



How to Effectively Scale Clinical Apps Within the NHS.

An industry guide by:



“

**There are two
fundamental challenges
for every business:**

Distribution and Sales.

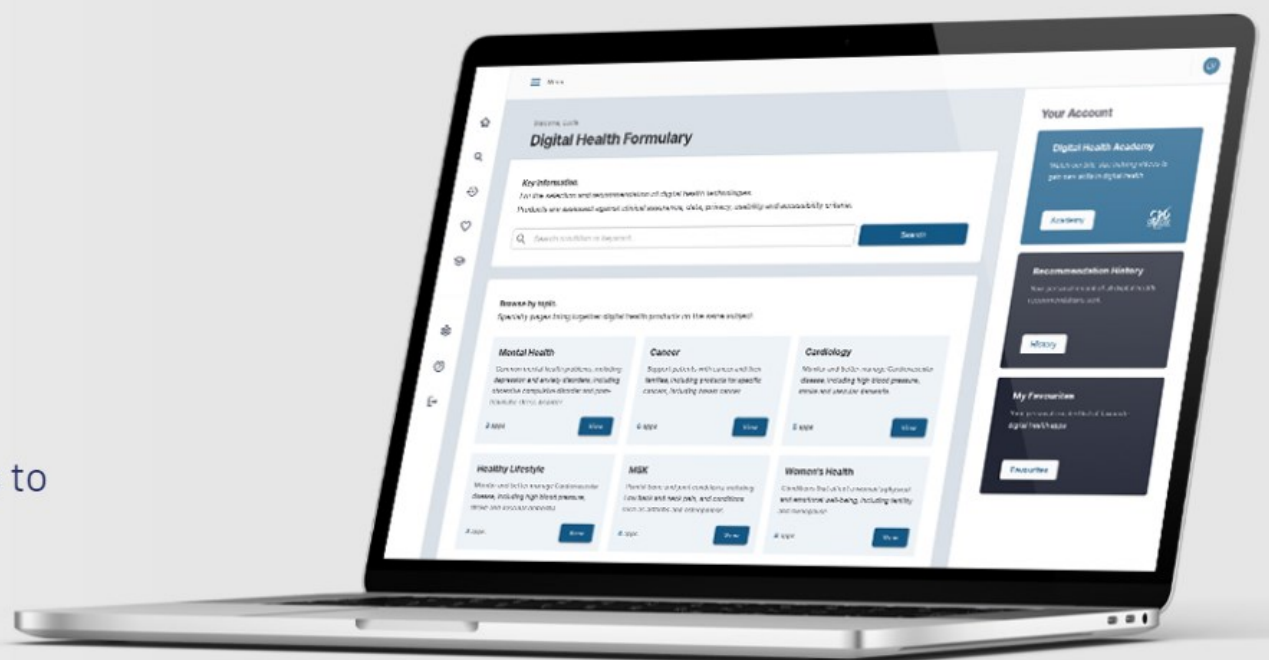
Today we will be talking about **scaling clinical apps** within the NHS.

More specifically how can developers leverage existing platforms, namely the Digital Health Formulary to **distribute their apps effectively** within the NHS setting.

Digital Health Formulary

Equip your health and care professionals to safely recommend digital health

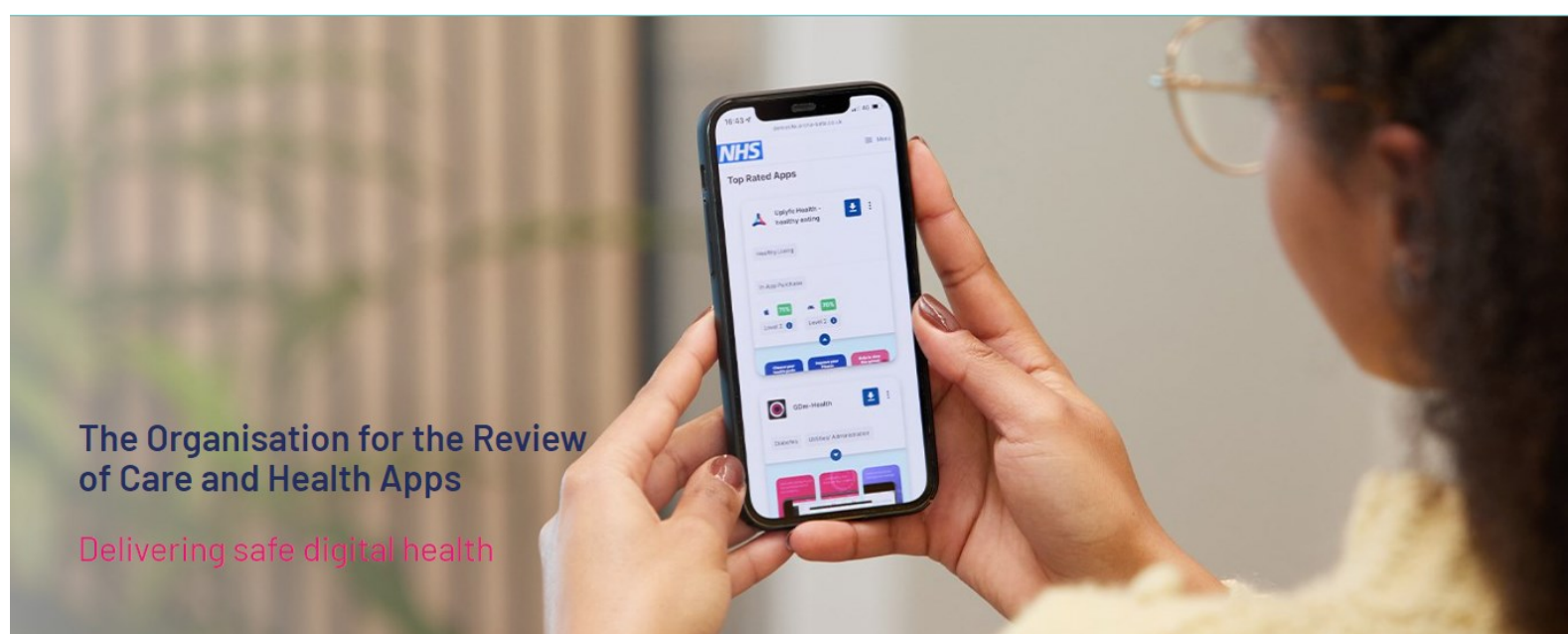
Get in touch





The Organisation for the Review of Care and Health Apps (ORCHA) is the world's leading digital health quality management and distribution platform, featuring the core infrastructure needed to deliver digital health safely in healthcare services at scale.

The ultimate purpose of ORCHA is to support the **wider adoption and use of high-quality digital health interventions** to improve patient care.



What is a Health App Library?

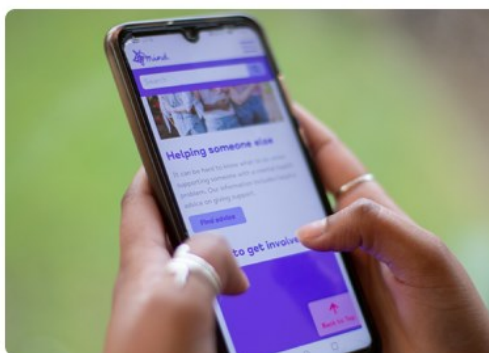
ORCHA's Health App Library, commissioned by a wide range of healthcare organisations, **provides patients, citizens and healthcare professionals with a trusted resource** that they can use to find health apps that are safe, secure and effective.



[Home](#) [About](#) [FAQs](#)

Mental health apps you can trust

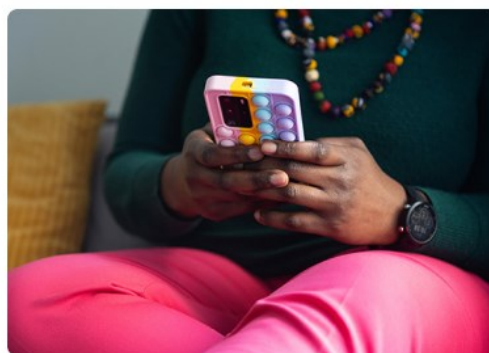
There are loads of mental health apps out there. But how do you know which ones are safe, helpful or the right choice for you? Well, we've teamed up with ORCHA, the app experts, to check which apps are up to our high standards. And these are the apps we recommend.



All Mind approved apps

So many apps, but which ones are good? These are only the best. They're safe, effective, and meet our high standards. Explore our recommended apps to find one that's right for you

[Explore all Mind approved apps](#)



Stress, worry, and low mood

Sadness, anxiety, frustration – these are very normal emotions. But you don't have to just put up with feeling blue. These apps can help you manage difficult feelings day to day, and get you practising techniques like relaxation, meditation and positive thinking.

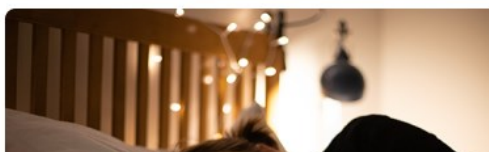
[Explore apps for stress, worry, and low mood](#)



Self-harm

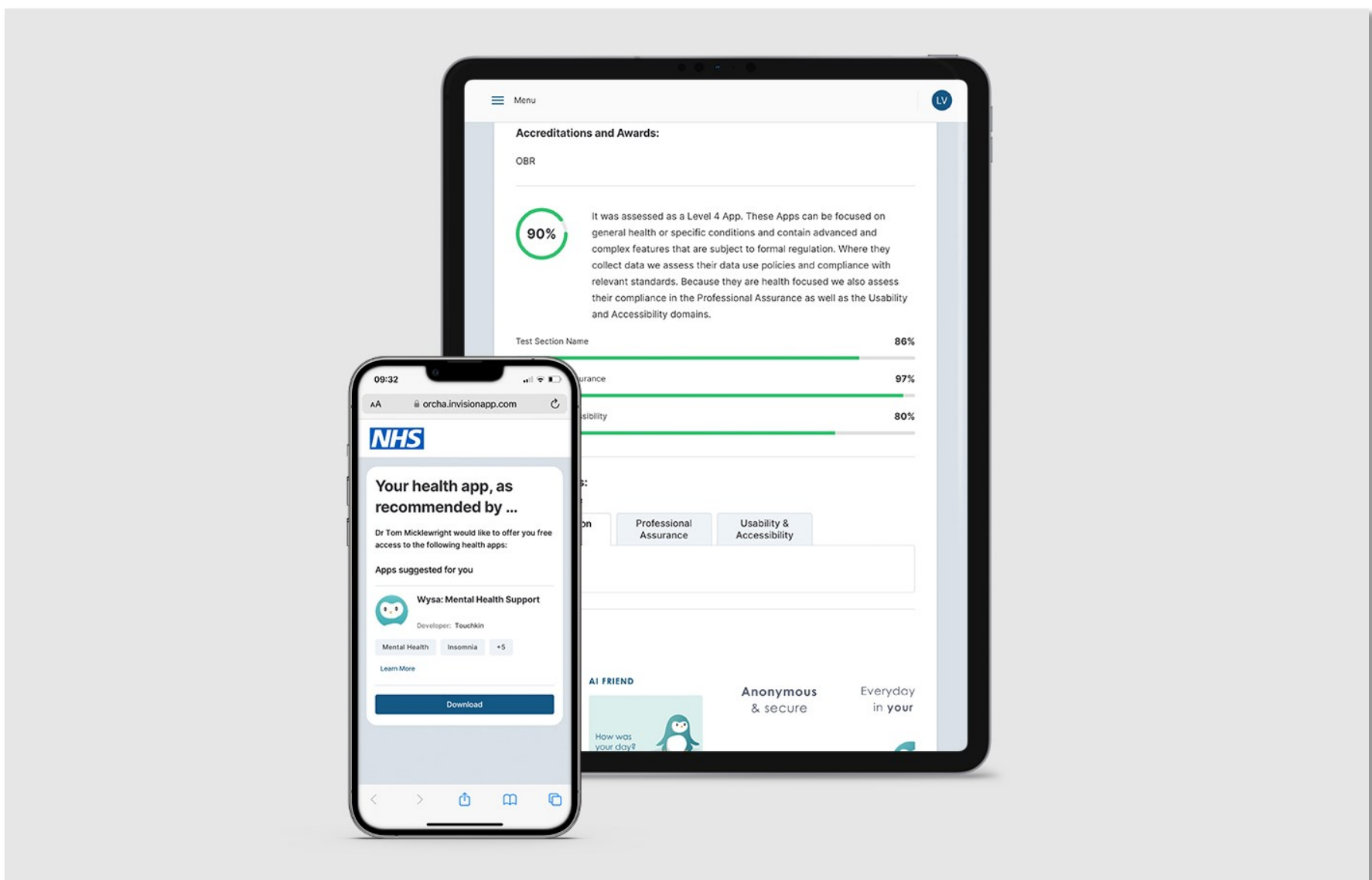
Once you start depending on self-harm as a way to manage painful feelings it can be difficult to stop. These apps can help you find safe ways to cope with negative emotions and information on where to go in a crisis. And help you get a better understanding of the urge to harm yourself.

[Explore self-harm reduction apps](#)



What is the Digital Health Formulary?

ORCHA's **Digital Health Formulary** provides health and care professionals with access to assessed and approved health apps, enabling them to **confidentially find and electronically recommend trusted digital health technologies to patients and service users.**

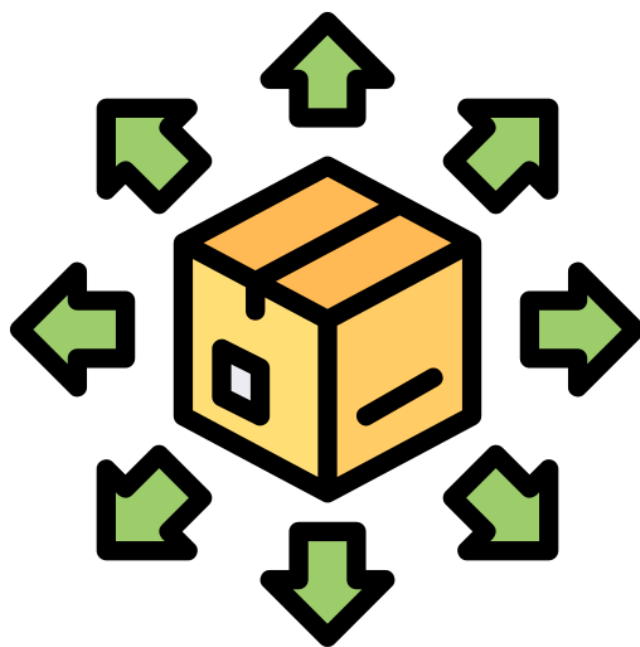


Why should Innovators consider the Digital Health Formulary.

In 2023, 58% of digital health companies stated it was becoming **harder to sell into the NHS**.

Moreover, once a contract is signed, achieving **rapid, widespread adoption is critical to success** but exceptionally difficult in an industry as fragmented as healthcare.

The Digital Health Formulary offers a shortcut. It provide a means of **population-wide mass distribution**, using a safe and trusted platform, endorsed by a healthcare provider.



Examples of Success



Focusing just on pre-operative patients in Humber and North Yorkshire, ORCHA's health app library drew almost 4000 patients a month, with 25% downloading a health app from the library.

Examples of Success



Similarly, 2 mental health teams in Greater Manchester made over **1000 app recommendations to their patients** over a 6 month period using their digital health formulary, with **90% of patients going onto download.**

Digital Health Formulary in the NHS.

ORCHA works with NHS providers **in 70% of NHS regions in the UK**, allowing access to the digital health formulary to all of them.

Over 8000+ professionals use the platform and the formulary is also **integrated into commonly used electronic health records** such as EPIC, SystmOne and Cerner for ease of access for clinicians.

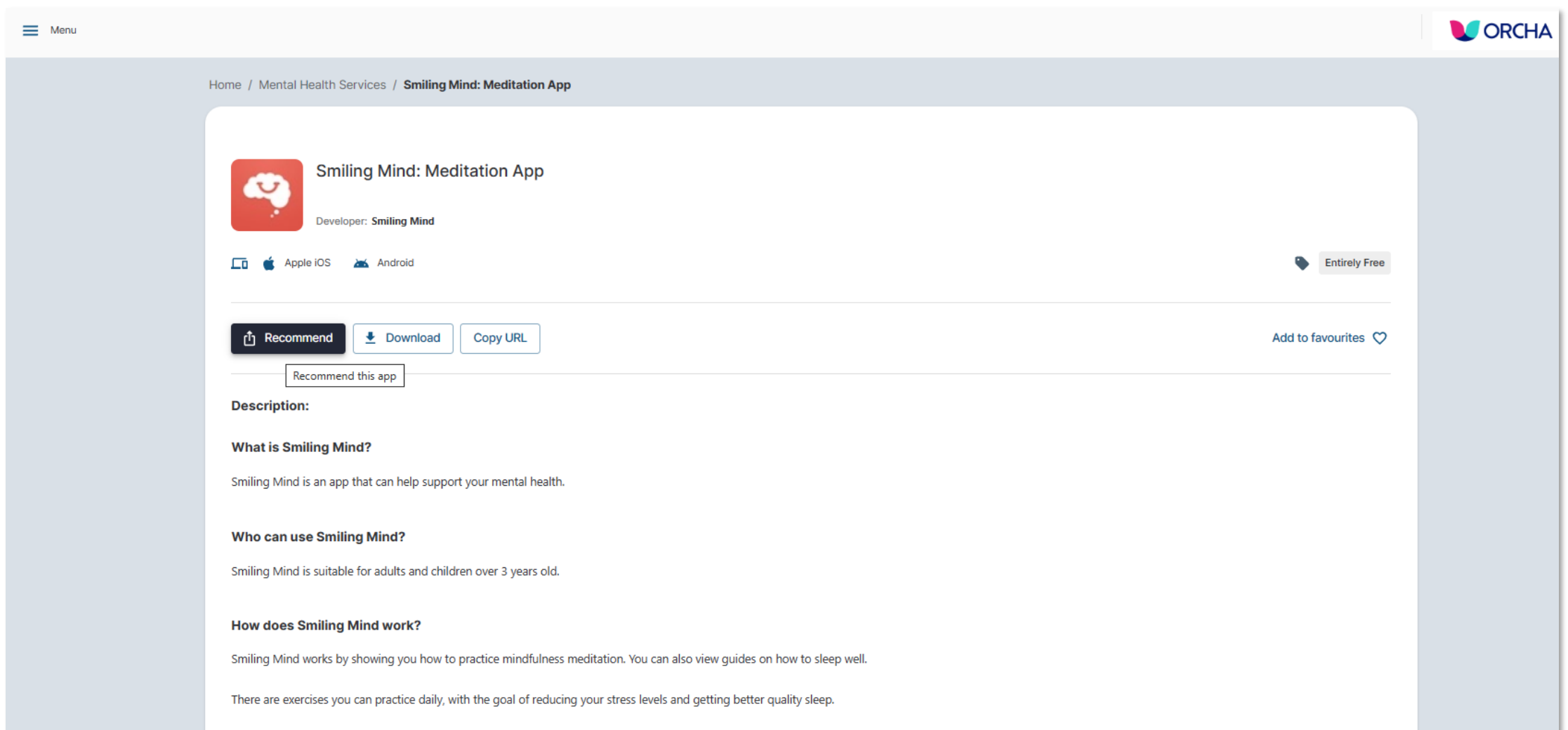


How can healthcare professionals prescribe from the formulary?

Step 1:

First, users should open up and **log into their ORCHA account** through their browser or, if their organisation uses an integrated EHR such as SystmOne, Cerner or Epic, navigate to the '**ORCHA**' menu in their EHR.

From here, the Digital Health Formulary can be searched, using either curated topic folders or the search bar, to find a suitable health app to recommend.



Step 2:

Once an app has been found, the user has the opportunity to learn about its ORCHA assessment, including its **data security, accessibility and evidence base.**

Then finally, the user can recommend the app by selecting the ‘recommend’ button and entering the **patients name and phone numbers or email address.**



Smiling Mind: Meditation App

Developer: Smiling Mind

  Apple iOS

 Android

Recommend

Download

Copy URL

Recommend this app

Description:

What is Smiling Mind?

Smiling Mind is an app that can help support your mental health.

Who can use Smiling Mind?

Smiling Mind is suitable for adults and children over 3 years old.

 Smiling Mind: Meditation App

Add to favourites 

 ios android

 Entirely Free

Send via SMS

Send via Email

First Name:

Last Name:

Tom

Davies

Mobile Phone Number:

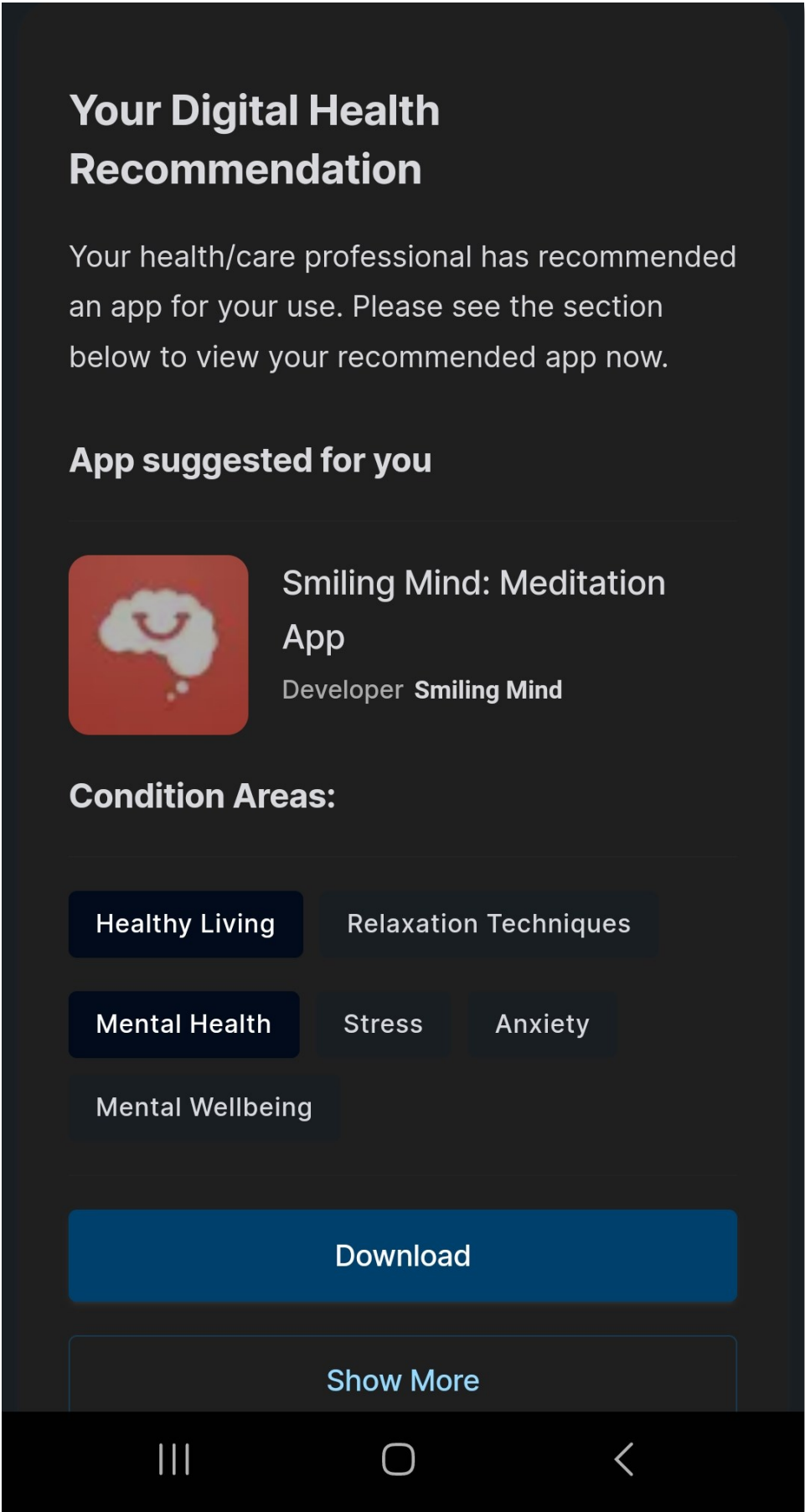
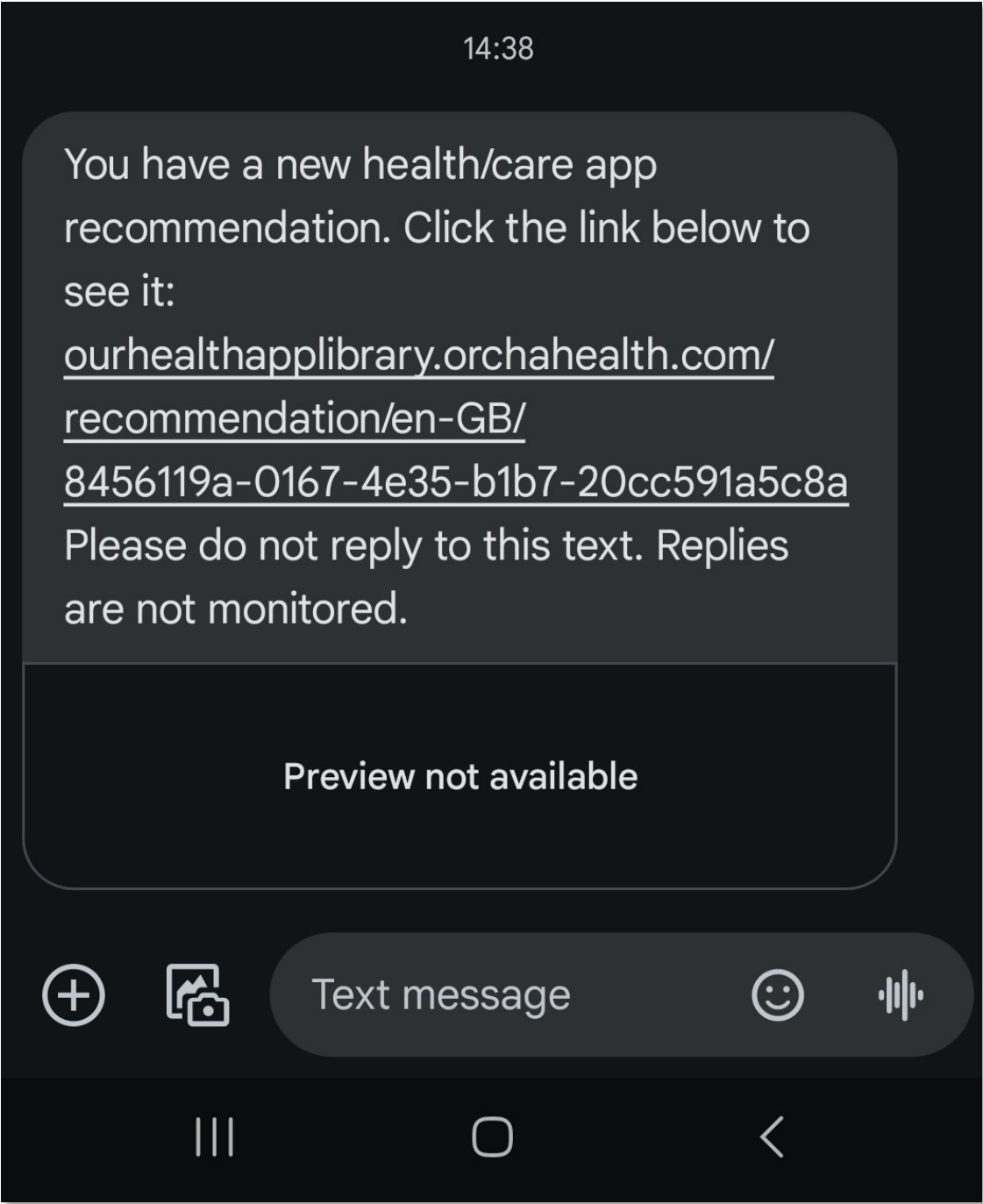
 +44 999 999 9999

Please enter a valid phone number

Send Recommendation

Step 3:

The recommendation is then sent by SMS or email directly to the patient with a **download link enclosed.**



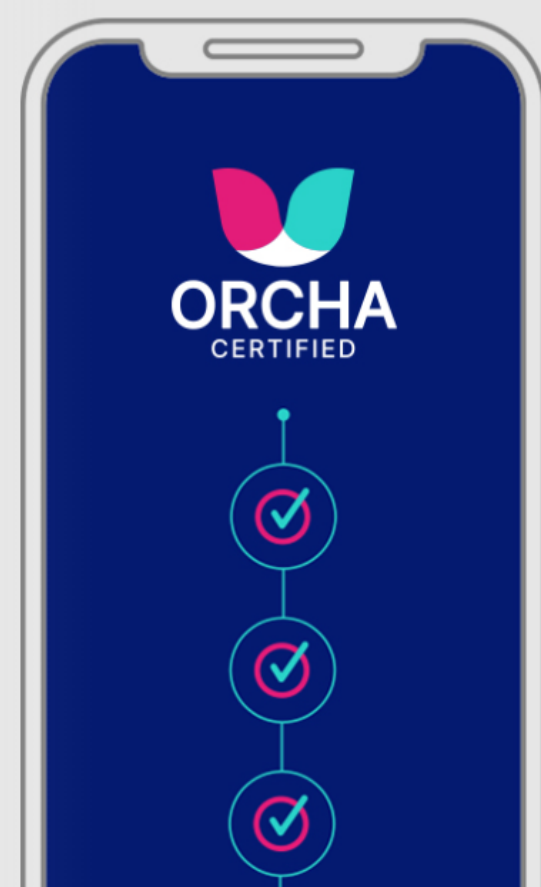
How do Innovators get their digital health products onto the formulary?

To gain listing on to the ORCHA app libraries and formularies a product must successfully pass the **ORCHA Baseline Review** by reaching the score threshold of 65%.

It forms the spine of the **EU backed ISO 82304-2** technical standard that ORCHA co-developed as well as the **NHS DTAC**.

ORCHA Baseline Review (OBR)

Your entry-level assessment scheme for quality assurance

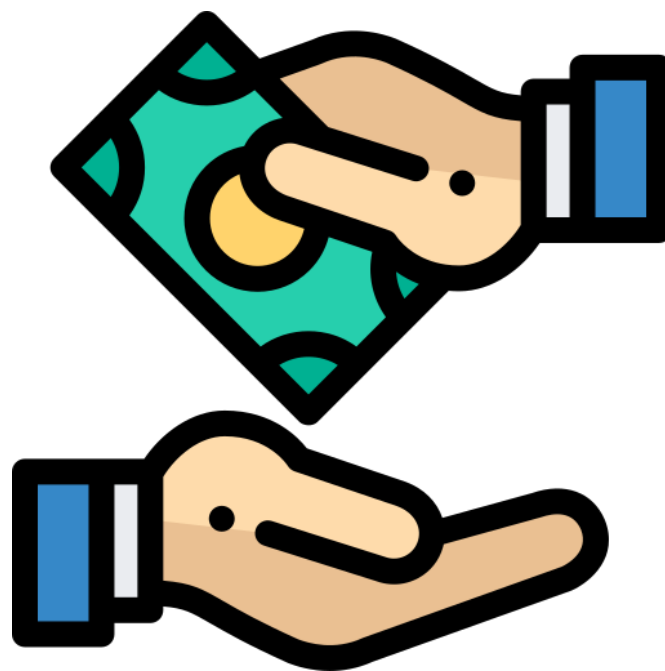


How do companies get paid for their apps through it?

The Digital Health Formulary is a distribution tool for health apps **but it doesn't take payment itself.**

For paid apps, the patient either **purchases the app from the app store or pays for in-app purchases.**

ORCHA will soon be launching the ability for professionals to recommend **patient apps which have been directly commissioned by a healthcare organization**, making it easier for those apps to be rapidly adopted at scale.



So how DO you sell to the NHS in a compliant and streamlined way?

This is a broad topic and there are many ways to approach this. But for clinical apps specifically there exists a great procurement framework known as:

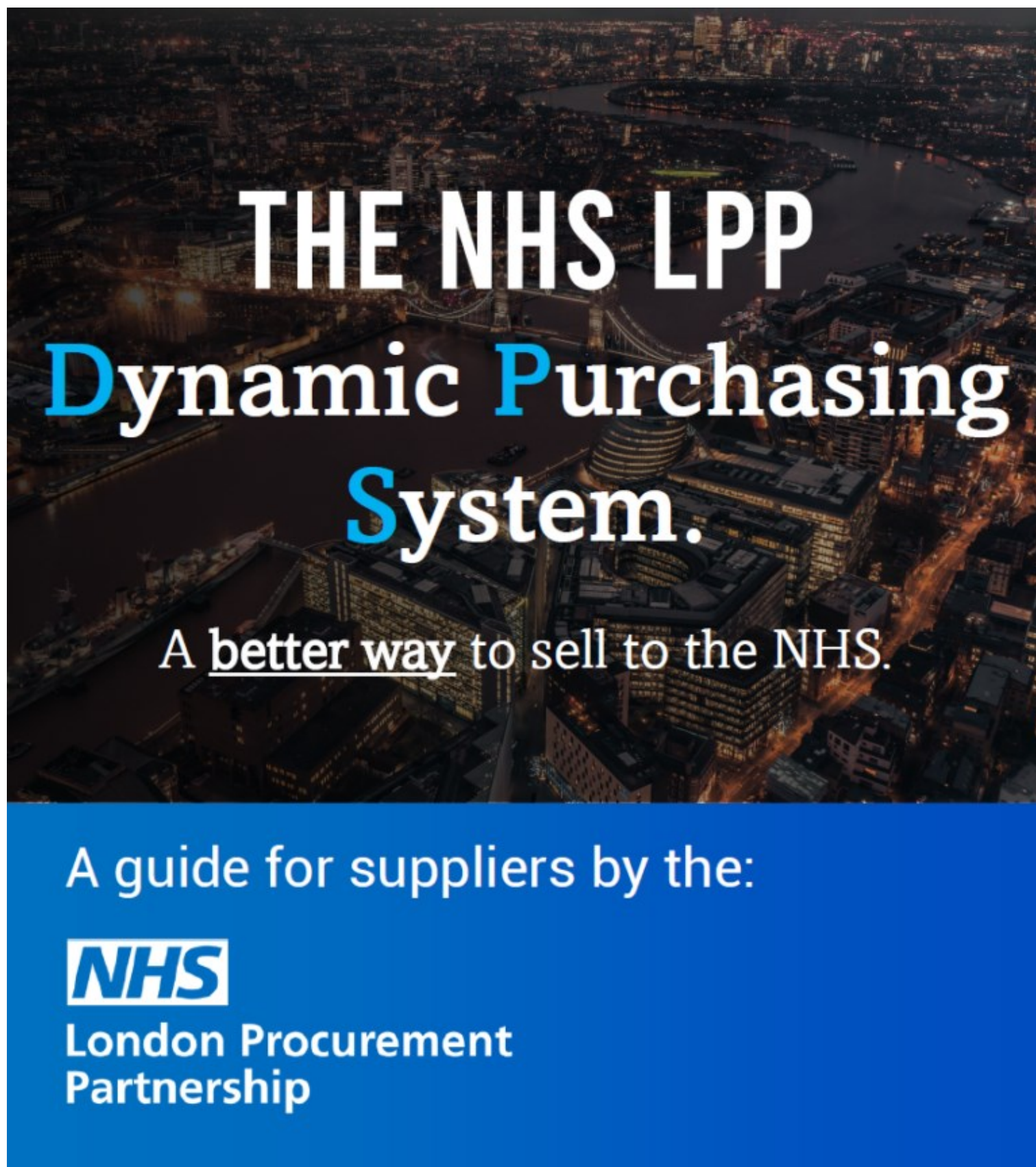


Contracts

The Health & Social Care Apps Dynamic Purchasing System (DPS)

The Health & Social Care Apps DPS provides the public sector within the United Kingdom with a compliant route to market for the procurement of condition specific applications.

We have covered more on this topic
in a previous carousel, so do check
it out!



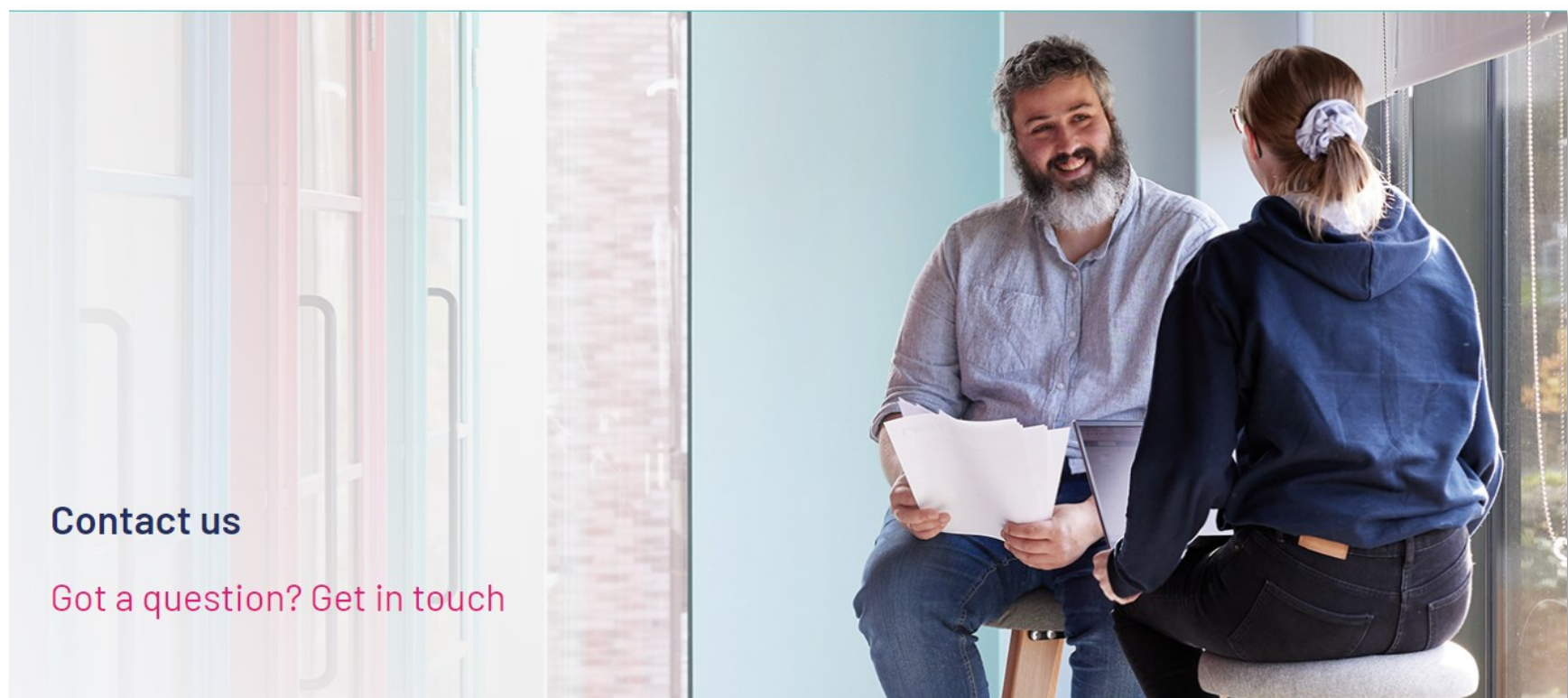
How much does it cost to join the Digital Health Formulary?

Products are only added to the ORCHA app library and formulary if they **achieve a score higher than 65%** in their ORCHA assessment.

ORCHA provide a range of services designed to **support products through their assessment** and to help with meeting the requirements and maintaining their compliance.

There are 3 subscription levels, **starting from £1000 per annum.**

Please contact hello@orchahealth.com for further information.



Contact us

Got a question? Get in touch

Hope you found this helpful!



This is a series we are making to help
HealthTech Innovators access better
resources.

For more, do visit:

<https://adoptadoc.com/resources/>