

Jim Ritchie
Renal physician / DCCIO
@chorltonjim

App Developme to

DOWNLOAD NOW!!!



DOWNLOAD NOW!!!



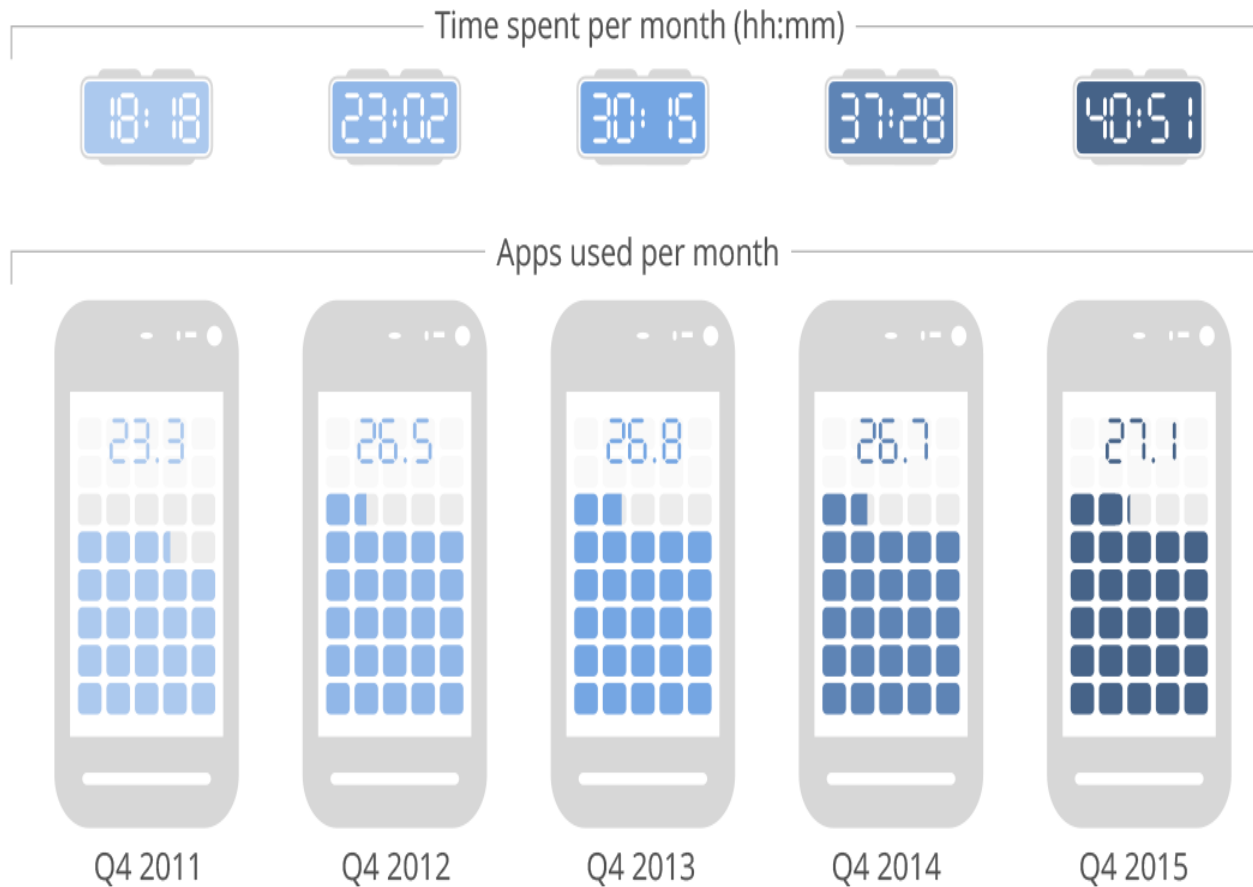
What is the

ANATOMY OF THE APP MARKET?

01



Monthly App Usage by US Smartphone Users



* iOS and Android only

What are the
**PHASES OF
DEVELOPMENT?**

02



Done



Websites

The browsing of web pages is supported by most phones, so in principle this should be the environment of choice to get the widest possible reach (after SMS text messaging). However, the sheer number of browsers and their varying feature sets can make this approach challenging. Some browsers are very powerful and support CSS as well as JavaScript, others are less sophisticated and support XHTML only. Thankfully the old WAP standard with its WML pages doesn't play any significant role nowadays.

The main drawback of web pages is that they are available when the device is online only and their access to device features is extremely limited.

With the introduction of HTML5 and new mobile browsers that support its features, this situation is improving: Offline browsing and new device APIs are now becoming available for mobile websites, such as location information in the Opera Mobile browser or Nokia Browser for N9. The main benefits of the mobile web as a platform are the ease of development and that, generally, you control the deployment.

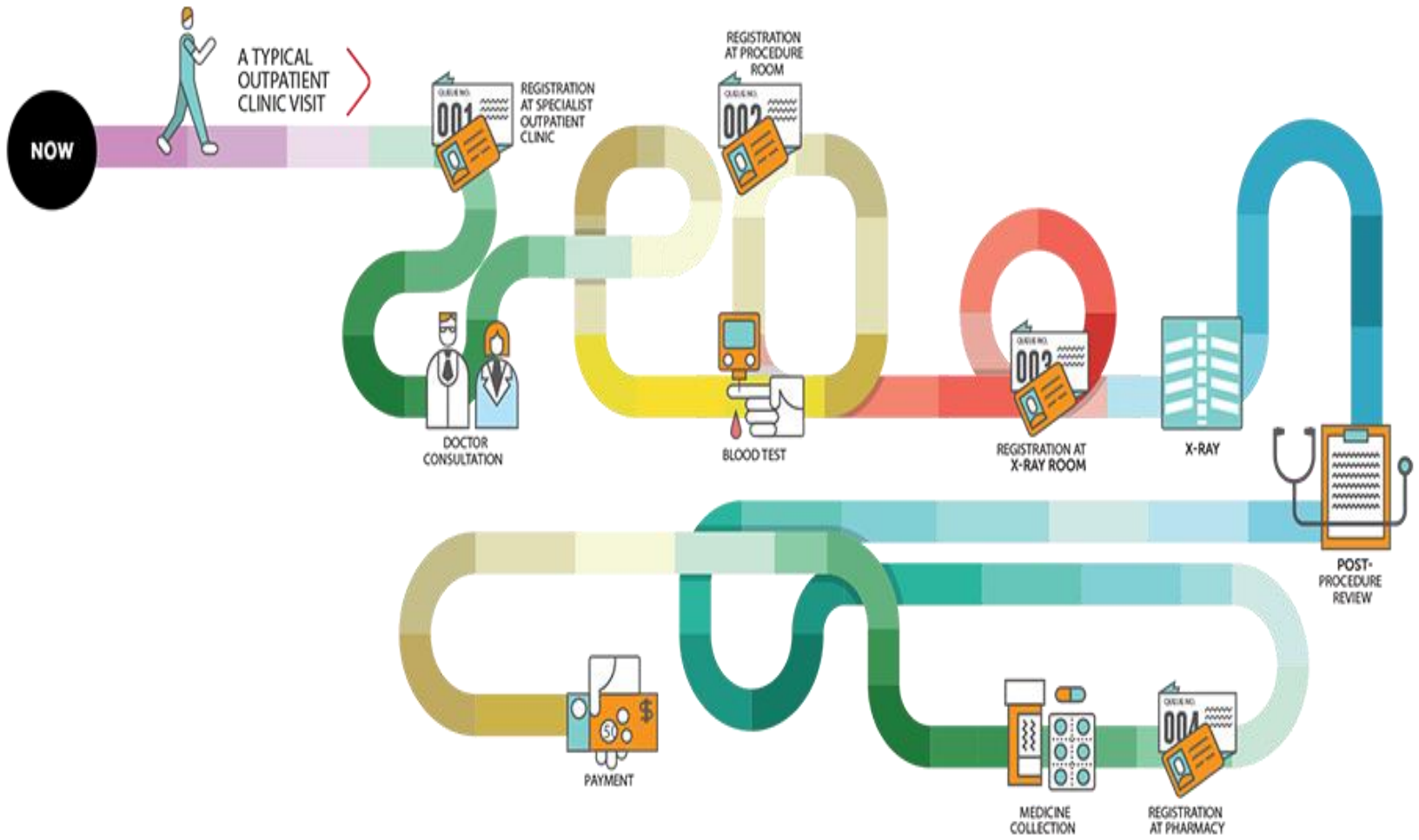
SMS Text Messaging

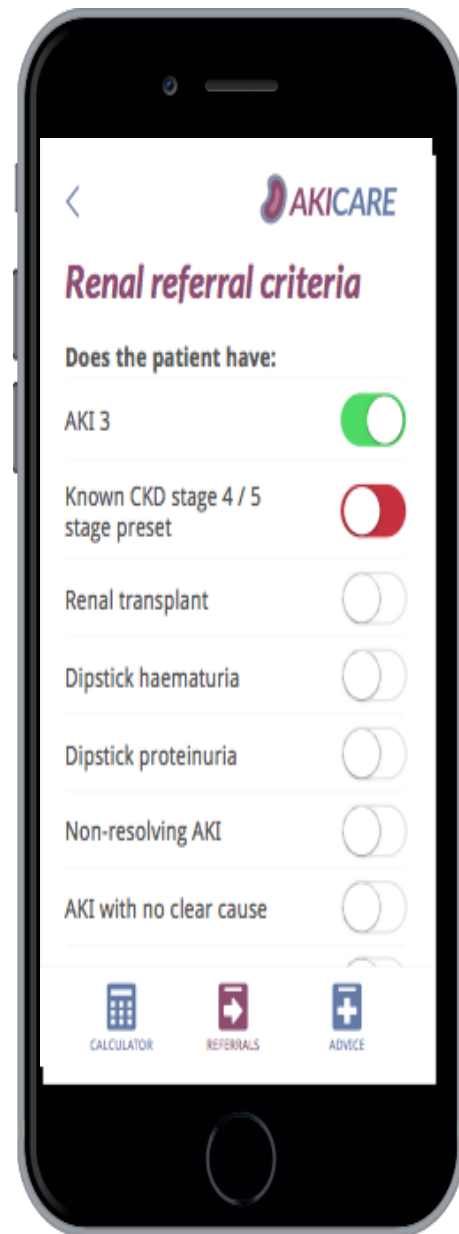
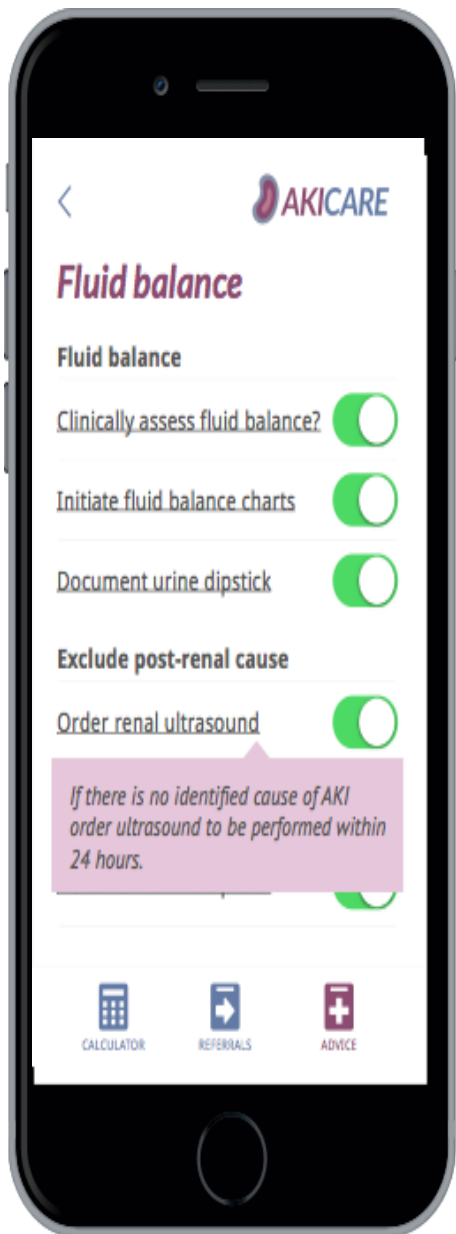
Almost everybody who has a mobile phone is also texting. Texting limits interactions to less than 160 characters; and it can be quite costly to send out text messages in bulk. On the positive side, SMS enjoys a global audience of all ages. It also plays an important role in emerging markets, for example its use for payments is common in these markets.



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How can you

**ITERATE BASED ON
USERS?**

0.3





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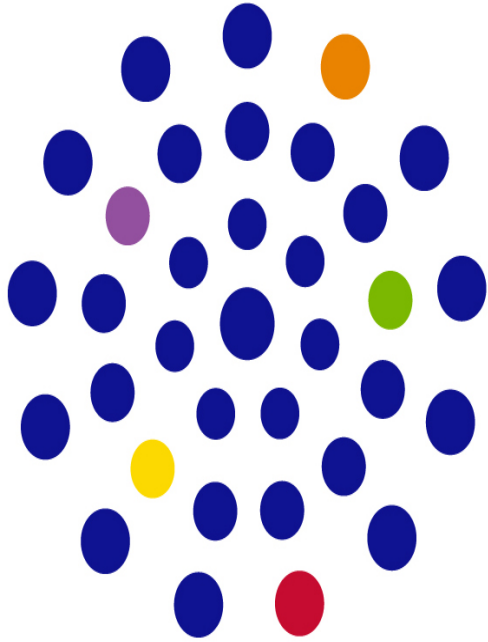


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Is there a need for
CERTIFICATION?

04



MHRA

Regulating Medicines and Medical Devices

An instrument or other....
Which is intended to be used
for human beings in the
diagnosis, prevention,



Is it an app or

**CLINICAL DECISION
SUPPORT?**

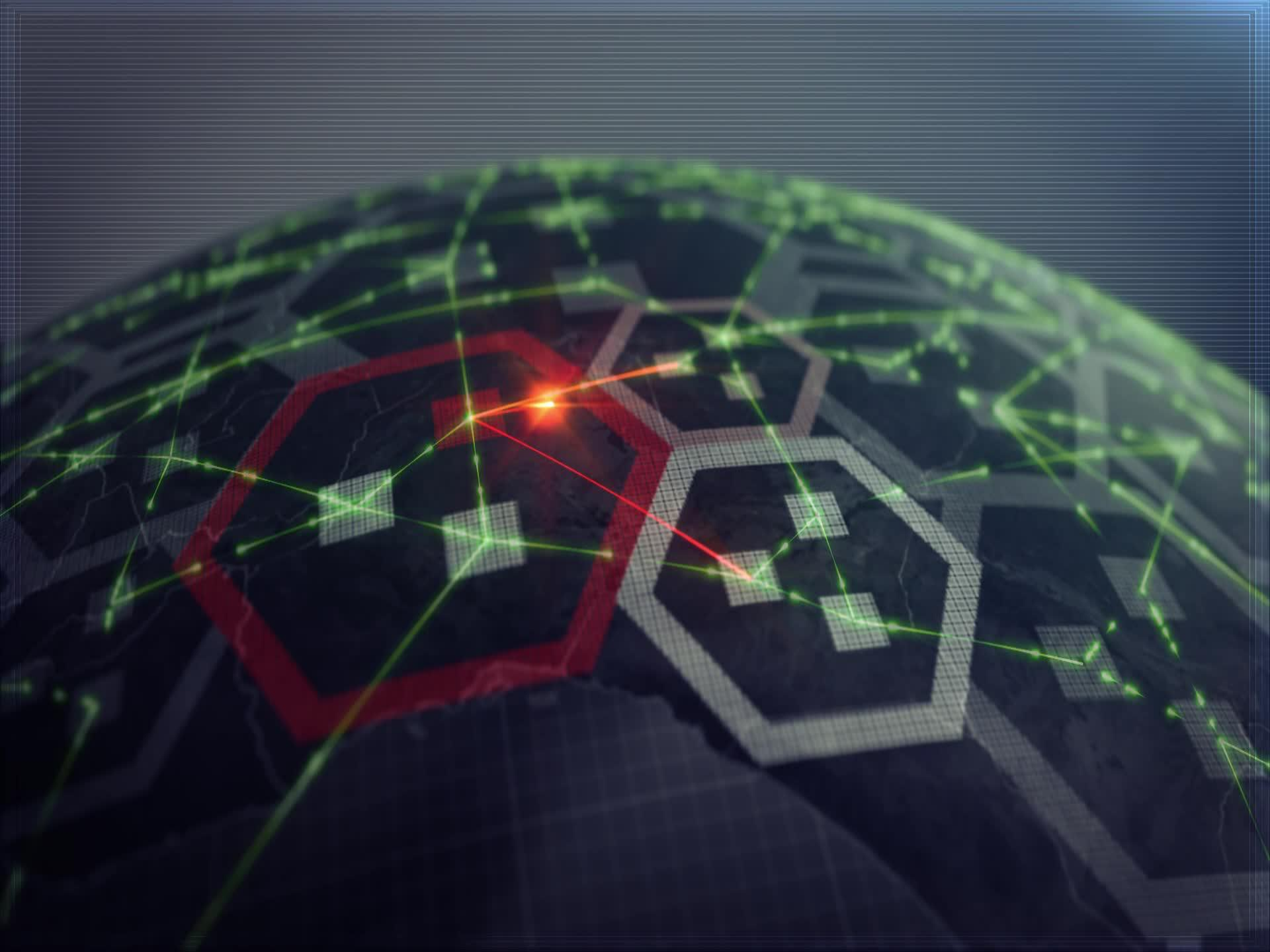
05



Something that improves the quality of decisions and may prevent bad decisions being made.

What is the
**FUTURE OF
HEALTHCARE APPS?**

06



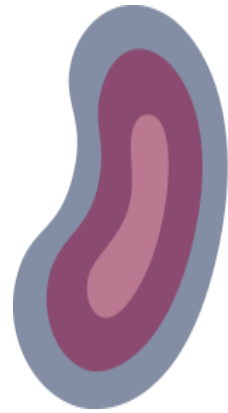


FHIR



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