

Better Health Channel Mobile



Your trusted health companion through life

Right Click IPAA WA – 1 October 2013

David Haubenschild, Manager – Consumer Health, Digital Services and Strategy
Simon Blankenstein, Manager – Digital Media, Digital Services and Strategy

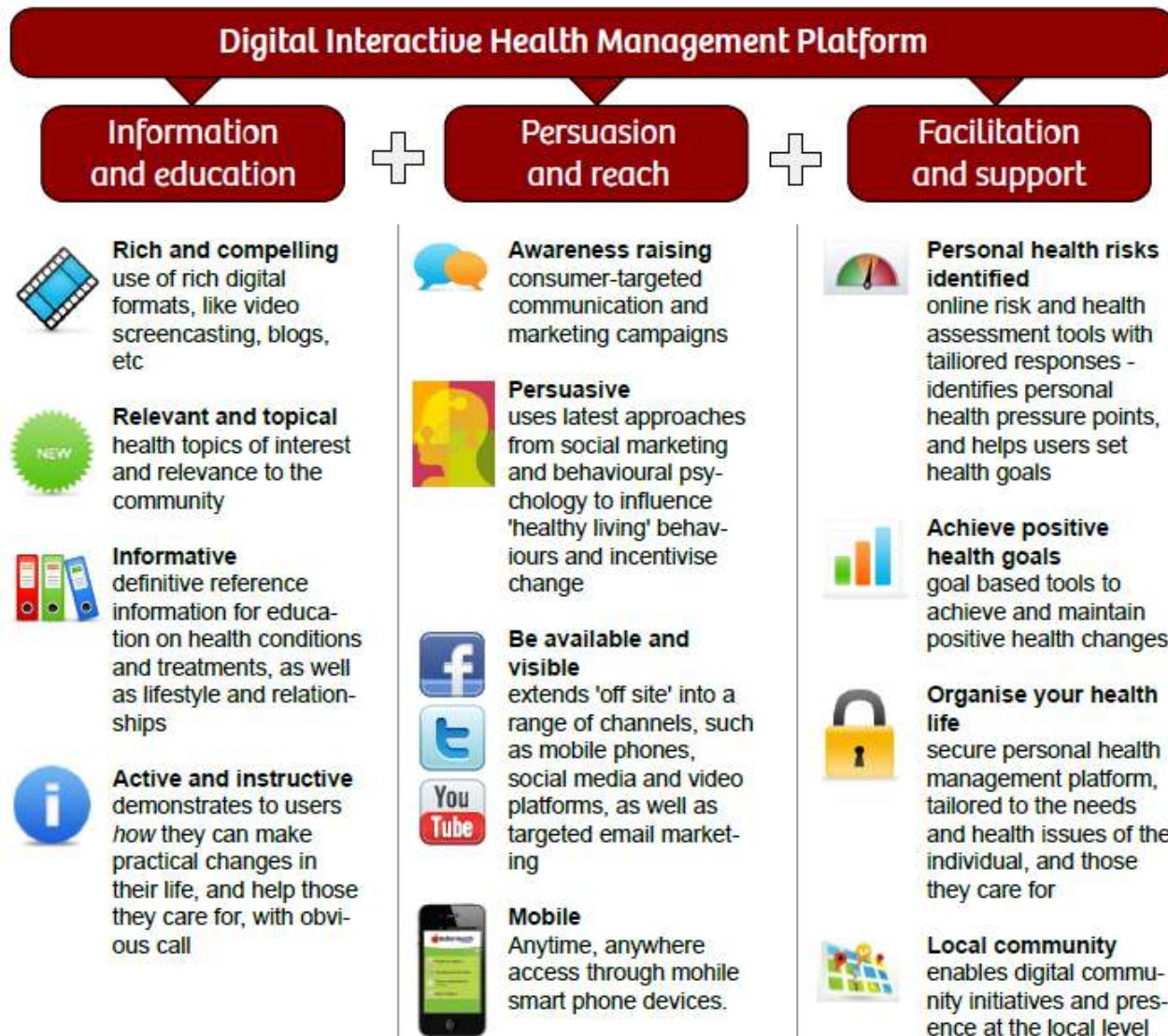
Agenda

- Better Health Channel
- Strategic context
- Digital by design
- Better Health Channel mobile
- V1 and V2 apps the story so far
- Key learnings
- V3 and mobile web
- Questions

Better Health Channel



Strategic context



The rise of the connected health consumer

PATIENT OPINION AUSTRALIA
BE HEARD.

Select Language | Text resize: A A A | Log in

An independent site about your experiences of Australian health services, **good** or **bad**.
We pass your stories to the right people to make a difference.
▶ [More about Patient Opinion](#)

Home | [Tell your story](#) | [About us](#)

[Search](#) Search for a place, service, condition...
eg Royal Brisbane Hospital, heart surgery, depression

We believe that patients' feedback - **good** or **bad** - is essential to improving Australian health services.
Tell us what was good and what could be improved, say thanks or call for change - we'll pass your stories to the people in the health services who can make a difference.
▶ [Tell your story - Make a difference](#)

Featured stories ▶ [View latest stories](#)

"I think the **non clinical staff like these lovely people can make an enormous difference** to patients recovery."
About: hospital stay post op

NEW STORY

"After being told we would have to **wait more than half an hour** (I had to ask) we left and went to a public hospital."
About: Then went to ER at public hospital

NEW STORY

Who's listening to your stories?

47 stories told
2 staff listening
0 stories have led to changes

How do people feel about their experiences?

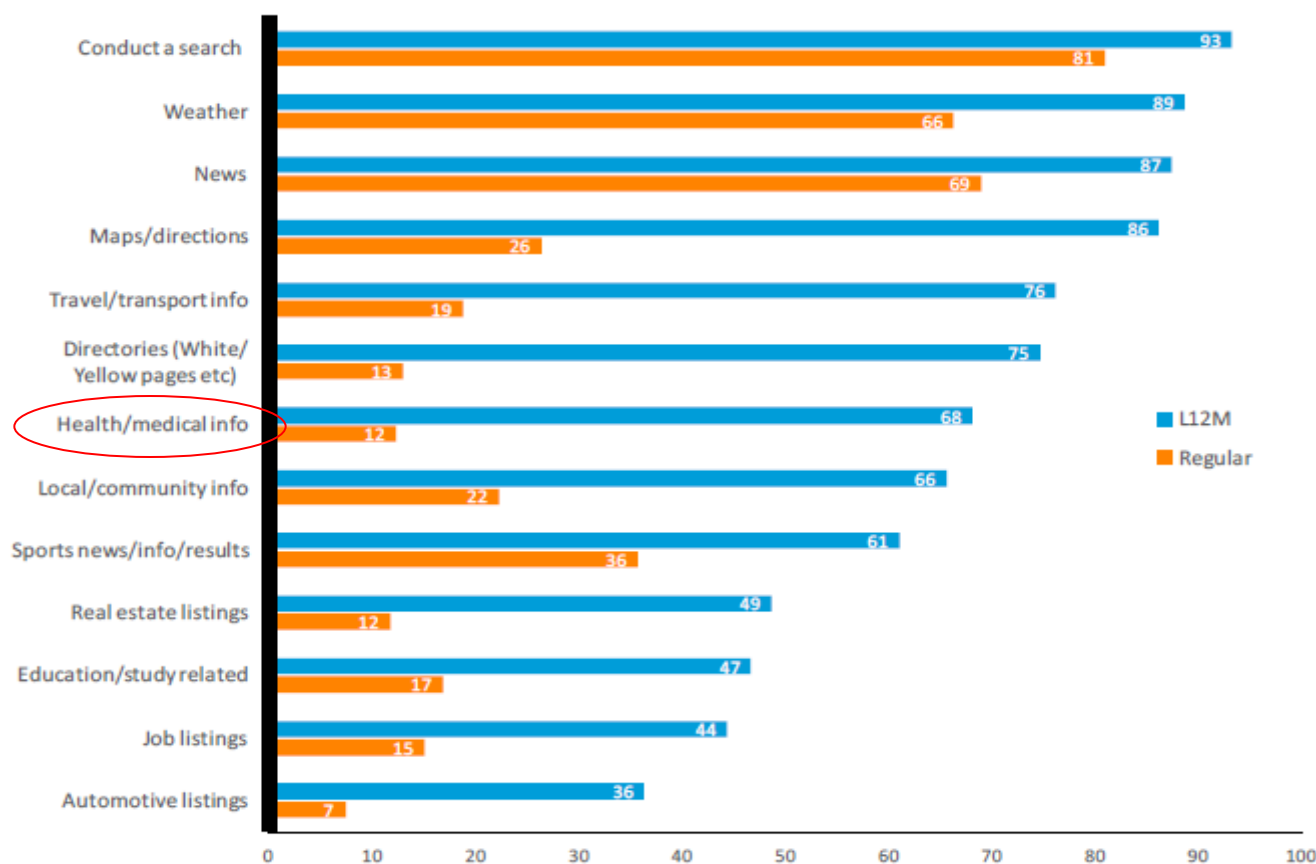
amazing angry **annoyed**
confident disgusted **fantastic**
frustrated happy let down
satisfied thank you

+1 0 Tweet 31 Like 81 Email Feed

The rise of the connected health consumer

Figure 5.11: Information seeking activities - last 12 months vs. regular (weekly or more often) usage, 2012

Base: Online Australians 16+ (n=5,034)



Source: Nielsen (2013) *Australian Connected Consumers Report*

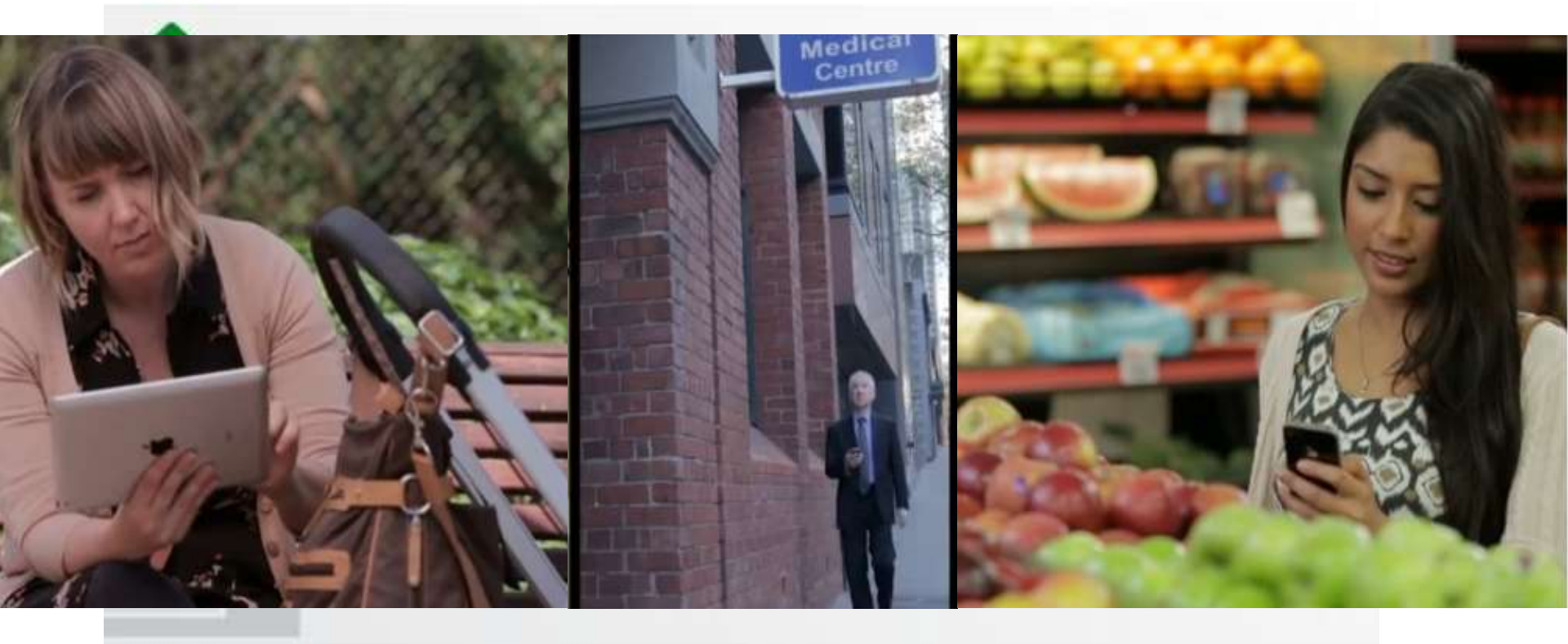
Figure 5.13: Regular (weekly or more often) conduct of information seeking activities, split by key demographic segments

Base: Online Australians 16+ (n=5,034)

	Total	Male	Female	16-24 years	25-34 years	35-44 years	45-59 years	60+ years	Metro	Non-metro
Base:	5,034	2,407	2,627	728	854	914	1,274	1,264	3,223	1,811
Conduct a search	81%	81%	81%	83%	84%	85%	82%	74%	81%	81%
News	69%	74%	64%	61%	75%	77%	69%	63%	72%	64%
Weather	66%	69%	64%	58%	71%	75%	68%	61%	68%	64%
Sports news/info/results	36%	51%	21%	30%	41%	43%	35%	31%	37%	34%
Maps/directions	26%	30%	23%	36%	39%	31%	21%	13%	30%	20%
Local/community info	22%	23%	21%	21%	29%	31%	20%	15%	23%	22%
Travel/transport info	19%	21%	17%	32%	27%	23%	12%	9%	23%	12%
Education/study related	17%	18%	16%	43%	25%	16%	9%	4%	18%	15%
Job listings	15%	16%	14%	23%	23%	20%	14%	2%	15%	15%
Directories (White/Yellow pages etc.)	13%	15%	11%	14%	18%	17%	11%	8%	14%	11%
Health/medical info	12%	12%	12%	18%	22%	13%	8%	6%	13%	11%
Real estate listings	12%	12%	12%	11%	19%	16%	10%	6%	13%	10%
Automotive listings	7%	10%	5%	12%	14%	8%	5%	2%	8%	6%

Source: Nielsen (2013) *Australian Connected Consumers Report*

Smartphones Are Used Everywhere

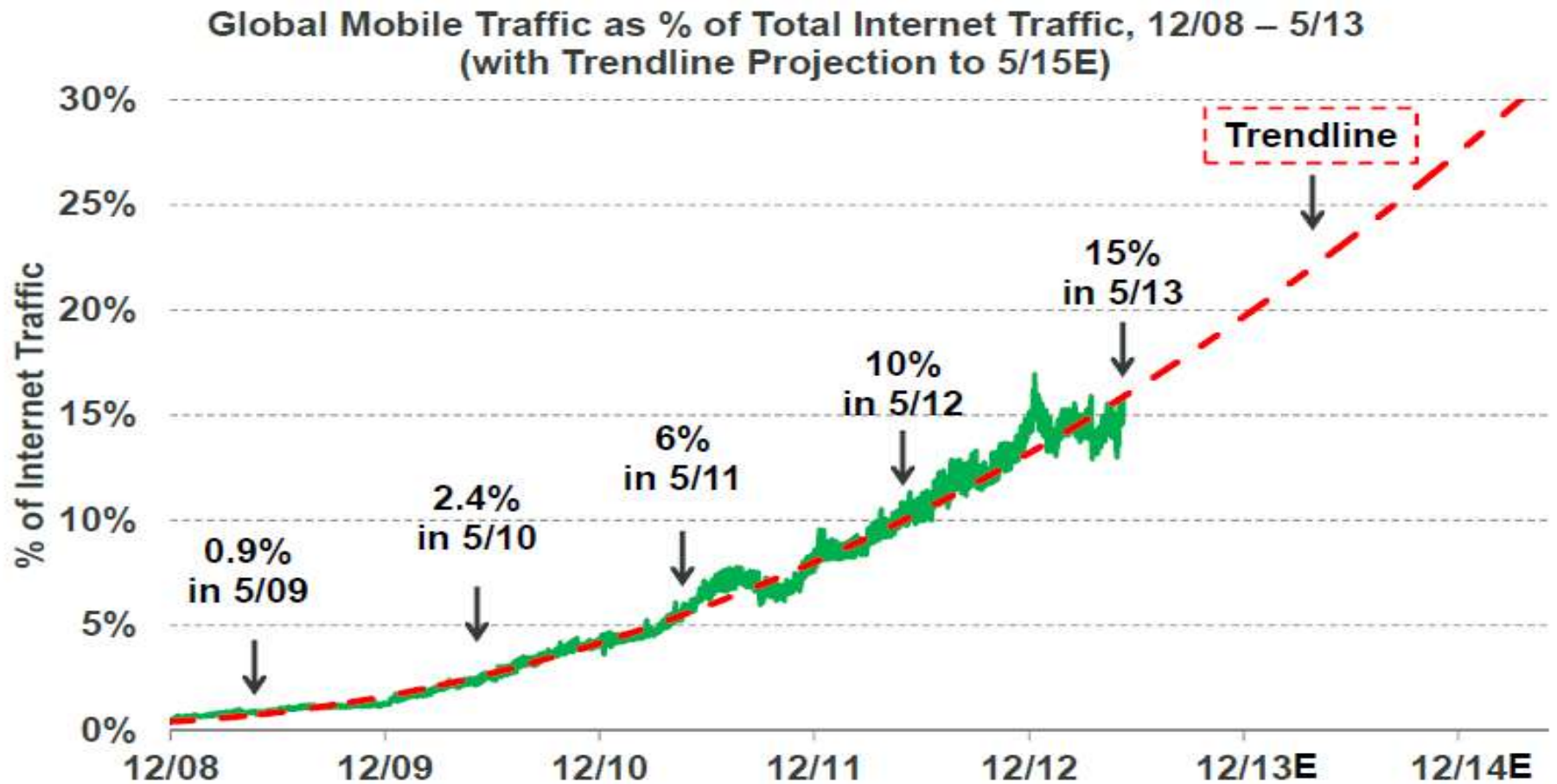


Based: Private smartphone users who use the Internet in general, Smartphone n= 1,000

Q16: Where do you tend to use your smartphone? Please first select at which locations you ever use it - even if only seldom.

Google Confidential and Proprietary

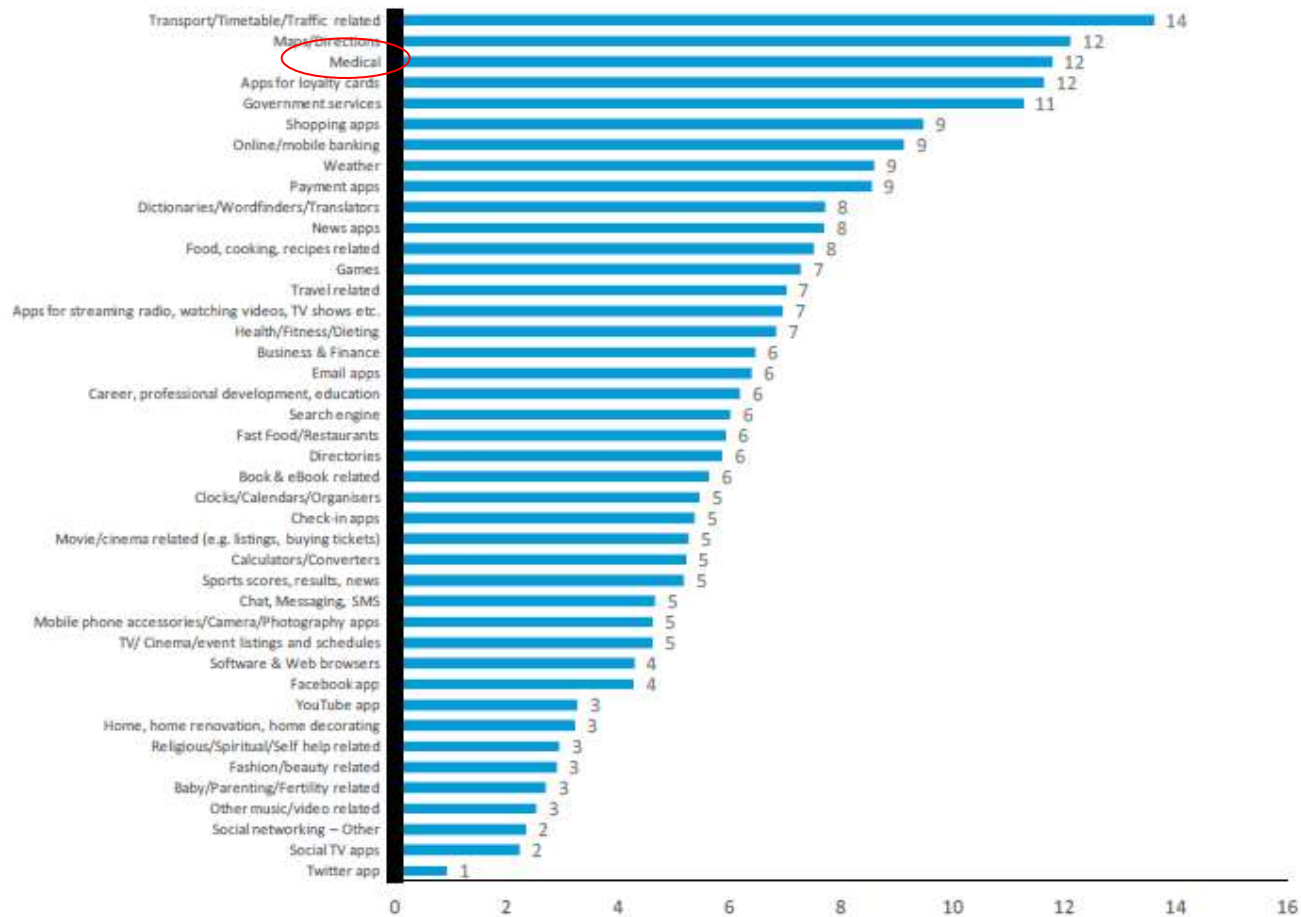
Digital by design



Digital by design

Figure 2.39: Areas for future development of apps, 2012

Base: Online Australians 16+ who indicated they had downloaded apps to a mobile device (n=2,632)



Source: Nielsen (2013) *Australian Connected Consumers Report*

Digital by design

Figure 2.40: Top 5 most popular cited categories for app development, split by gender and age segments

Base: Online Australians 16+ who indicated they had downloaded apps to a mobile device (n=2,632)

Total	Male	Female	16-24 years	25-34 years	35-44 years	45-59 years	60+ years
2,632	1,301	1,331	546	668	596	532	290
Transport/ Timetable/ Traffic related	Transport/ Timetable/ Traffic related	Transport/ Timetable/ Traffic related	Transport/ Timetable/ Traffic related	Apps for loyalty cards	Transport/ Timetable/ Traffic related	Medical	Maps/ Directions
Maps/ Directions	Maps/ Directions	Apps for loyalty cards	Apps for loyalty cards	Transport/ Timetable/ Traffic related	Government services	Transport/ Timetable/ Traffic related	Medical
Medical	Government services	Medical	Games	Maps/Directions	Apps for loyalty cards	Government services	Transport/ Timetable/ Traffic related
Apps for loyalty cards	Medical	Maps/ Directions	Maps/ Directions	Shopping apps	Maps/ Directions	Maps/ Directions	Government services
Government services	Online/mobile banking	Shopping apps	Medical	Medical	Medical	Apps for loyalty cards	Travel related

Source: Nielsen (2013) *Australian Connected Consumers Report*

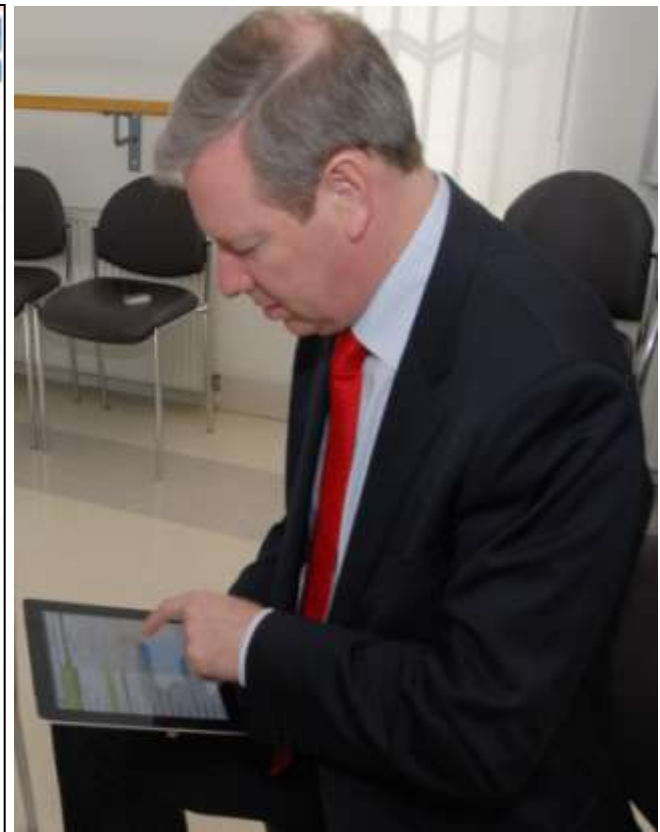
Better Health Channel mobile V1

health



Ministerial launch - 20 Sept 2011

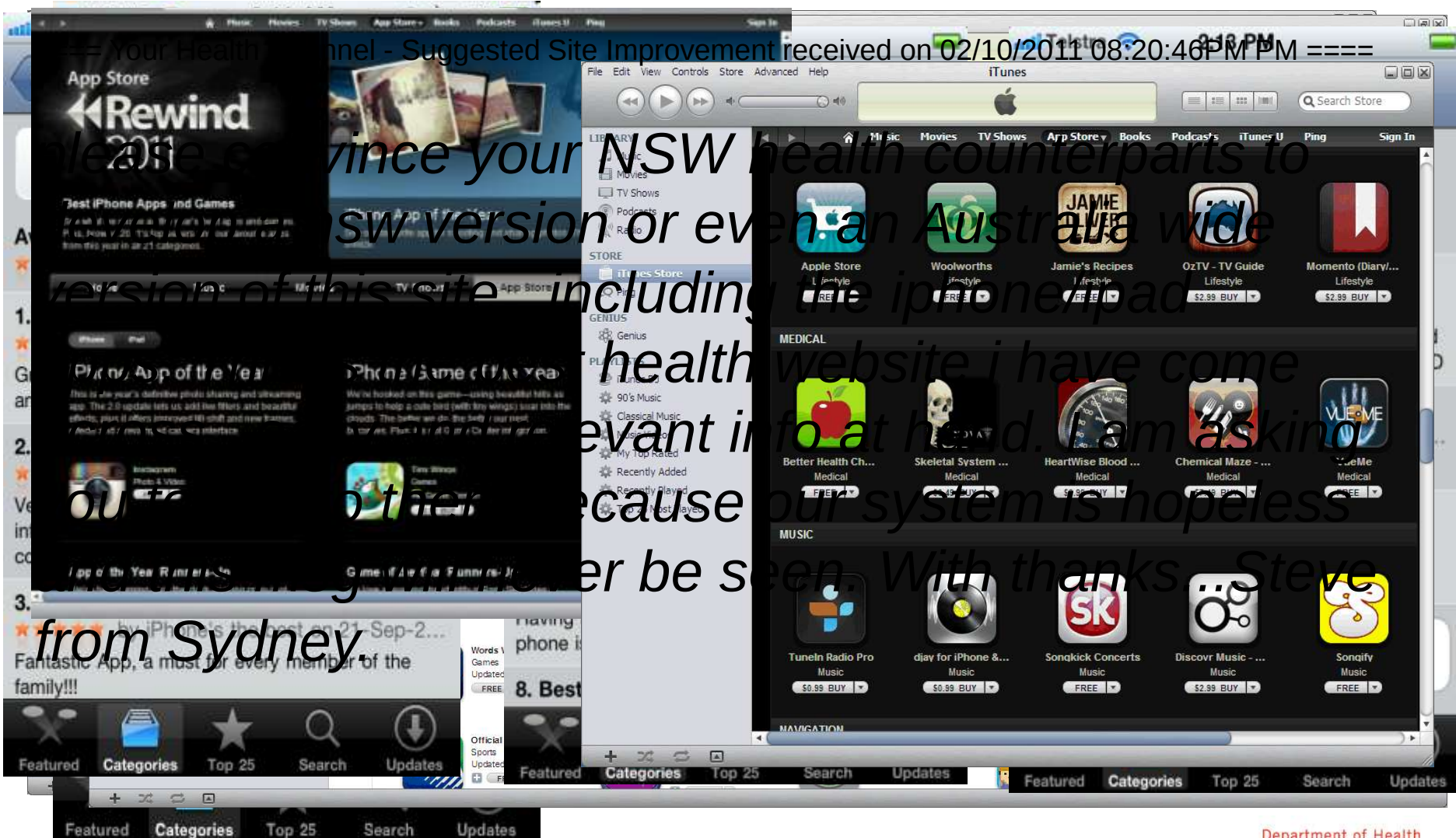
health



Left to Right: Brian Price, President - Board of Directors, Inner South Community Health Service
Robbi Chaplin – CEO, Inner South Community Health Service
David Davis - Minister for Health and Ageing

Positive consumer feedback

health



Best medical app and best mobile experience

health



Better Health Channel mobile V2

health



Positive consumer feedback

health



AUSTRALIAN
**MOBILE
AWARDS**

2013 Finalist



**MELBOURNE
DESIGN AWARDS**

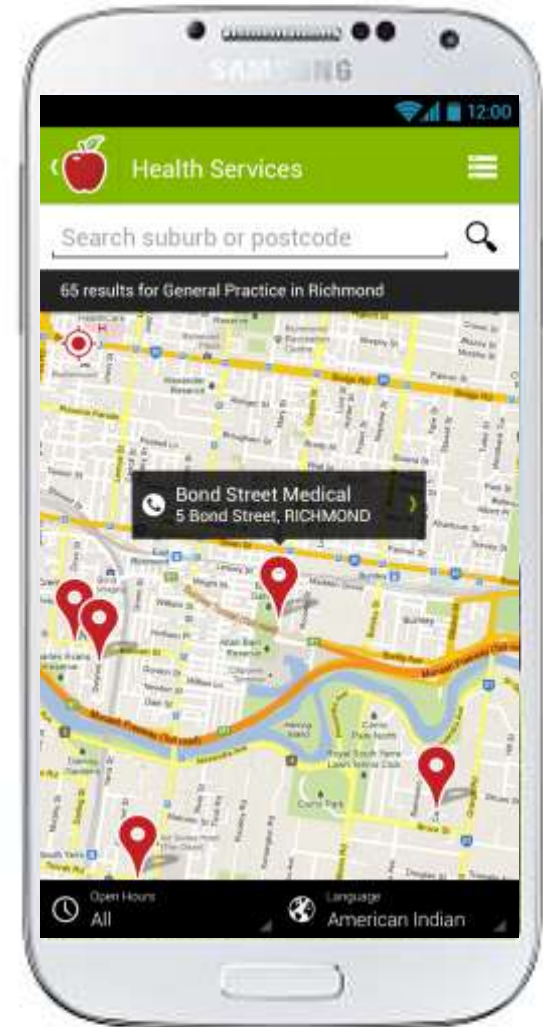
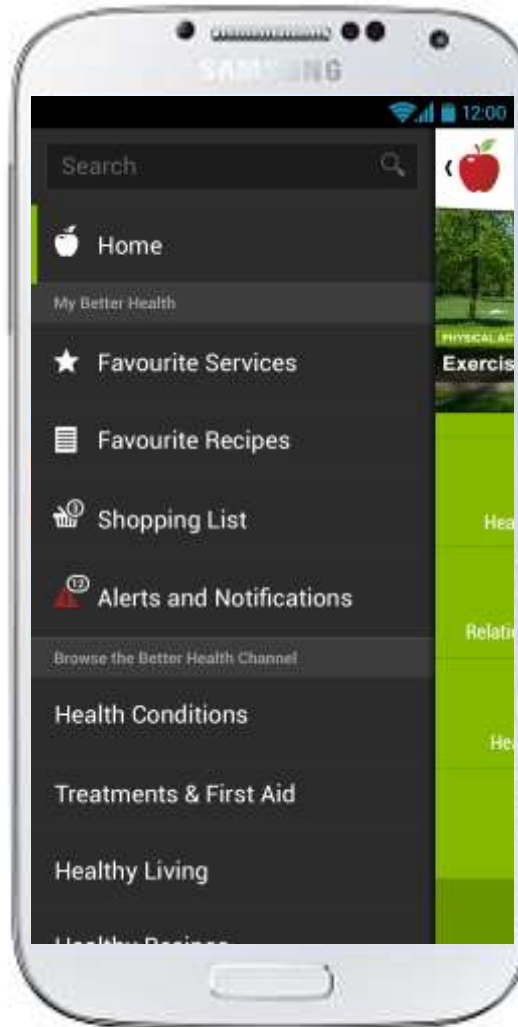
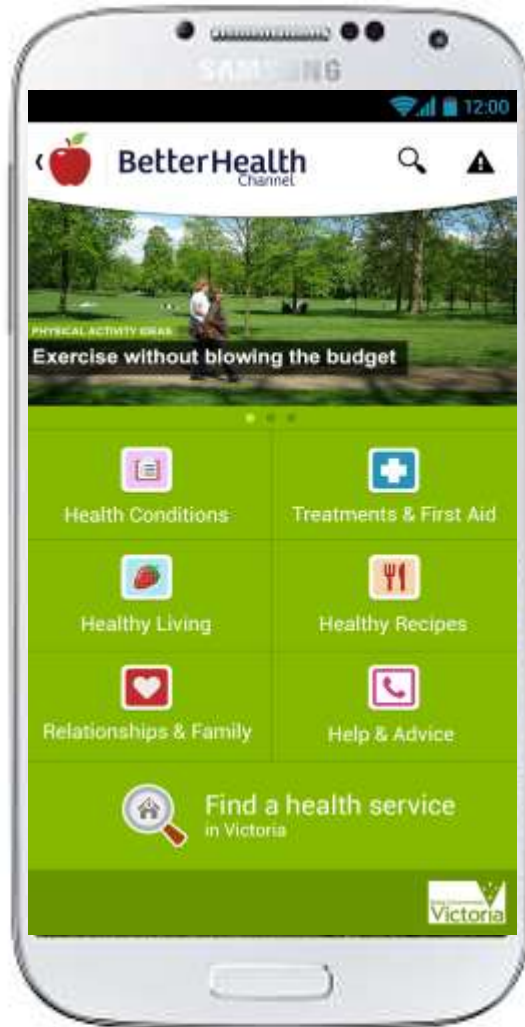
2013 Finalist

Key learnings V1 and V2

- Clearly define problems, use cases and opportunities and work to a defined scope
- Native, web, hybrid - know the benefits, limitations and relevance
- Logic map device types and use cases – eg Tablet v smartphone to determine best approach
- Start small, scale fast and iterate often
- Launch and learn. - Interrogate data and use it as the basis of future enhancements
- Adhere to proven methodologies – UCD, UX, SDL , Agile PM
- Partner well and leverage relevant expertise and channels – eg Apple / Google comms
- Promotion – let users be your voice. App has to be high quality
- Plan for processes, inc Procurement, Legal, data sources and Apple App store

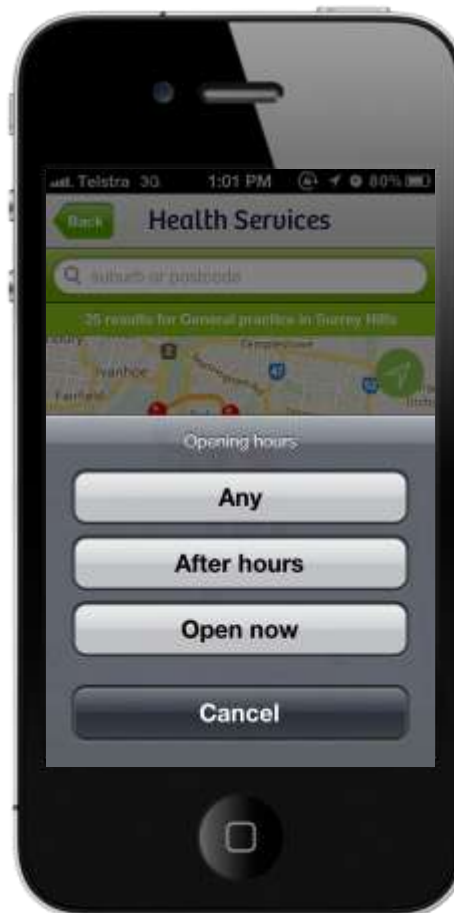
BHC V3 Android

health



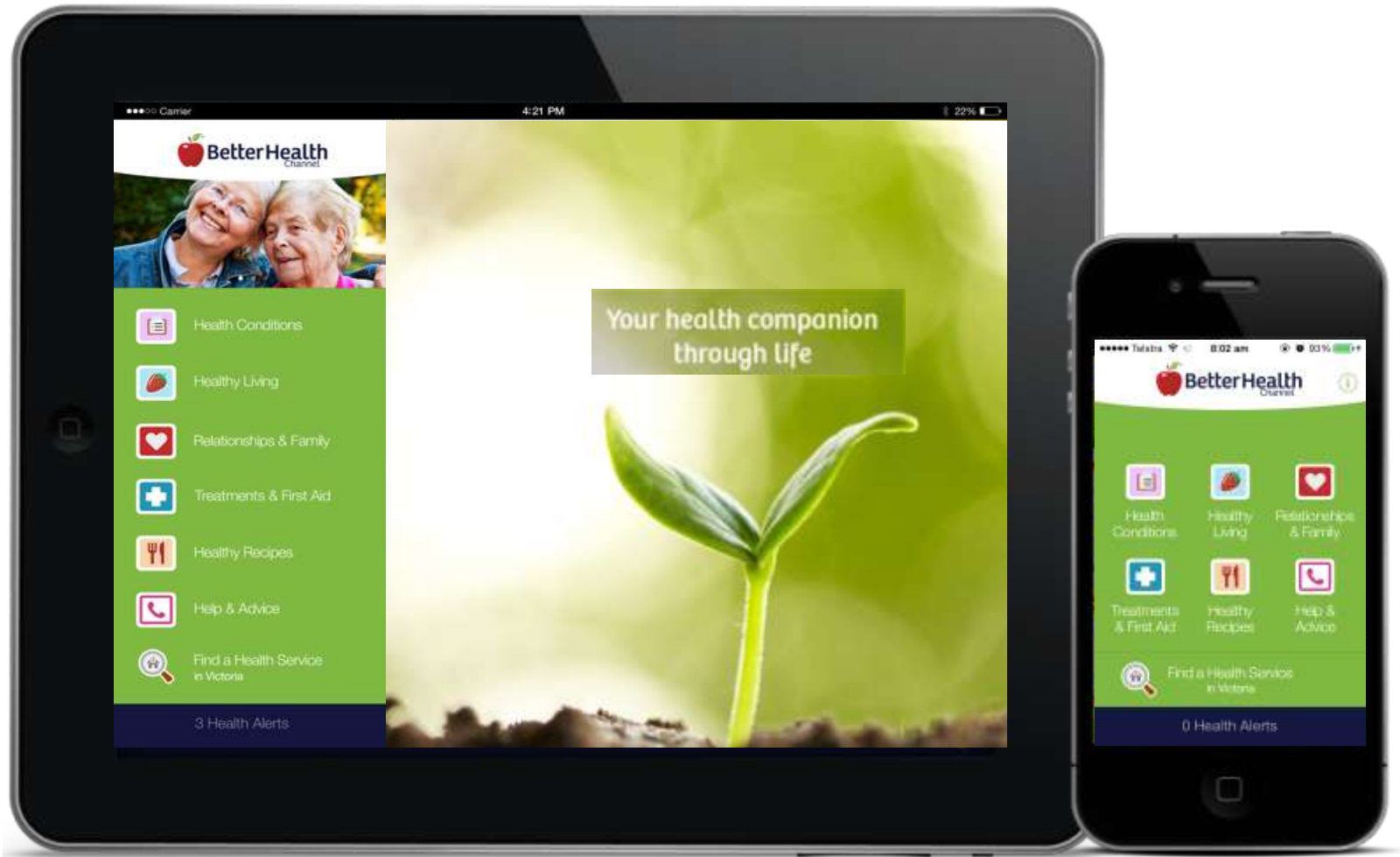
BHC V3 iOS enhancements

health



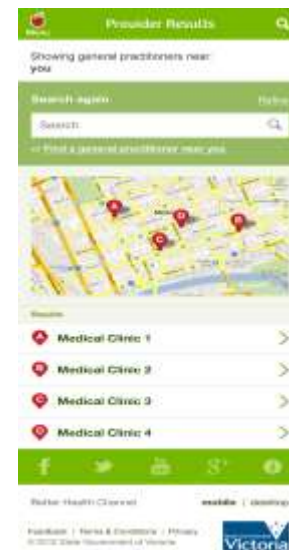
BHC V3.1 iOS7 enhancements

health



BHC mobile web

health



Thank you

health

