

Better Health Channel Mobile



Your trusted health companion through life

Right Click IPAA WA – 1 October 2013

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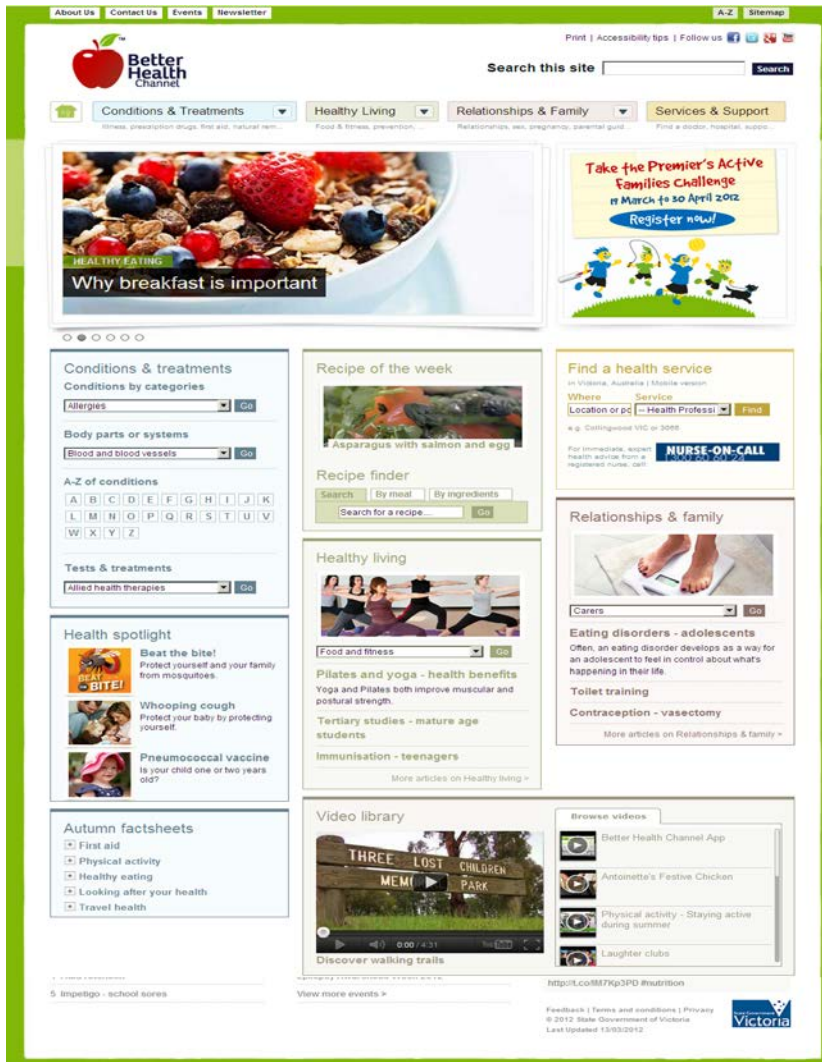


Agenda

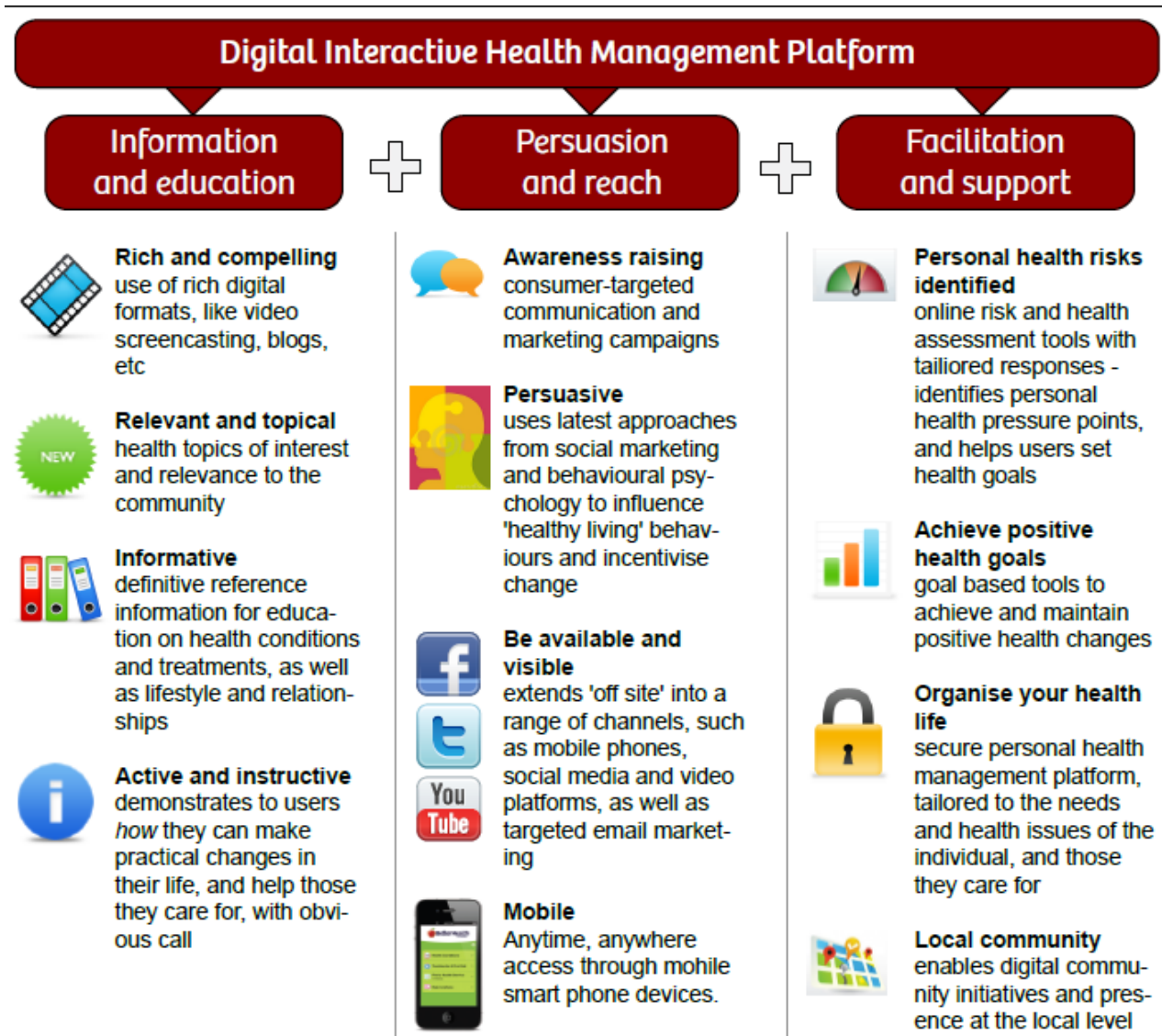
- Better Health Channel
- Strategic context
- Digital by design
- Better Health Channel mobile
- V1 and V2 apps the story so far
- Key learnings
- V3 and mobile web
- Questions

Better Health Channel

health



Strategic context



The rise of the connected health consumer

**PATIENT
OPINION**
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

47 stories told

2 staff listening

0 stories have led to changes

Who's listening to your stories?

How do people feel about their experiences?

amazing angry **annoyed**

confident disgusted **fantastic**

frustrated happy let down

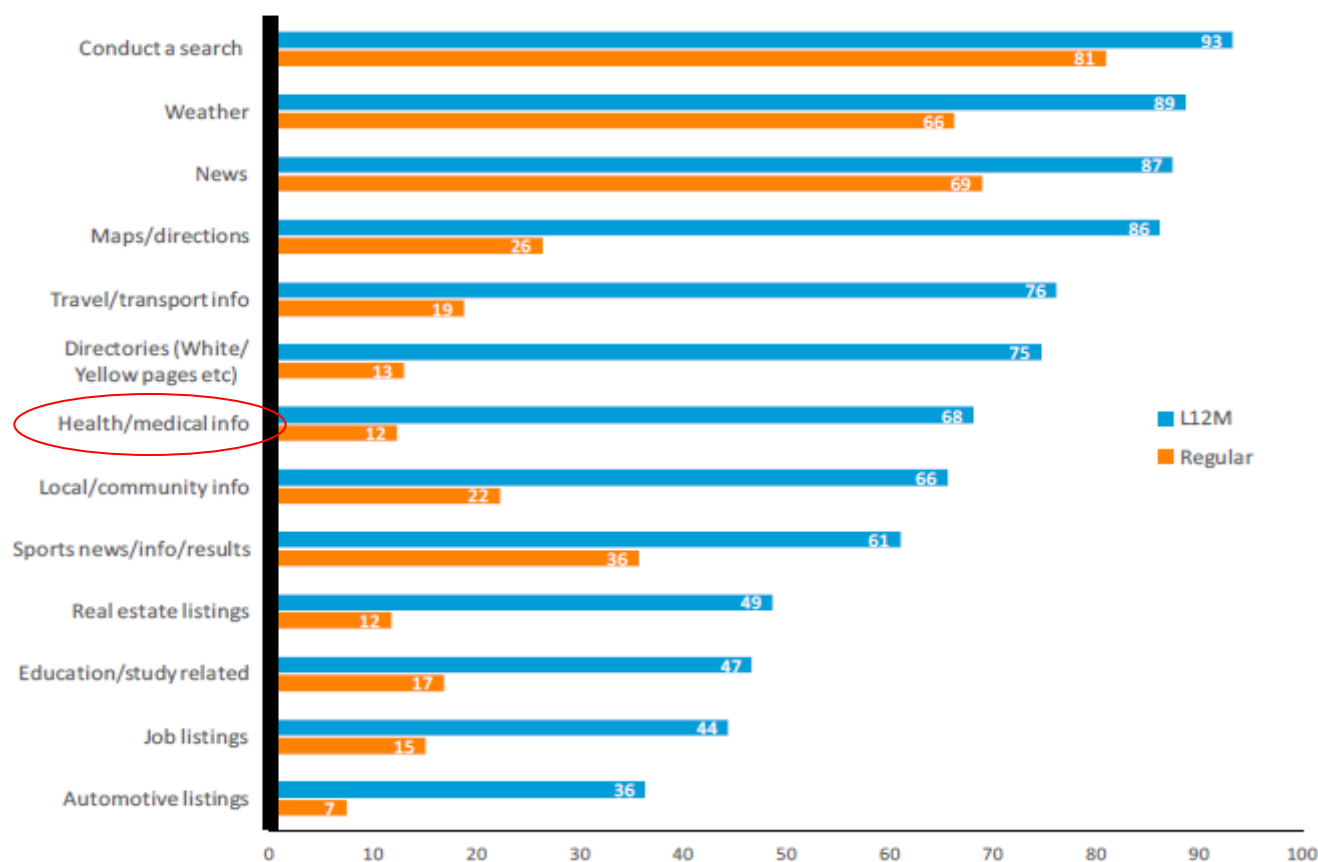
satisfied thank you

+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*

The rise of the connected health consumer

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

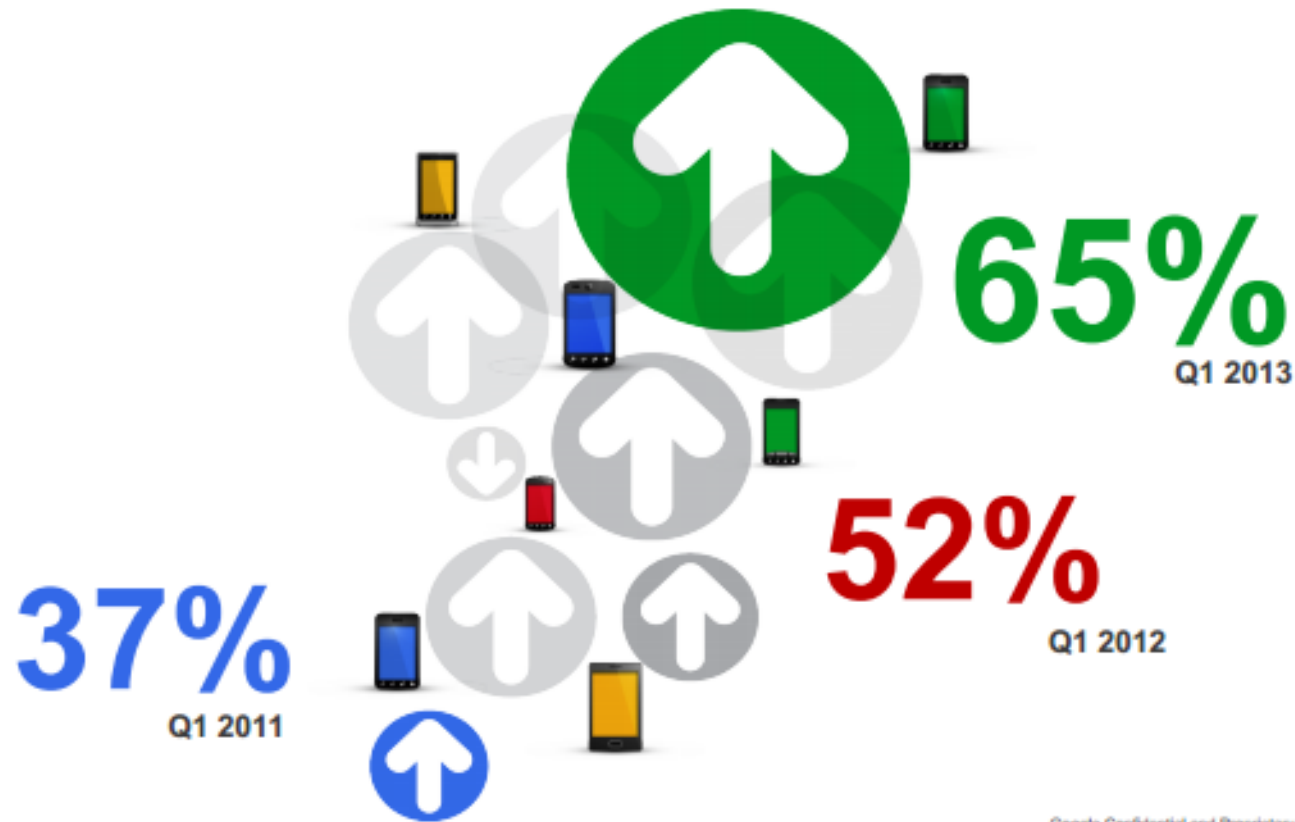
Base: Online Australians 16+ (n=5,034)

	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*

Digital by design

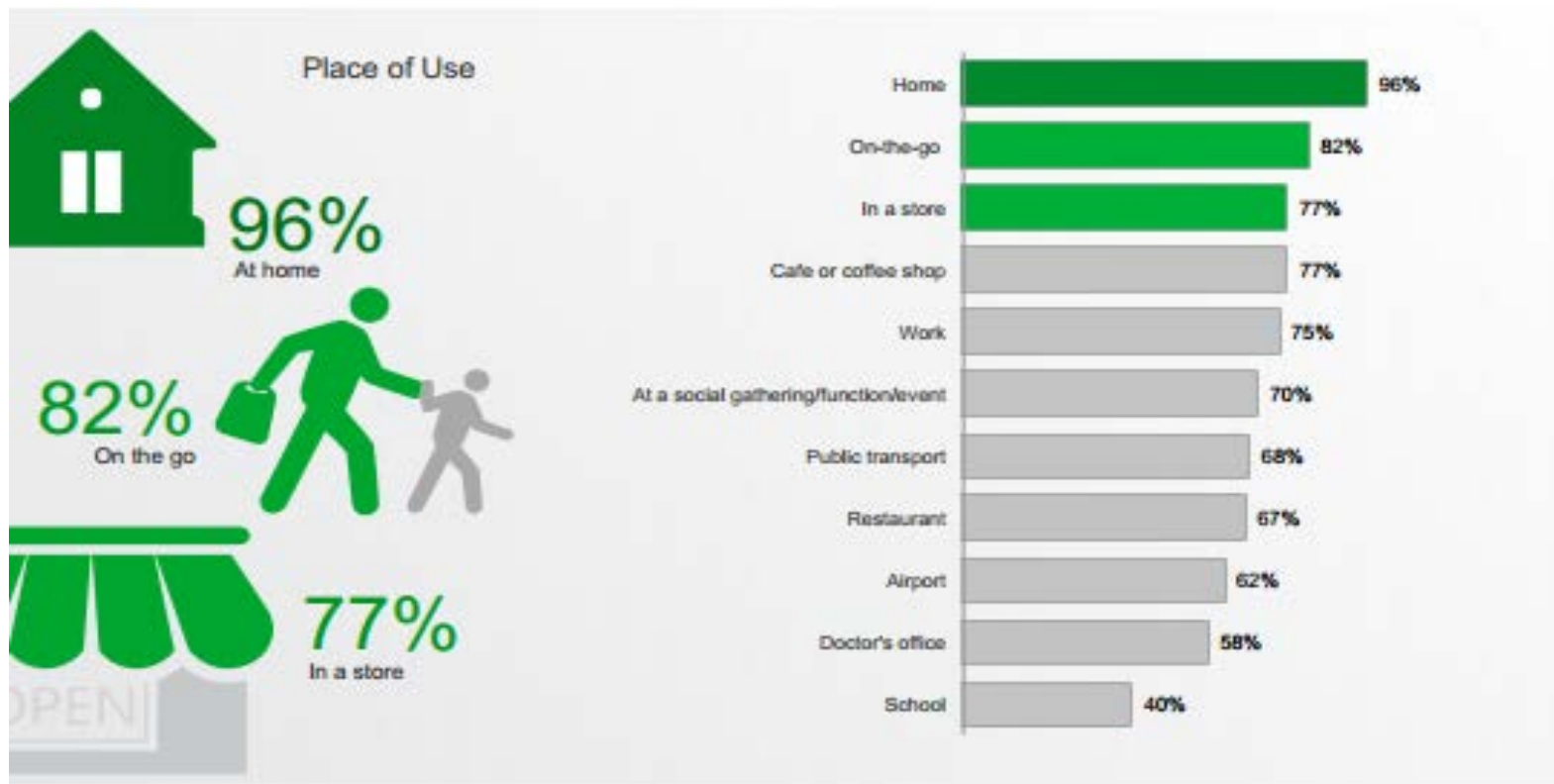
Smartphone Penetration is on the Rise



Source: Google (2013) *Our Mobile Planet*

Digital by design

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 |

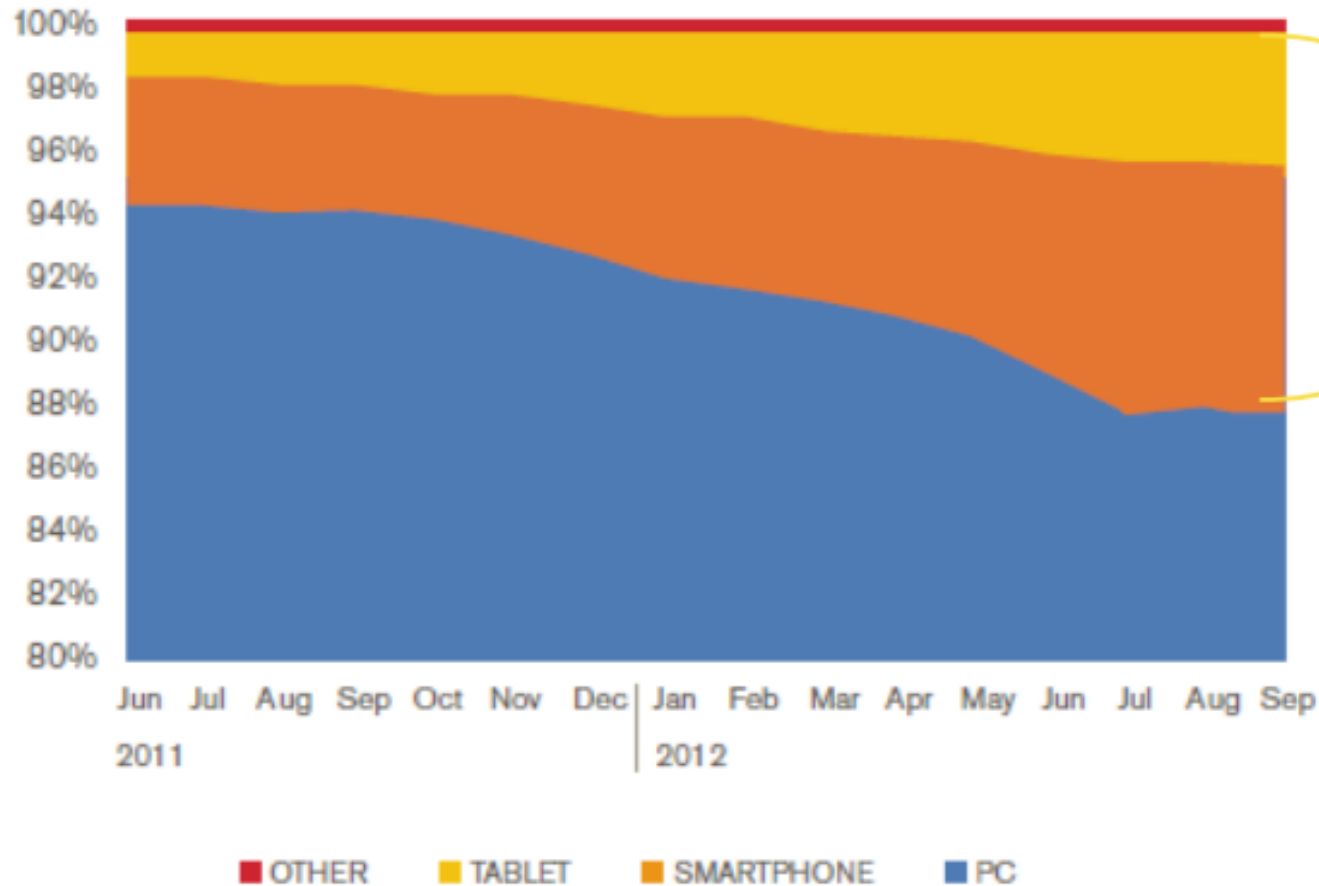
Mobile Phones Account for 17% of Global Web Usage

Percentage of page views coming from mobile devices*



* StatCounter defines mobile as a pocket-sized computing device, excluding tablets

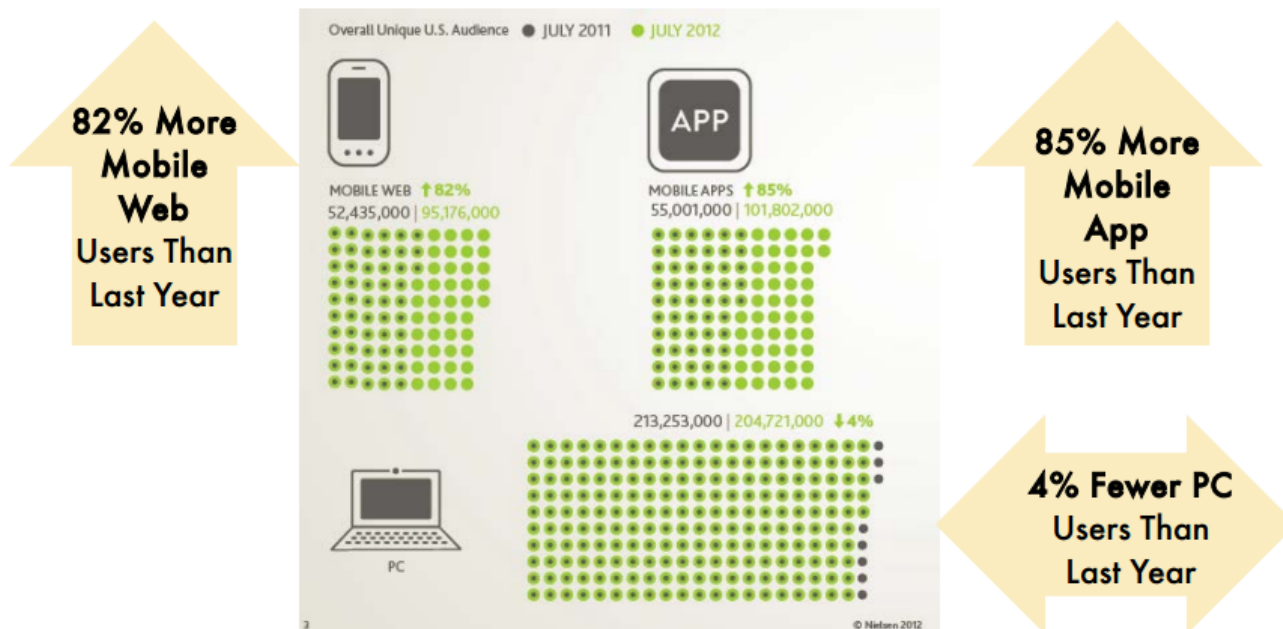
Digital by design



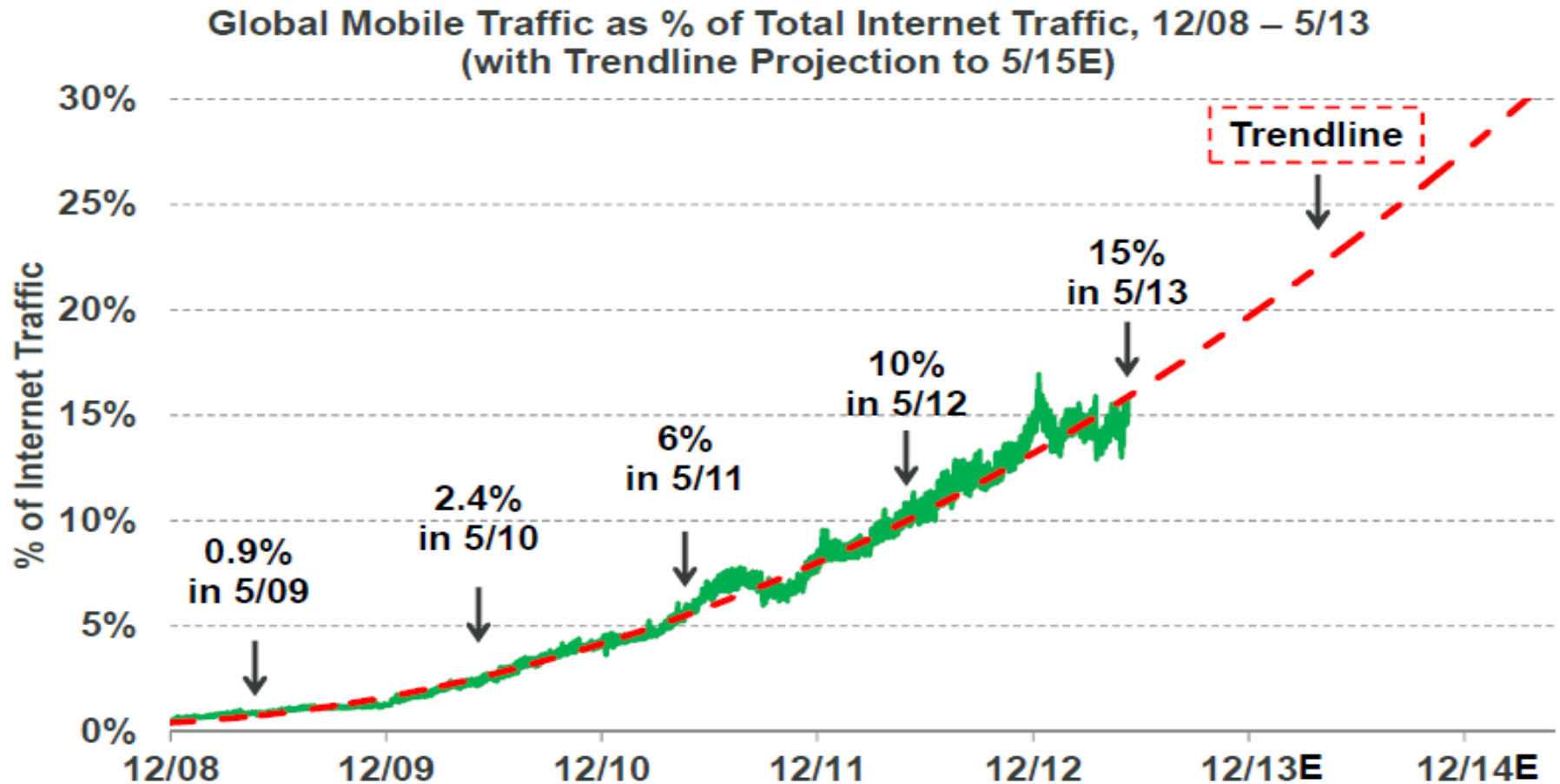
**Mobile Traffic
has Doubled
Since Last Year**

Source: ComScore, Brave New Digital World, 2012

More People Are Using Mobile Web and Mobile Apps



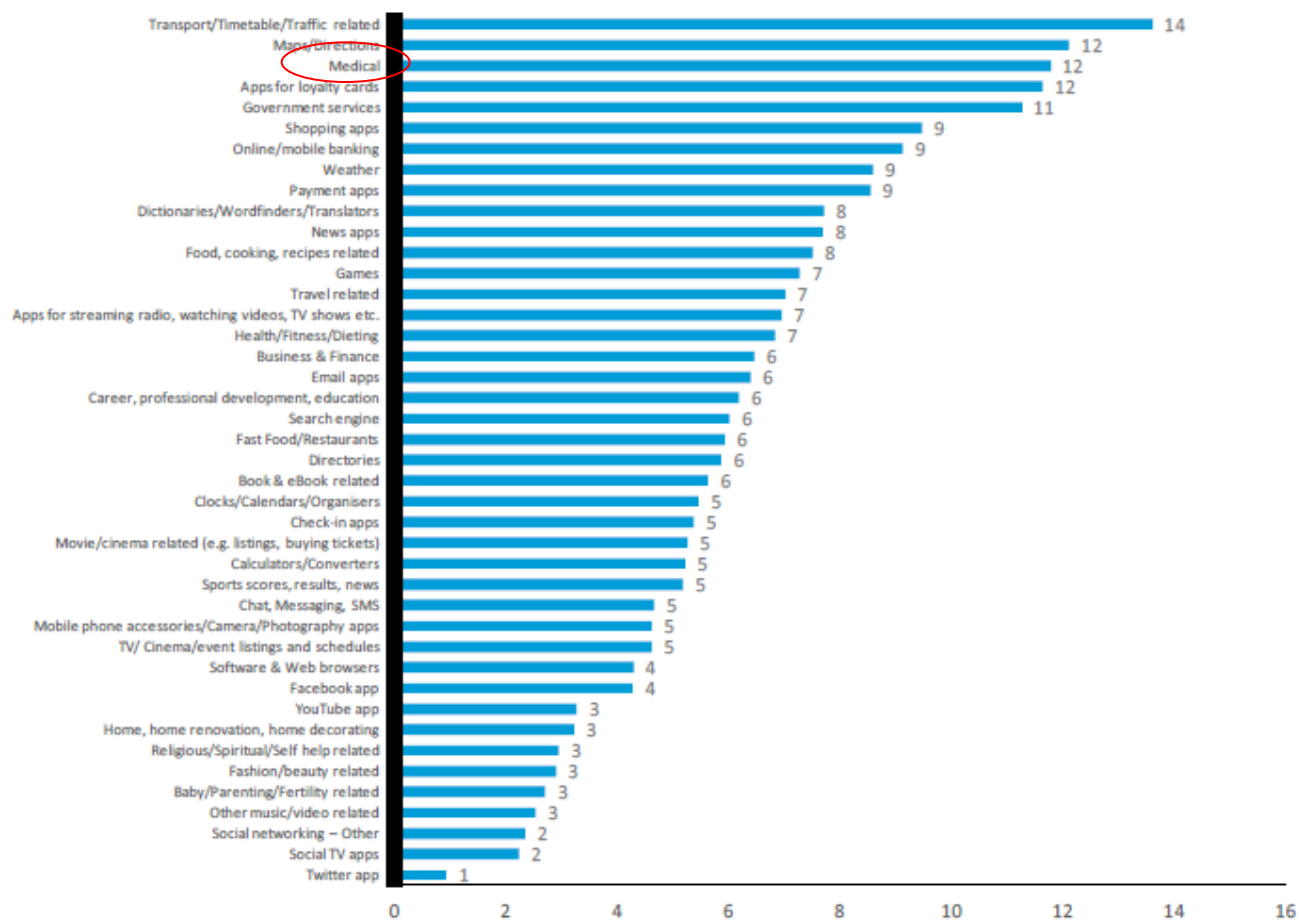
Digital by design



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*

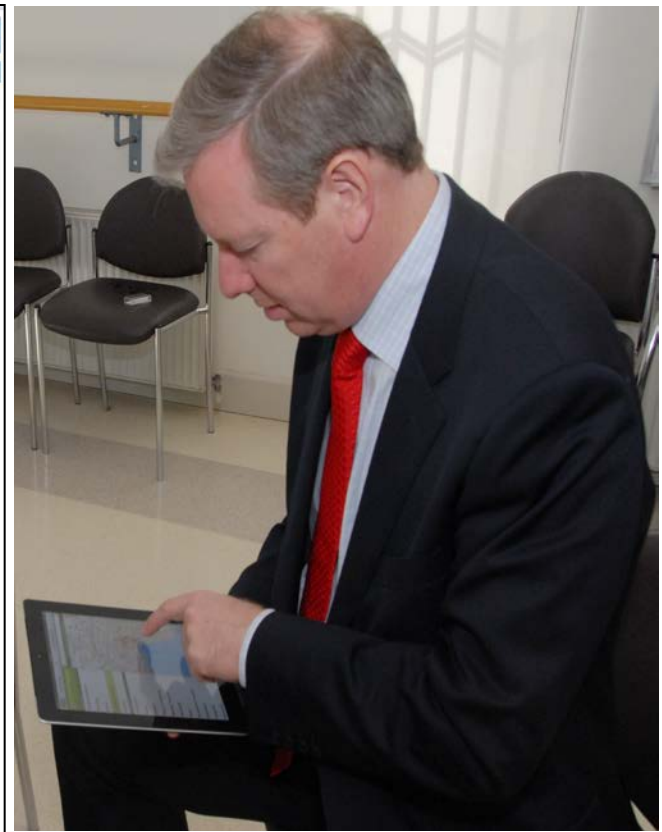
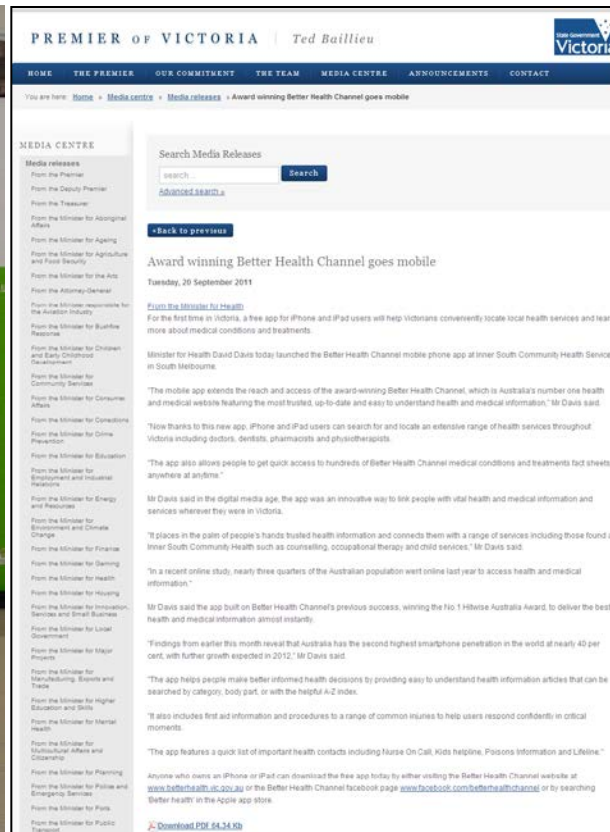
Better Health Channel mobile V1

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



Positive consumer feedback

health



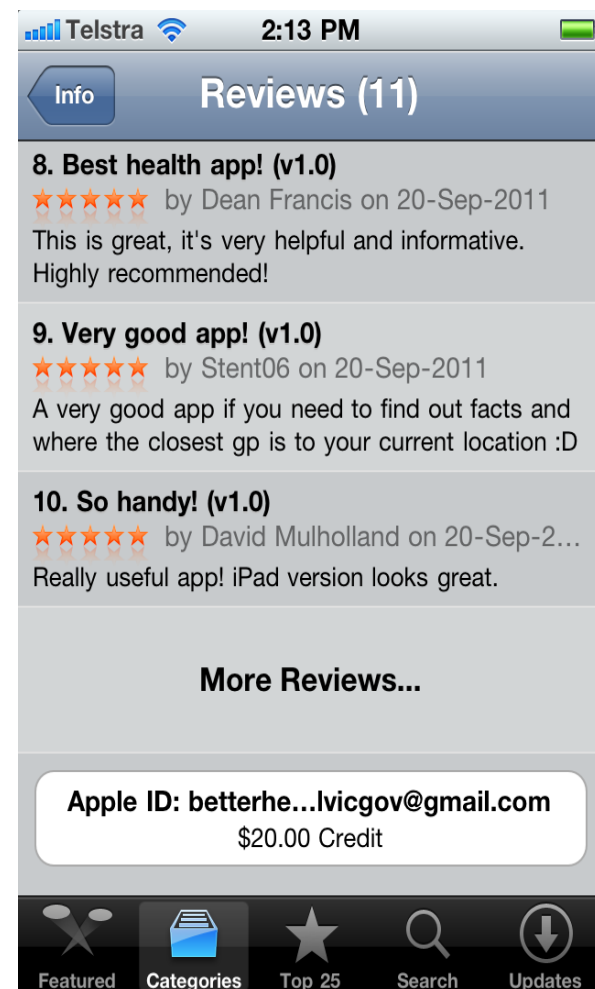
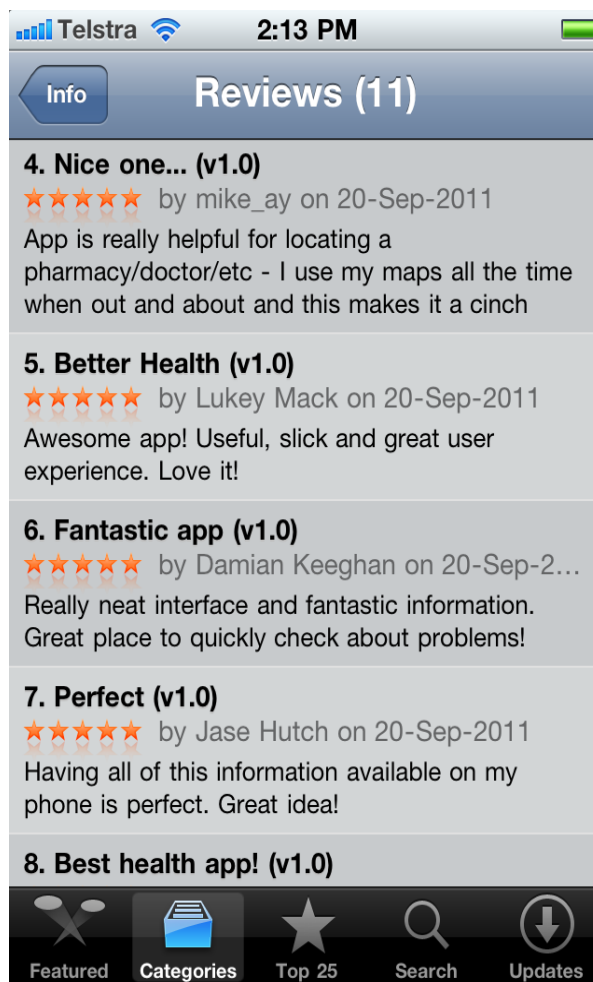
@sweetasdude

Brett Ironmonger

Better than Sex! #betterhealthapp now #1
free med app in front of sexfacts, human
anatomy & others, awesome!
pic.twitter.com/owmPUVwD

Positive consumer feedback

health



Positive consumer feedback

health

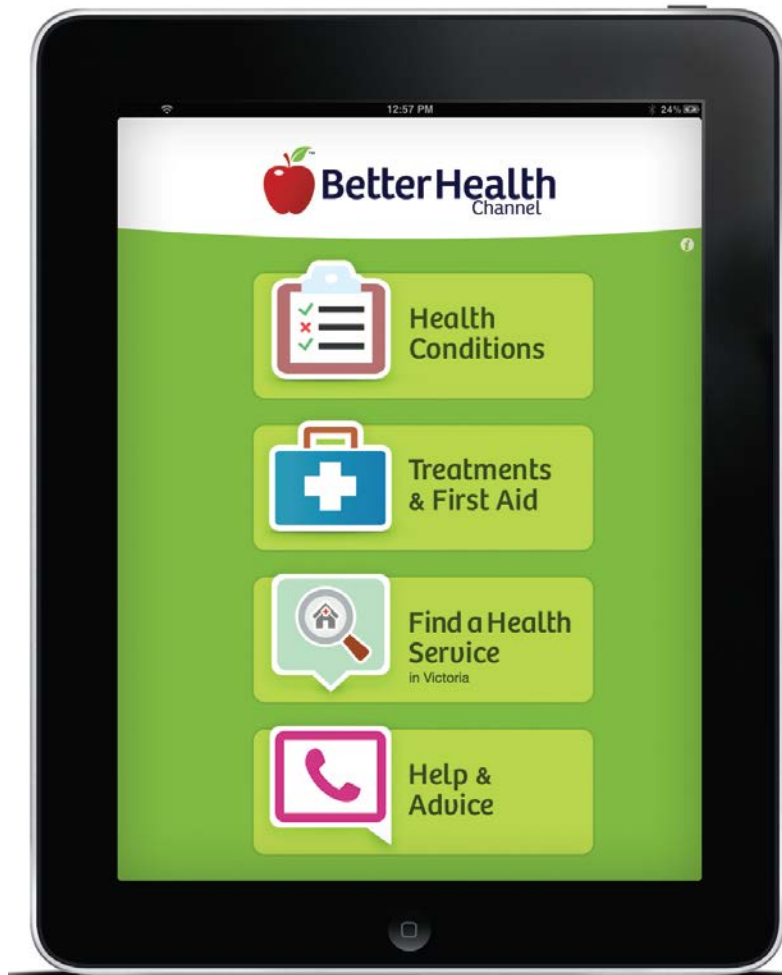


==== Your Health Channel - Suggested Site Improvement received on 02/10/2011 08:20:46PM PM ====

please convince your NSW health counterparts to develop a nsw version or even an Australia wide version of this site...including the iphone/ipad apps. This is the best health website i have come across...easy and relevant info at hand. I am asking you to talk to them because our system is hopeless and this msg will never be seen. With thanks...Steve from Sydney.

Best medical app and best mobile experience

health



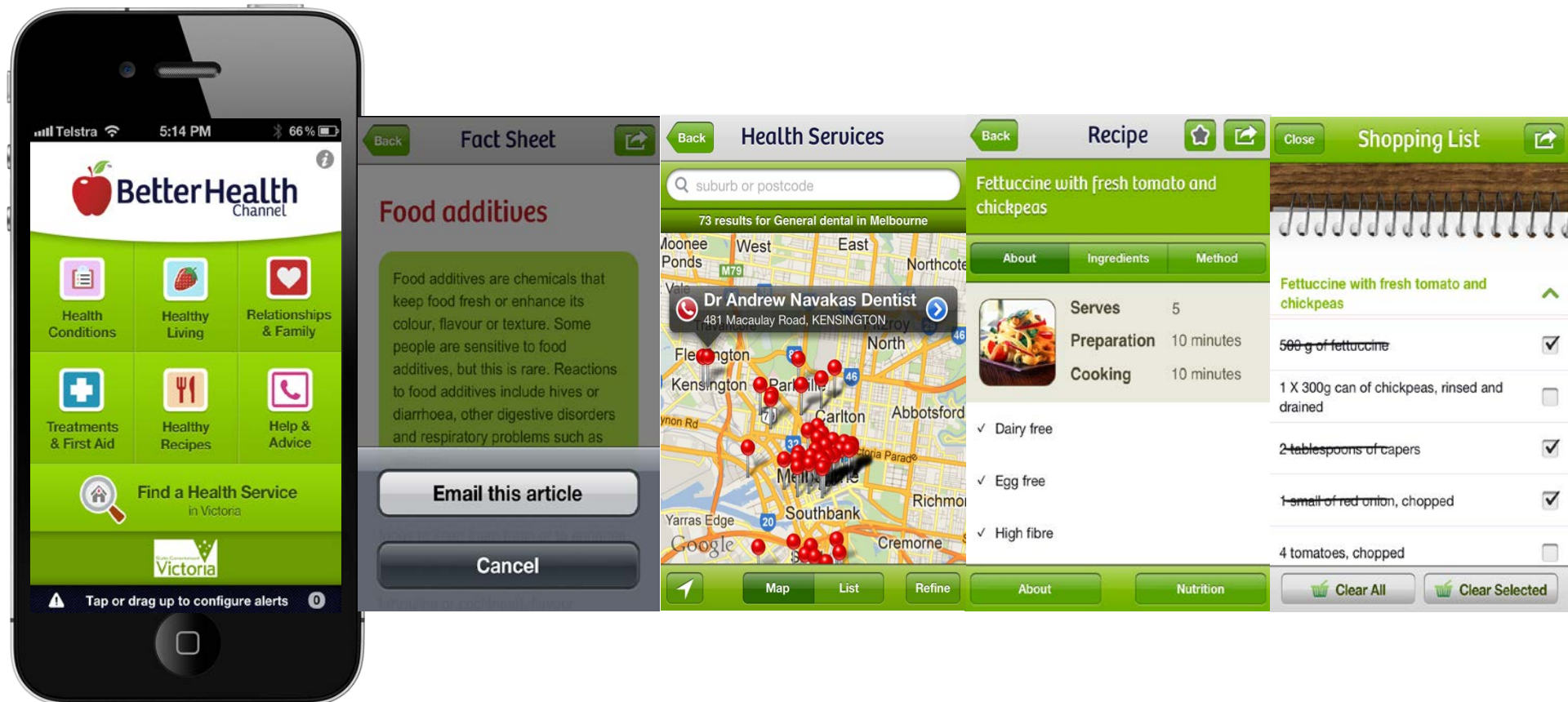
Better Health Channel mobile V2

health



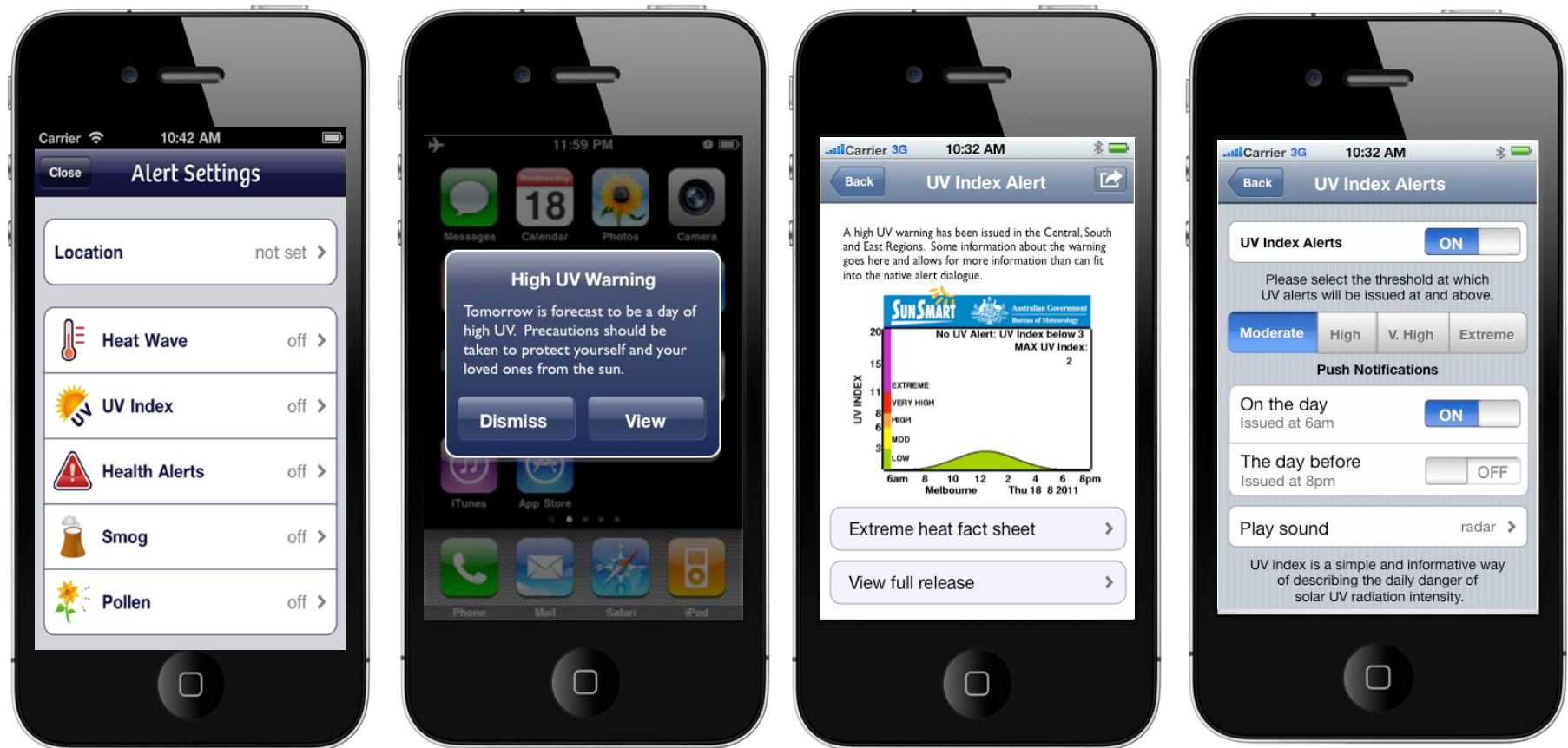
Better Health Channel mobile V2

health



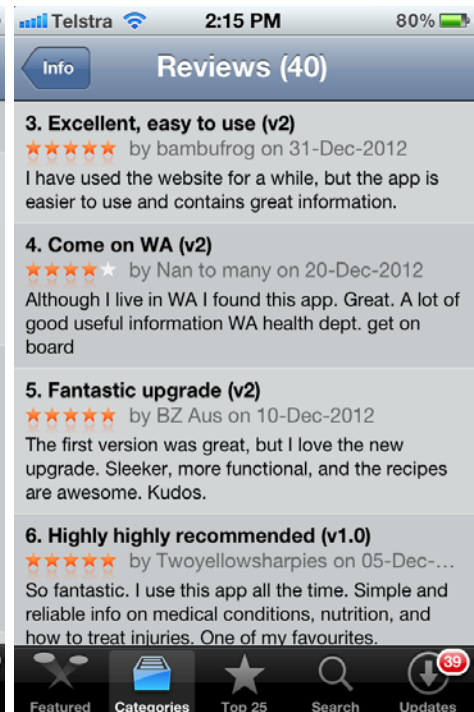
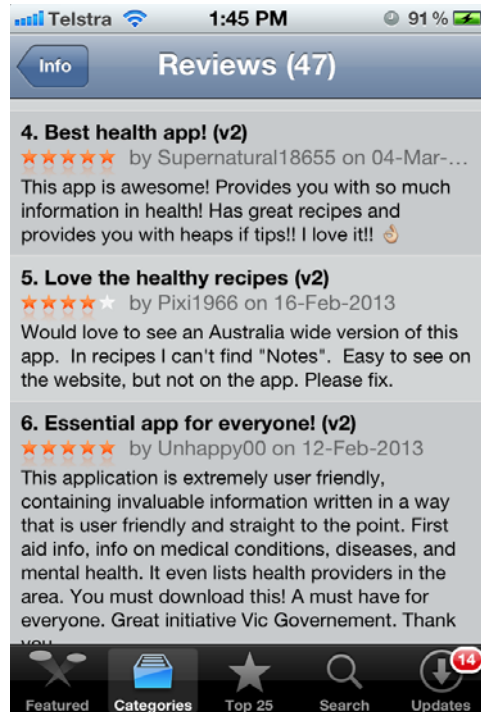
Better Health Channel mobile V2

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Positive consumer feedback

health



Positive consumer feedback

health



2013 Finalist



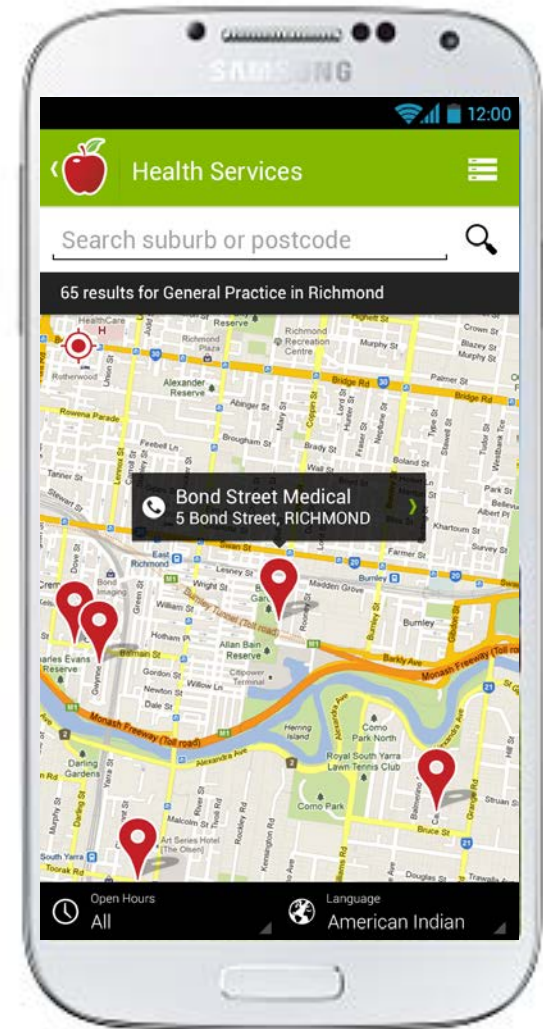
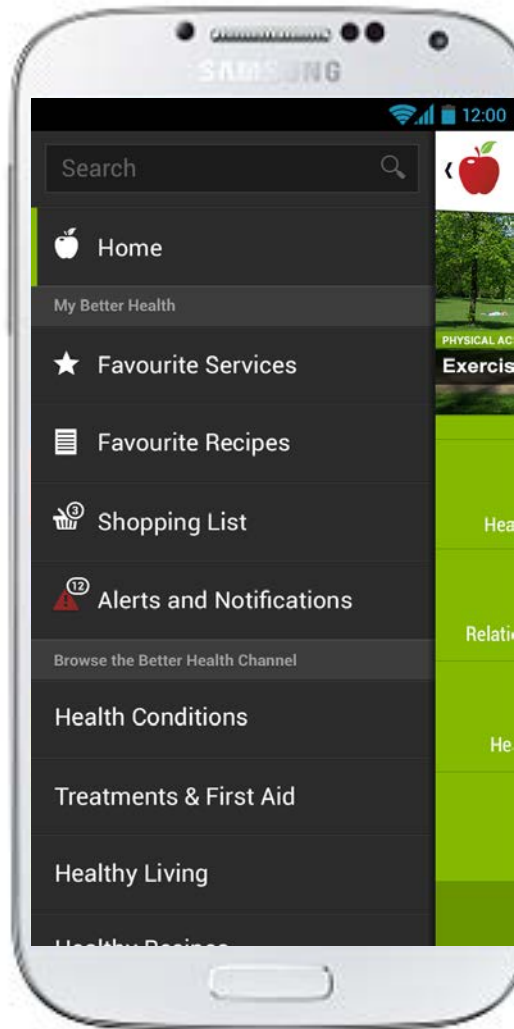
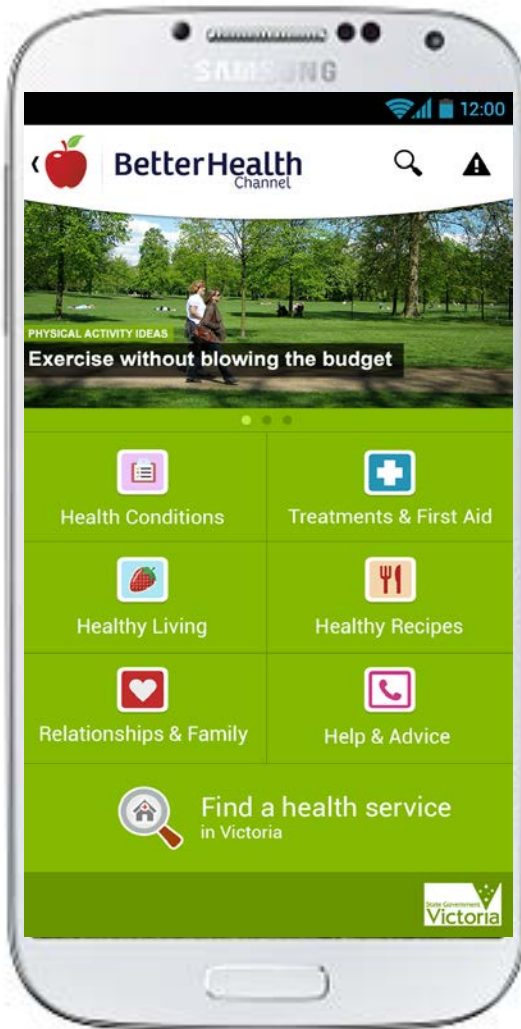
2013 Finalist

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

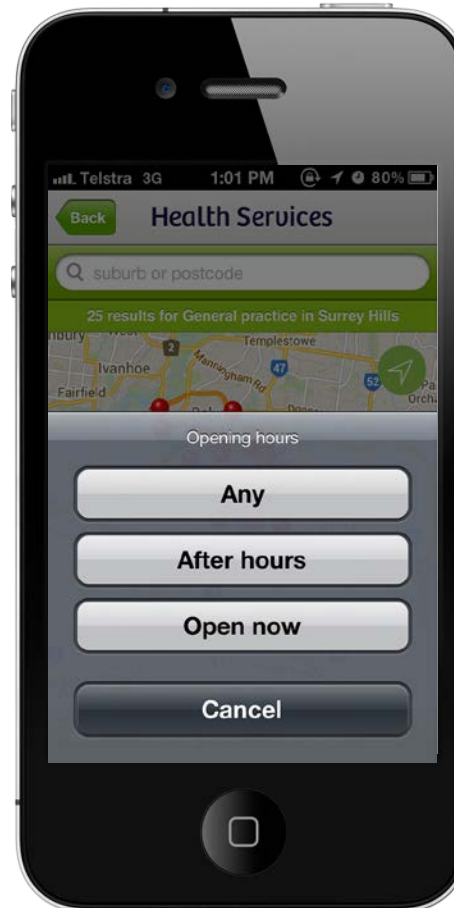
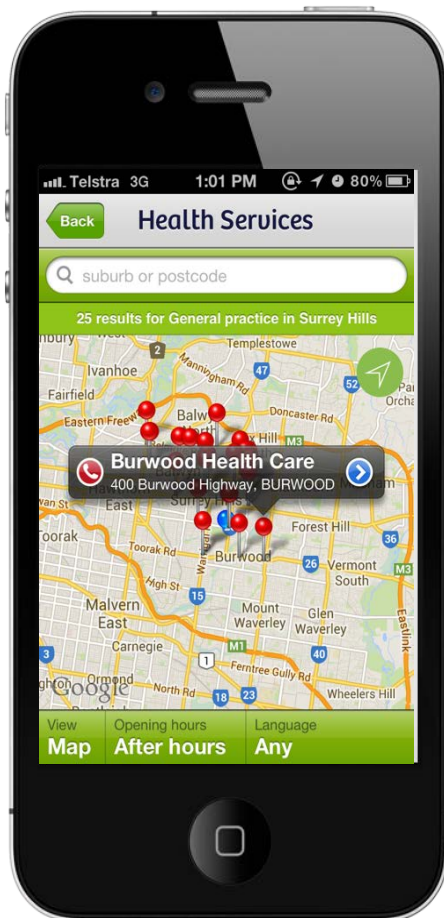
BHC V3 Android

health



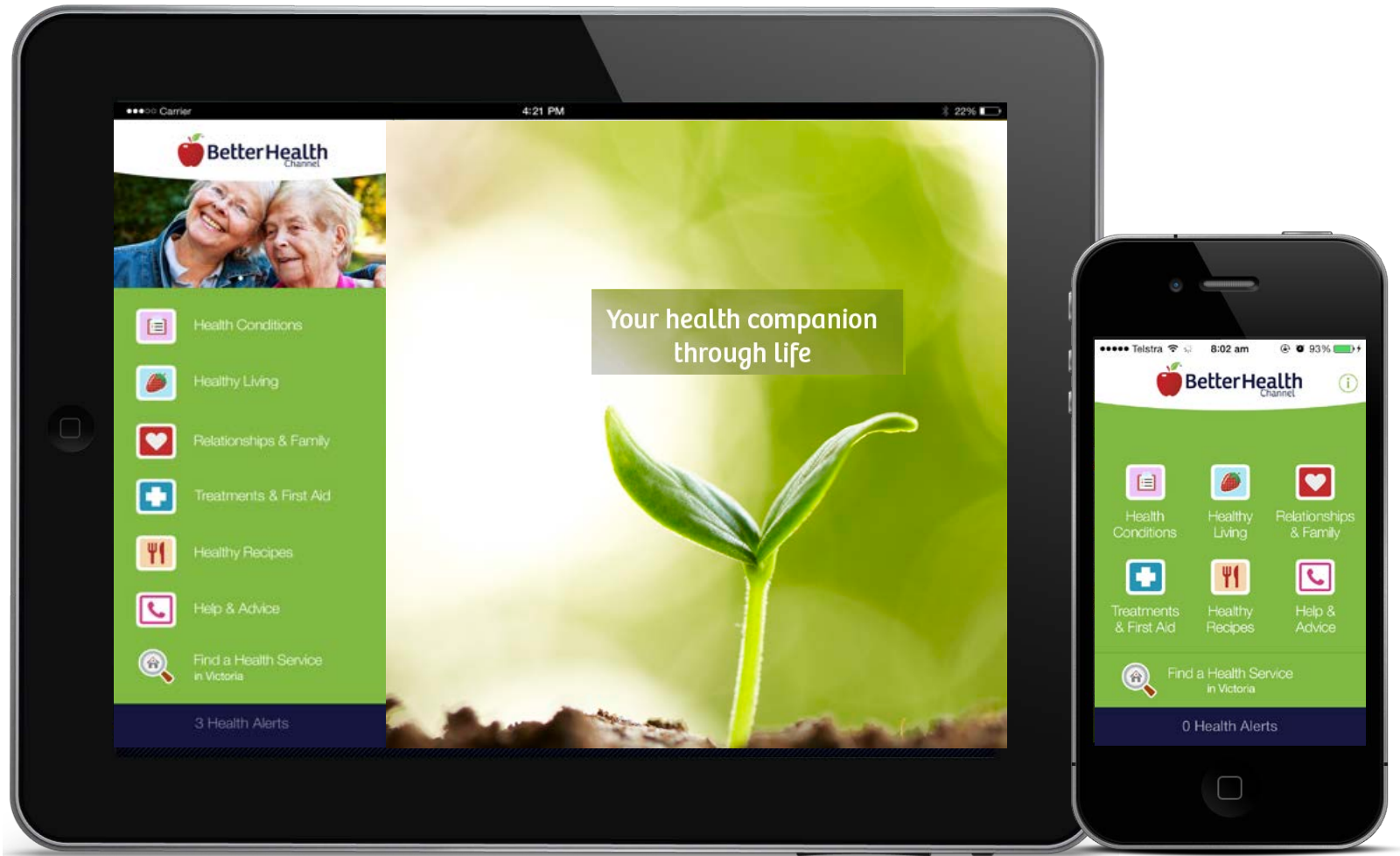
BHC V3 iOS enhancements

health



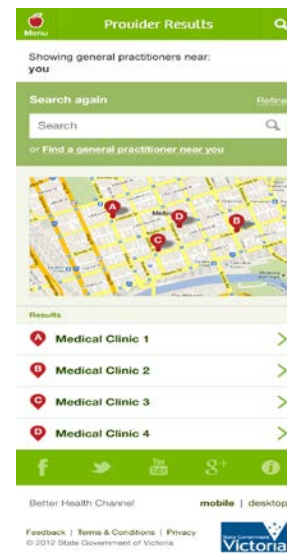
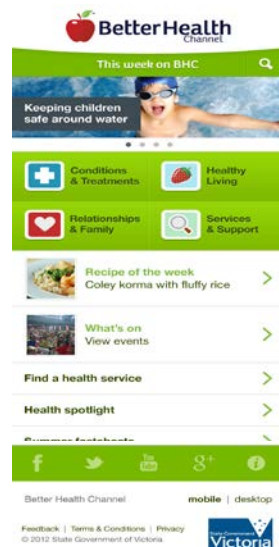
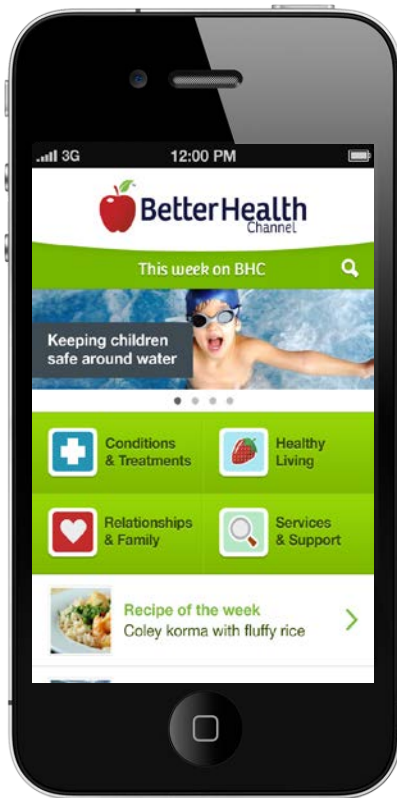
BHC V3.1 iOS7 enhancements

health



BHC mobile web

health



Thank you

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