remain to be resolved

- Conventional "Nudge" techniques channel attention in decision making in preferred directions with forbidding options or changing financial incentives
- "Big Data" analytic nudges (Hyper-nudge) are extremely powerful and potent due to their networked, continuously updated, dynamic and pervasive nature
- Concerns about the legitimacy of these techniques are not satisfactorily resolved through reliance on individual notice and consent

Digital health: intervening to support better care

- Improve communication with patients
- Streamline patient record management
- Automate health monitoring
- Enhance people's experience of healthcare
- Incentives, support, self-management, motivation
- Manage the care pathway across hospital and the community
- ...A step-change in research capability



Acknowledgements







