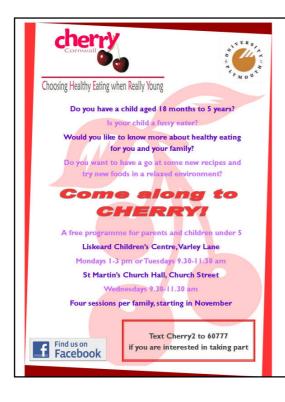


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Mobile is here

- >4.6 billion users worldwide
- Always-on, alwayswith-me
- Phone ⇒ computer
- Numerous uses in mhealth, m-libraries, mlearning...





Participant recruitment

- Make it easy for prospective participants to contact you
- Use a 'short code', e.g. "Text CHERRY to 60777"

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How have other technological innovations fared...?

Electronic health records

NHS Connecting for Health

Biggest civilian IT project in the world ever; many successes, however...

"Seven years after the launch of the National Programme for IT in the NHS, essential technology does not meet the needs of doctors, local cost estimates are unreliable, many NHS staff remain unenthusiastic, and the programme's future is far from certain."

"The **delays** are despite the programme's having spent £2.4bn by March 2007"

"few successful deployments of the scheme's two main hospital systems [...]"



"An NHS trust at the forefront of work on the fl2.7bn NHS TT scheme has called in police after a breach of smartcard security compromised the confidentiality of hundreds of electronic records."

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Principles to support technology innovation?

Involve users in design

Allow co-evolution of technology and usage

Recognise issues with top-down and bottom-up approaches (middle-out?)

Address the complexity of work practices

Address organisational issues

Get the infrastructure right

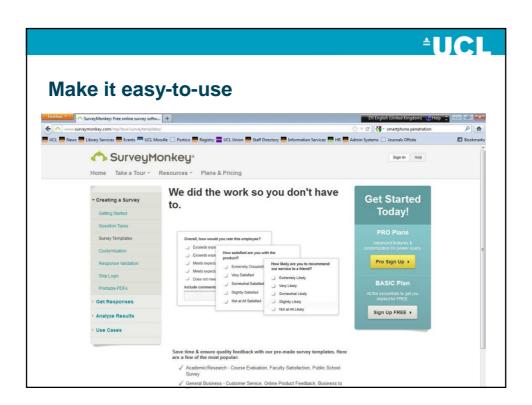
Technology push v. user pull

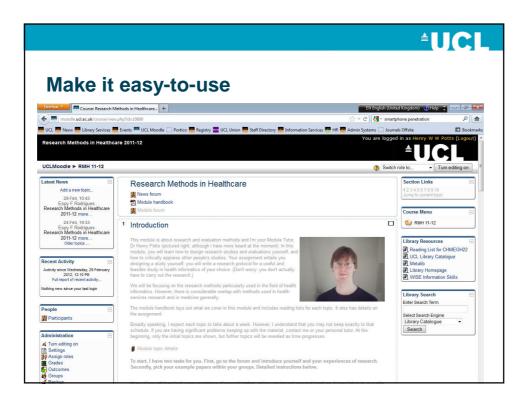
In electronic health records: Greenhalgh , Potts et al., Milbank Quarterly 2009, 87(4):729-88 "if you think IT is the solution to your problem, then you don't understand IT, and you don't understand your problem either."

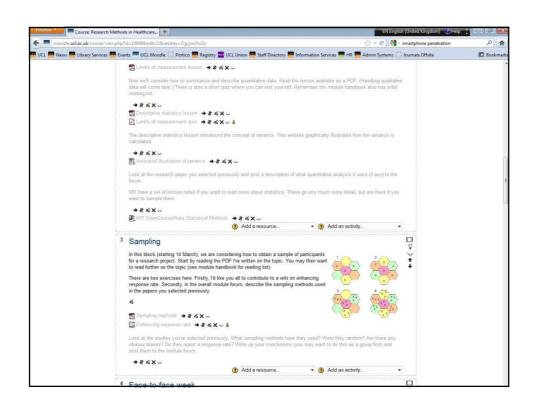
Roger Needham, CBE

Y r u obsessed w apps? :-)

- Don't overlook SMS (text) & interactive voice response
- Near universal coverage; no fragmentation
- UK
 - 62M population, 82M mobile phone subscriptions, 25M smartphones, 40% smartphone penetration
- India
 - 1220M population, 973M mobile phone subscriptions, 33M smartphones, 3% smartphone penetration







Money

- Unlike Internet, most mobile activities have to be paid for
- What does the end user pay? What does the institution pay?
- Long tail of usage



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Guess the date

Advert in California newspaper that a certain doctor "wishes to inform his patients and the public that he may be summoned or consulted through the telephone either by night or day. The communication is made through the American Speaking Telephone Company, and is absolutely private and confidential."

July 1878

Pre-history

- Mid-19th century: telegraph used to fetch doctors
- 1860: heart signals sent by telegraph
- 1876: Alexander Graham Bell patents the telephone
- 1879: A doctor describes listening to a child's cough through the telephone late one night and being able to decide an immediate visit was not required
- 1901: Linguaphone release language lessons on wax cylinders



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Thank you

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Cite as: Potts HWW (2012), "Going Forwards: Realising the Potential of M-Health Innovation", University Health & Medical Librarians Group Spring Forum, London, 5th March 2012