The first standalone, mobile medical device app for patients with asthma
Presenters

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There has been no remuneration for this presentation to either speaker
Challenges we face in asthma

Over 300 million people\(^1\)

*Worldwide currently have asthma*

180,000 deaths\(^1\)

*Attributable to asthma each year are preventable with access to care and better understanding of the condition*

Over the last 40 years\(^1\)

*There has been a sharp increase in the global prevalence, morbidity, mortality, and economic burden associated with asthma*

Of top 15 research priority, #2\(^2\)

*“Assess the effectiveness of patient-professional communication to develop patient-professional partnerships, for example to optimise self-management and adherence”*
The burden is significant

Annual impact to the UK³

Asthma resulted in at least
• 6.3 m primary care consultations
• 93,000 hospital in-patient episodes
• 1800 intensive-care unit episodes
• 36,800 disability living allowance claims.

The costs of asthma were estimated at least £1.1 billion:
• 74 % of these costs were for provision of primary care services (60 % prescribing, 14 % consultations)
• 13 % for disability claims
• 12 % for hospital care.

Sadly, there are approximately 1200 asthma deaths/year (not changing)
Objectives

Improve asthma control, and therefore clinical outcomes, for asthma sufferers who use MyAsthma.

Improve engagement between patients and HCP’s, maximising appointment times and improving the provision of care.
Clinically relevant

Patients can quickly and easily track key clinically relevant aspects of their care, which includes medication usage, asthma triggers, attacks and spirometer readings.
Asthma Control Test™

Understand their own level of asthma control using the validated Asthma Control Test™ (ACT™) or Childhood ACT (C-ACT).

Patients can retest themselves every 30 days to understand their progress.
Connected

We designed the MyAsthma application to be connected to a users everyday lifestyle and current behaviours through integration to other health tracking tools.
Appointment plan

By building a plan, patients are able to build a stronger understanding of their condition, sharing and discussing progress with their healthcare provider.
Contextual

A smartphone knows who you are, where you are, what you are doing and what you are about to do.

A key aspect of the MyAsthma application is its capacity to help an asthma patient in real time, providing support as they need it.
Of users continuing to actively use and update the application

20%

Of the active users over 20% described as super users – using the app on average 4 times a day

80%

For average active users asthma control has improved on average by around 10%

10%

For average super users asthma control has improved by around 5%

5%
The pharmaceuticals industries first smartphone application certified as a class I medical device

Define the future

Use innovative technologies and data to help patients (or their carers) understand their asthma personally.

Medical Device

A Class I medical device application to demonstrate a commitment to accuracy and quality.
Empowering patients to take asthma control into their own hands with the goal to:

- Improve compliance
- Reduce exacerbations
- Reduce primary & secondary care visits
Do YOU have asthma? This free app may help you to avoid life-threatening attacks

- A new app, called MyAsthma, monitors the condition and helps avoid triggers
- The free device also tracks information of any past attacks and medication use
- Users can record future doctor visits and sync MyAsthma to other health apps
- Sufferers can show doctors their app data to improve condition management

By ALEXANDRA THOMPSON HEALTH REPORTER FOR MAILONLINE
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Asthma attacks kill three people in the UK every day, but a new smartphone app may help sufferers to dodge their deadly symptoms.

The app, called MyAsthma, allows patients to monitor their condition and avoid life-threatening triggers.

By tracking the users' location, MyAsthma provides information on the weather and pollen count of their surrounding area, as these can set off wheezing and breathlessness.

The free device also allows users to track any previous attacks and medication use.

Around 5.4 million people in the UK are diagnosed with asthma, with a life-threatening attack occurring every 10 seconds.
Winners of the 2017 AXA Trending Award
Thank you