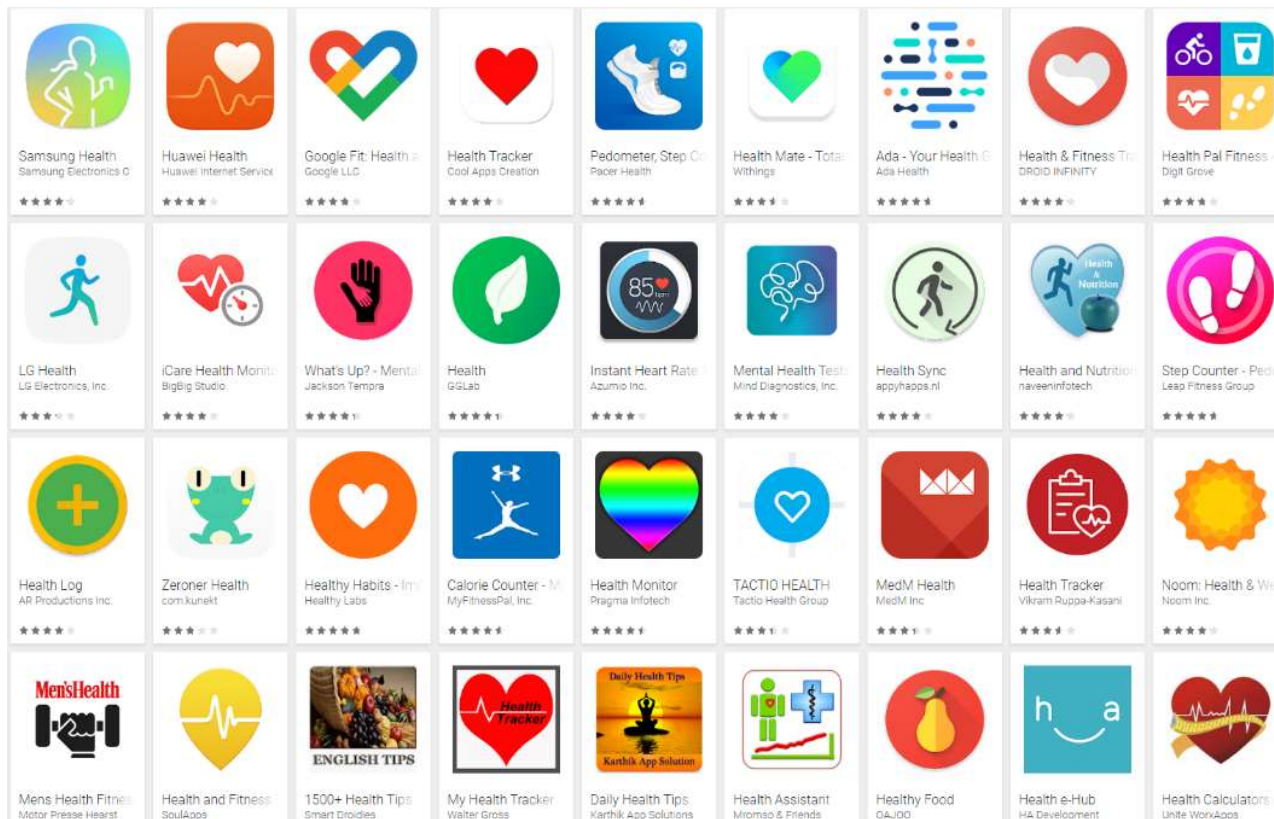


Evaluating digital health products



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Evaluation is a pragmatic compromise

- Evaluation is not a one-off: it's part of an iterative process
- For whom is the evaluation? Different approaches will be relevant at different times.
 - Risk stratification (as per NICE guidelines)
 - Novelty
- Stepped approach: if you can't produce change in the short-term, you probably can't in the long-term

I'm developing a new app.
Can people use it?

How do I convince
consumers to download
the app?

Does this behaviour
change technique work in
a digital environment?

How do I convince the
NHS to pay for my app?

How do I prove to
investors that the app will
work?

Do we need a new app in
this space?

What do I need to do to
make version 3 better than
version 2?

Which app, if any, should I
recommend to my
patients?

How do I get my next
research grant?

User testing a prototype

A/B testing in the market

Researching digital
behaviour change
interventions

Summative evaluation on
clinical outcomes

Evidence in a business
case

An app review

Post-market user testing

App assessment

Formative evaluation
within a research grant

NATIONAL INSTITUTE FOR HEALTH AND CARE EXCELLENCE

EVIDENCE STANDARDS FRAMEWORK FOR DIGITAL HEALTH TECHNOLOGIES

March 2019

Dec 2018: version 1

Ongoing work to develop further

→ [Coronavirus \(COVID-19\)](#) | National restrictions in England until 2 December

→ [Brexit transition](#) | Take action now for new rules in 2021

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Collection

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Resources to help anyone developing or running a digital health product to conduct an evaluation.

Published 30 January 2020

Last updated 9 November 2020 — [see all updates](#)

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Contents

- [Step-by-step guide](#)
- [Evaluation during the coronavirus \(COVID-19\) pandemic](#)
- [Methods library](#)

It's important to conduct an evaluation for all digital health products. This can help you to demonstrate what impact your product has and how the costs compare to the benefits. It can provide you with information about how to make your service better, including what works and what doesn't. It can also help you to demonstrate the value of your product to commissioners.

Agile development process

User-centred design

Discovery: May-Jun 2018
Alpha: Aug 2018-Mar 2019
Beta: Jul 2019-ongoing

Related content

[Randomised controlled trial: comparative studies](#)

[Ethnographic study: qualitative studies](#)

[Mixed methods study](#)

[Analyse your data: evaluating digital health products](#)

[A/B testing: comparative studies](#)

<https://www.gov.uk/government/collections/evaluating-digital-health-products>