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## **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

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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?

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## 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









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## Collection Evaluating digital health products

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

Published 30 January 2020 Last updated 9 November 2020 — <u>see all updates</u> From: <u>Public Health England</u> Home > Health and social care > Public health > Health improvement

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Published 30 January 2020 Last updated 2 June 2020 — <u>see all updates</u> From: <u>Public Health England</u>

### 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

<u>Analyse your data: evaluating digital health</u> <u>products</u>

A/B testing: comparative studies

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