Mobile applications
RealTime Health is a leading eHealth content producer and mHealth application provider with a unique focus on patient and carer narratives.

Overview

- The company was established in 2006.
- RTH has developed a digital library of 650+ video clips of patient stories on 75 topics in Australia, USA and Singapore.
- Customers include government and corporate organisations, private health insurance, health service providers, public and academic libraries and pharmacy banner groups.
Narrative communication (patient storytelling) has strong consumer appeal.

- It is an effective way to communicate persuasive health promotion messages.
- It is supported by a growing body of evidence supporting its efficacy.
- In the US, 25% of internet users living with a chronic condition have gone online to find others who have experienced similar health issues (Pew Internet & American Life Project).
- Almost one in three Australians live with at least one chronic health condition (AIHW 2004-2005 National Health Survey).
RealTime Health has developed two mobile platforms:

**RTH patient apps** are condition-specific, offering patient stories, CrowdShare, a database of local support groups and programs, and news/clinician updates.

The **RTH professional app** (beta) enables health professionals to *select* and *send* credible resources to patients.
RTH has launched 6 condition-specific patient apps:

- Type 2 Diabetes (Australia)
- Type 1 Diabetes - Adults (Australia)
- Type 1 Diabetes - Young People (Australia)
- Stroke (USA)
- Depression (Singapore)
- Heart Disease (Singapore)
The patient applications include four content modules.

- Stories
- Crowd Share
- Local Support and Programs
- News/Expert updates

New modules will be added in the future. Modules under consideration are:

- Member/user benefits (coupon discounts on health related products and services)
- Personalised Health Coaching
The ‘Stories’ module provides access to the ‘Speaking from Experience’ video clips.

This evidence-based content is designed to improve patient self-efficacy and self-care behaviours.

A multiple choice question is presented at the end of each clip, relating to the narrative content and reinforcing key messages.
The ‘Local Support Groups and Management Programs’ module enables users to enter a postcode or a keyword to connect with support groups or management programs in their communities.
The ‘News’ module is updated weekly, providing consumers with the latest news and research from around the world.

Includes links to local peak health organisations for more information.
‘Expert Updates’ are uploaded to the news module on a bi-weekly basis.

Clinicians discuss the latest information about the illness.
‘Crowd Share’ enables users to share their ideas and strategies with peers. RTH pushes questions to the user community on a weekly basis, inviting their responses.

A combination of open-ended and multiple choice questions. Users may be rewarded for posting their responses with non-tangible incentives. Questions focus on topics such as management, adherence, medication and equipment, support, and overcoming challenges.
Selected dynamic, high level data is made available on the app to users.

Graphs and charts present quantitative data; text boxes present qualitative long-form data.

Text responses can be ‘liked’. They are ranked in order of most ‘likes’.

The community is moderated by RTH but also self-moderates by flagging inappropriate posts.

Users can search for the topic of interests by browsing the list of questions, or by entering a key word into the search field.
The Patient apps address the information needs of the user community. Poor self-care behaviours and gaps in their knowledge will be identified and addressed through the provision of new targeted content.
The application will provide a rich source of data about the attitudes and behaviours of the user communities.

De-identified quantitative and qualitative user data will be available:
- Gender
- Age
- Date (month/year) of diagnosis
- State of residence
- The answers to the Crowd Share questions
The Professional Application enables health professionals to select and send credible information to patients.

This app will be released in Q4 2013.

Target Markets
• Health professionals
• Practice nurses
• Community nurses
• Telephone coaches
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