Health Literacy Goes Mobile:
A Case Study of the healthfinder.gov Mobile App Challenge

Silje Lier, MPH
Presentation Overview

- Exploring healthfinder.gov
- healthfinder.gov Mobile App Challenge
- The myfamily App
- Developing health literate mobile apps

- Designed using health literacy principles
- Evidence-based prevention focus
- Wellness: Health Topics A-Z
- Preventive Services: myhealthfinder
Health Topics A-Z

Search for prevention info by:

- Alphabetical order
- Health topic
- Life stages
Find personalized prevention info based on:

- Gender
- Age
- Pregnancy Status
You said you are a **woman** age 65. Here are important ways you can stay healthy. Talk with your doctor or nurse about which recommendations are right for you.

**Doctors recommend that all women age 65:**

- **Get a Bone Density Test**
  Get your bone density tested starting at age 65. (USPSTF)

- **Get a Pneumonia Shot**
  Ask your doctor for a pneumonia shot. (ACIP)

- **Get Important Shots**
  Get important adult shots (vaccinations). (ACIP)

- **Get Tested for Breast Cancer**
  Get a mammogram every 2 years. (USPSTF)

- **Get Tested for Cervical Cancer**
  Get a Pap test every 3 years. If you get a Pap test and an HPV test, you can get a Pap test every 5 years instead. (USPSTF)

- **Get Tested for Colorectal Cancer**
  Get tested regularly for colorectal cancer, starting at age 50. (USPSTF)

- **Get Your Blood Pressure Checked**
  Get your blood pressure checked at least once every 2 years. (USPSTF)

Based on family history and other risk factors, doctors recommend that **some** women age 65:

- **Drink Alcohol Only in Moderation**
  If you are concerned about your drinking, ask your doctor about screening and counseling. (USPSTF)

- **Eat Healthy**
  If your doctor has told you that you are at risk for heart disease or diabetes, ask about dietary counseling. (USPSTF)

- **Get Your Cholesterol Checked**
  If you or someone in your family ever had heart disease, or if you have other risk factors for heart disease (like smoking, diabetes, high blood pressure, or obesity), get your cholesterol checked once every 5 years. (USPSTF)

- **Lower Your Risk of Falling**
  If you are worried about falls, ask how exercise, physical therapy, and vitamin D supplements might help you prevent falls. (USPSTF)

- **Quit Smoking**
  If you smoke, ask your doctor about services to help you quit. (USPSTF)

- **Take Steps to Prevent Type 2 Diabetes**
  If you have high blood pressure, ask your doctor if you need to be screened for type 2 diabetes. (USPSTF)

- **Take Steps to Protect Yourself from Relationship Violence**
  If you think your partner might be abusive, talk with your doctor about getting help. (IOM)
Health Care Reform

Find out how your family may be able to get free services to help you stay healthy.

What’s Covered

![Preventive services for adults](image1)
![Preventive services for women, including pregnant women](image2)
![Preventive services for children](image3)

Introduction to Health Care Reform

The health care reform law passed in 2010 – called the Affordable Care Act – requires many insurance plans to pay for preventive services like shots and screening tests. This means that you and your loved ones may be able to get many important services at no cost to you.

See all of the preventive services that are covered for:

- Adults
- Women and Pregnant Women
- Children

Related Resources

We Support a Healthier Future
Why go mobile?

• Digital Government Strategy

• Cell phone use in the U.S.
  • 56% of adults own smart phones
  • 19% of adults have downloaded health apps

• Enhance healthfinder.gov offerings and brand awareness
The Challenge

• **Phase 1:**
  - Developers will submit working app prototypes, along with documentation and evidence of public feedback via Health Tech Hatch
  - The top three applicants will be awarded $10,000 each and move on to Phase 2

• **Phase 2:**
  - Phase I winners will fully develop their apps and compete for $50,000 grand prize
Challenge Criteria

- Usability & Design
- Health Literacy Principles
- Connection to Clinical Preventive Services & Wellness Information
- Evidence of Co-Design with End User
- Innovation in Design
- Functionality & Accuracy
- healthfinder.gov Branding
Co-Designing an App

healthfinder.gov provides reliable and actionable information on a number of prevention and wellness topics, including preventive services covered under the health reform law (Affordable Care Act). HHS is challenging developers to design a mobile application that makes healthfinder.gov content customizable and easy to use, reaching the user where they are.

The US Department of Health and Human Services' Office of Disease Prevention and Health Promotion, with the Robert Wood Johnson Foundation as an advisor, challenges teams of developers and health professionals and health consumers to co-design a mobile app that will be used by the public to access customized decision support for preventive services and wellness information from healthfinder.gov.

Developers and testers, we want to make the process of collaborating on the development of these apps as easy as possible. If you have any questions, or problems using the site, please don't hesitate to call or text (319) 538-6992 or (415) 599-6147, or contact us via email at info@healthtechhatch.com. Many thanks, The Hatch Team

View the submissions, and give your feedback!
Or upload your projects for a chance to win a grand prize of $50,000!

Prizes
Submission Deadlines
Crowdsourcing Results

**Developers**
- 28 teams submitted ideas to HTH
- 56 registered teams on Health 2.0
- 26 final submissions

**Testers**
- >160 registered
- 95 complete questionnaires
- >260 comments
Example of Co-Design Feedback

Developer Comments:

“Great feedback so far. I have incorporated the following features that you suggested: bilingual, ability to login without Facebook, and ability to add people who are not on Facebook.”

“Based on your feedback I'm now working on adding the database of community health centers that the HHS maintains.”

- Two test versions
- 6 testers, 7 tester comments, 4 developer comments
- Designed own questionnaire
- Took a vote on titles for app
- Feedback from testers:
  - “Like the dual language.”
  - “[I suggest] ability to login without Facebook, and ability to add people who are not on Facebook.”
  - “Add database of community health centers.”
## Survey of participating developers

| How valuable was the iterative feedback in shaping your overall approach to the app you are developing for this Challenge? (1 = not at all valuable; 5 = extremely valuable) | Four 5s  
Two 4s  
One 3 |
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Did you make any changes to your original concept or design based on the feedback you received?</td>
<td>6 of 7: Yes</td>
</tr>
<tr>
<td>Would you post apps on Health Tech Hatch in the future to get early user feedback?</td>
<td>7 of 7: Yes</td>
</tr>
</tbody>
</table>
...and the winner!
Main Features

- Personalized health information for each member of your family
- Weekly messages based on your plan
- Vaccinations and saved messages
- Calendar of medical check-ups and vaccinations
- Service locator, medical adherence tool, and Health A-Z
Family Plan
Try it yourself!
Future Updates

- Android Platform
- Spanish content
- Blue button integration
- Marketing plan
- Whitepaper
Health Literate Mobile Apps

Process for Developing Health Literate Apps

Co-Design with End Users

Apply Health Literacy Principles

Main Principles:
- Information is appropriate for the users.
- Information is easy to use.

- Identify the intended users and evaluate their understanding.
- Acknowledge cultural differences.
- Use plain language.
- Improve usability of the information.

Consider Usability and Design

- Provide predictable, consistent navigation
- Simplify the user experience
- Incorporate multimedia
- Offer a functional homepage
- Be clear and simple
- User the users' language by minimizing jargon and technical terms.

From healthfinder.gov Mobile App Challenge

From Quick Guide to Health Literacy

From 8.2 Usability Survey
Thank You!

Silje.Lier@hhs.gov

www.facebook.com/healthfinder

@healthfinder