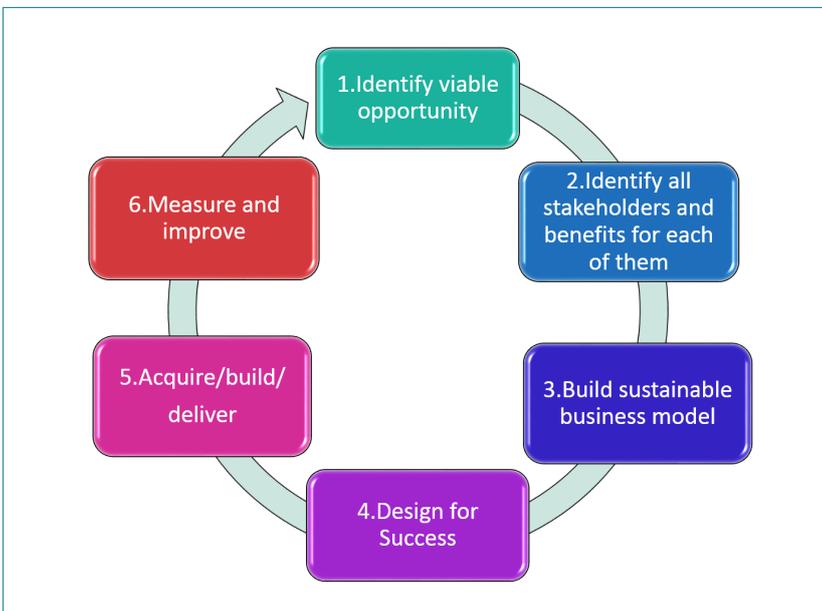# 6 STEPS TO mHEALTH SUCCESS

Tony Kane Consulting is pleased to announce the availability of the world's first structured methodology to enable robust planning of mHealth programmes. This methodology has been drawn from the company's own hands-on experience of successful mHealth programmes, and from research into best practice globally. Typically mHealth has been held back by a lack of insight into the necessary factors to ensure a successful programme—our new offering addresses *all* of the issues and just as importantly identifies the correct *sequence* to progress with.

The key stages of the '6 Steps to mHealth Success' method

The '6 Steps to mHealth success' method takes a practical and thorough approach to planning for the many aspects required to ensure a truly sustainable mHealth project. It is supported by real-life case studies and practical toolkits, so that you will be engaged in hands-on planning activity within hours.

'6 Steps to mHealth Success' is available now, and can be delivered in a facilitated workshop approach, as a training course or through an audit and improvement of existing work.

Contact us today to discover how flexible our approach is

'6 Steps to mHealth Success' is suitable for all mHealth stakeholders:

● Healthcare payers/insurers

● Pharma/medtech companies

● Patient groups

● Healthcare providers

● Solution providers

'6 Steps to mHealth Success' will help you:

● Identify the best targets for mHealth

● Save money and avoid expensive mistakes

● Get the right answers quicker

● Delight your intended users

● Future-proof your projects

Separate the hype from the reality—get started with '6 Steps to mHealth Success' today!

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WHAT ARE THE '6 STEPS'?

The '6 Steps' of our method provide a rational, top-down approach:

1. **Identify a viable opportunity** – is there a real problem or compelling event to address? How much would an mHealth solution support a patient or HCP in the 'job they are trying to do' – for example there's no point measuring someone's weight if their real problem is simply getting their medicines delivered.

2. **Identify all stakeholders and benefits for each of them** – probably the most important step of the process. Can we identify all stakeholders and users, not just the obvious ones like HCP or patient – what about pharmacists, carers, payers? More importantly do they **all** win with our solution – because if any one of them loses, they will certainly discontinue use and your project will fail.

3. **Build a sustainable business model** – too many mHealth projects have kicked off as pilots with a limited amount of funding, in the naïve hope that the pilot will inevitably bring in further funding. Sustainability and funding needs to be planned in from day one – and if you can't identify someone who would fund the service in the long term, then it probably isn't worth building.

4. **Design for success** – there are so many options for the functionality that you could insert into an mHealth service, such as monitoring, adherence, patient support, education, behavioural change, gamification, connected devices - but which are the right ones to support your users in their objectives? Equally if you can't make the user experience really simple then your good work will be in vain.

5. **Acquire/build/deliver** - only when you know the answers to the previous steps should you start to consider technology solutions to support your project, and most importantly whether to build in-house (advantages of control) versus acquire an external solution (advantages of speed). The commonest mistake we see in mHealth is that sponsors dive in at this stage, prompted by seeing some hot new technology, without having gone through the rigour of the pre-requisite stages.

6. **Measure and improve** – assuming you're serious about building a sustainable service with a long lifespan, you need to future-proof your project. What measures do I need to gather to deliver ongoing evidence that this is working, and how will I use that evidence to refine my service over time? Too often we see sponsors deliver a project then scramble later to gather some evidence – build those hooks in from the outset and you make life a lot easier.

WHAT MAKES THIS UNIQUE?

The '6 Steps to mHealth Success' is the only methodology that is optimised for the unique multi-stakeholder nature of mHealth projects:

♦ It's very efficient in getting to the answers with less time and cost than the usual 'let's pilot some new technology' approach

♦ It brings **all** the stakeholders together early in the process, so you get buy-in and something that's truly fit for purpose

♦ It embeds many man years of learning from our own work and international best practice, to give a **predictable** chance of success

♦ It requires no technical or pre-requisite knowledge to get going

Contact us today to learn more about the power and depth of our '6 Steps to mHealth Success' method

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TONY KANE CONSULTING
mHEALTH STRATEGY ADVISERS

Client Comments:

"brought extraordinary experience and knowledge in the mHealth arena"

"impressive ability to understand the needs of patients, healthcare professionals and healthcare companies and provide solutions which address the identified needs"

"brought together the right people in the room and facilitated an excellent design solution that was both practical and simple"

"extensive experience in the world of technologies and global strategies in particular, the field of mHealth"

About Tony Kane Consulting:

♦ Tony Kane Consulting is an independent mHealth consultancy, formed to address the gap between the high expectations of mHealth and the lack of practical insight and experience as to what actually works.

♦ The founder was formerly Global Head of mHealth at Vodafone Group and is uniquely placed to advise on the critical success factors for mHealth implementation, having worked on successful implementations for customers around the world, from private and public sectors, across providers, payers, pharma and medtech companies.