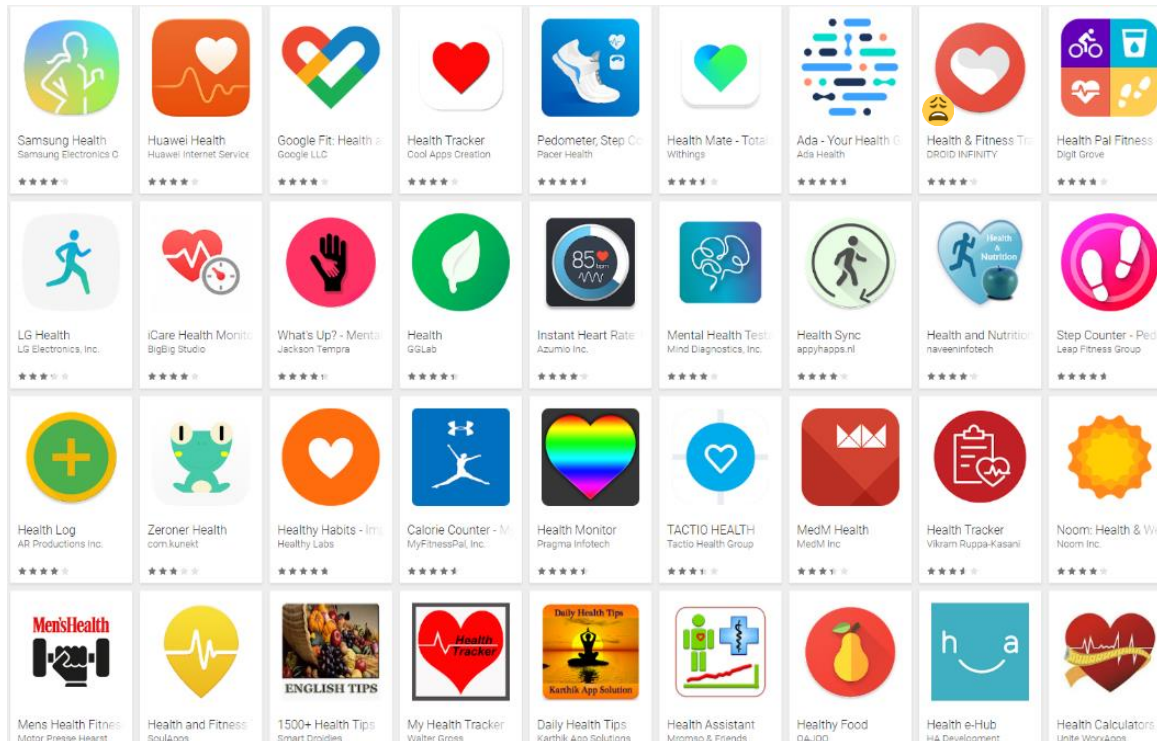# Where to start when evaluating digital health products

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8 reasons why evaluating digital health is different

1. Rapidly changing products
2. Complex interventions with many elements
3. Holistic interventions
4. Rich sources of data
5. So many products, so many choices
6. A young…
7. … fast-moving…
8. … and naïve industry

I'm developing a new digital service. 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 product?

How do I prove to investors that the product 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

Evaluation is a pragmatic compromise

- For whom is the evaluation? Different approaches will be relevant at different times.
- Evaluation is not a one-off: it's part of an iterative process
- Stepped approach: start small, go big

Last updated: 23 Apr 2021

Further developments coming

Evidence standards framework for digital health technologies

Collection

Evaluating digital health products

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

From: **UK Health Security Agency**

Published 30 January 2020

Last updated 19 October 2021 — See all updates

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Published 30 January 2020
Last updated 2 June 2020 — see all updates
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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-Sep 2021
Live: Oct 2021-

Karpathakis et al. (2021), doi: 10.2196/28356

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Descriptive studies

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Interrupted time series study

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