

COVID-19: QUARTERLY DIGITAL HEALTH TRENDS

DATE

SEPTEMBER 2020

MAIN OFFICE

SCI-TECH DARESBURY
VANGUARD HOUSE
KECKWICK LANE
DARESBURY
WA4 4AB

TELEPHONE

+44 (0) 1925 606542

EMAIL

HELLO@ORCHA.CO.UK



DIGITAL HEALTH. UNLOCKED.

COVID-19 Quarterly Digital Health

Trends

Over the past six months, there has been an explosion in digital health adoption as people look for remote ways to manage their health and wellbeing. National Government COVID-19 strategies, local authorities, and consumers, have all turned to health apps, both as a potential means of slowing the spread of the virus, and a method of allowing people to self-manage their own health.

As the world's leading health and care app evaluation and distribution organisation, ORCHA provides services to the NHS in 50% of regions in the UK, curating App Libraries and professional recommendation tools across a broad range of settings. We run national health app accreditation schemes to national bodies worldwide. Our unique review engine assesses apps in key domains across Clinical/Professional Assurance, Data & Privacy, and Usability & Accessibility, plus additional criteria depending on needs.

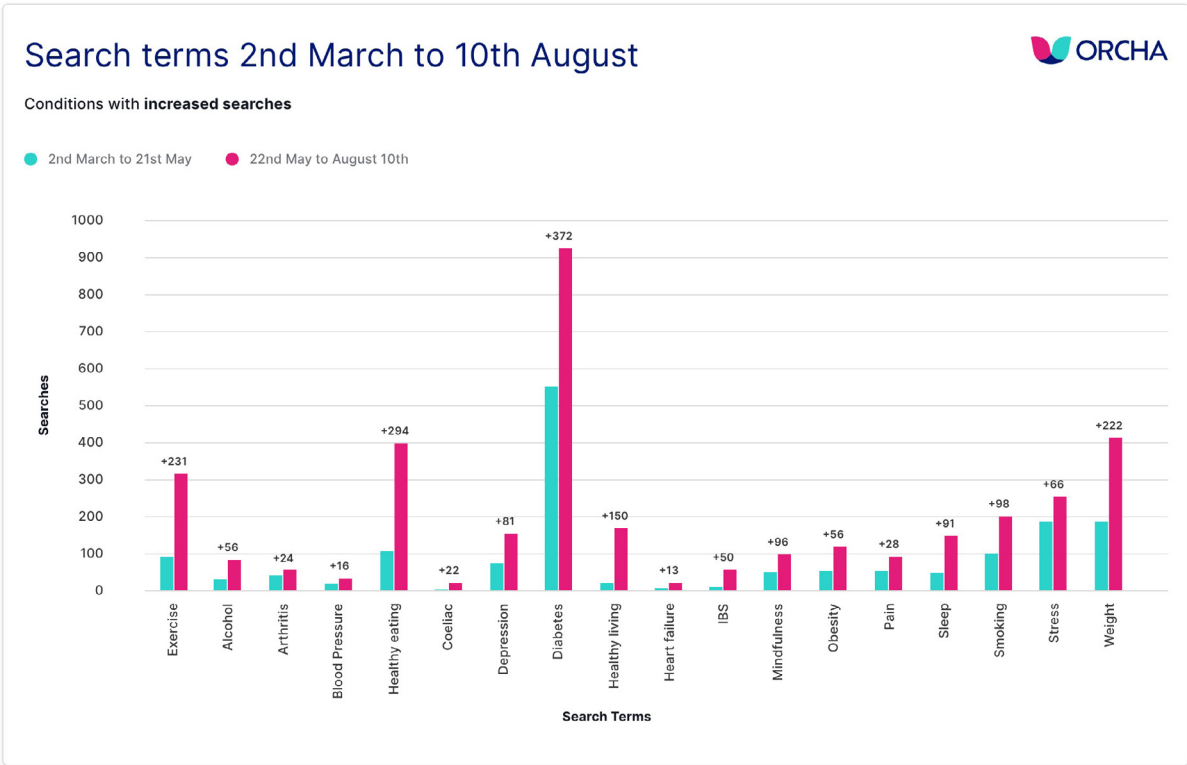
ORCHA's App Libraries are used by services serving a population of 20 million, thereby acting as a barometer for how the UK is engaging with digital health. Since our previous quarterly update, demand for health apps has remained high, with searches for some conditions increasing, and others falling significantly, as the impact of COVID-19 continues to affect us in previously unprecedented ways.

In this report, we share our data insights from the second quarter since COVID-19 came to the UK. In particular, we examine the major winners (gains in searches) and losers (decreases in searches), since the last quarter, providing an indication of how the demand for healthcare is rapidly changing. We highlight today's most popular searches on our App Library and demonstrate which health and care apps have been downloaded the most over this period.

Most popular app searches and downloads

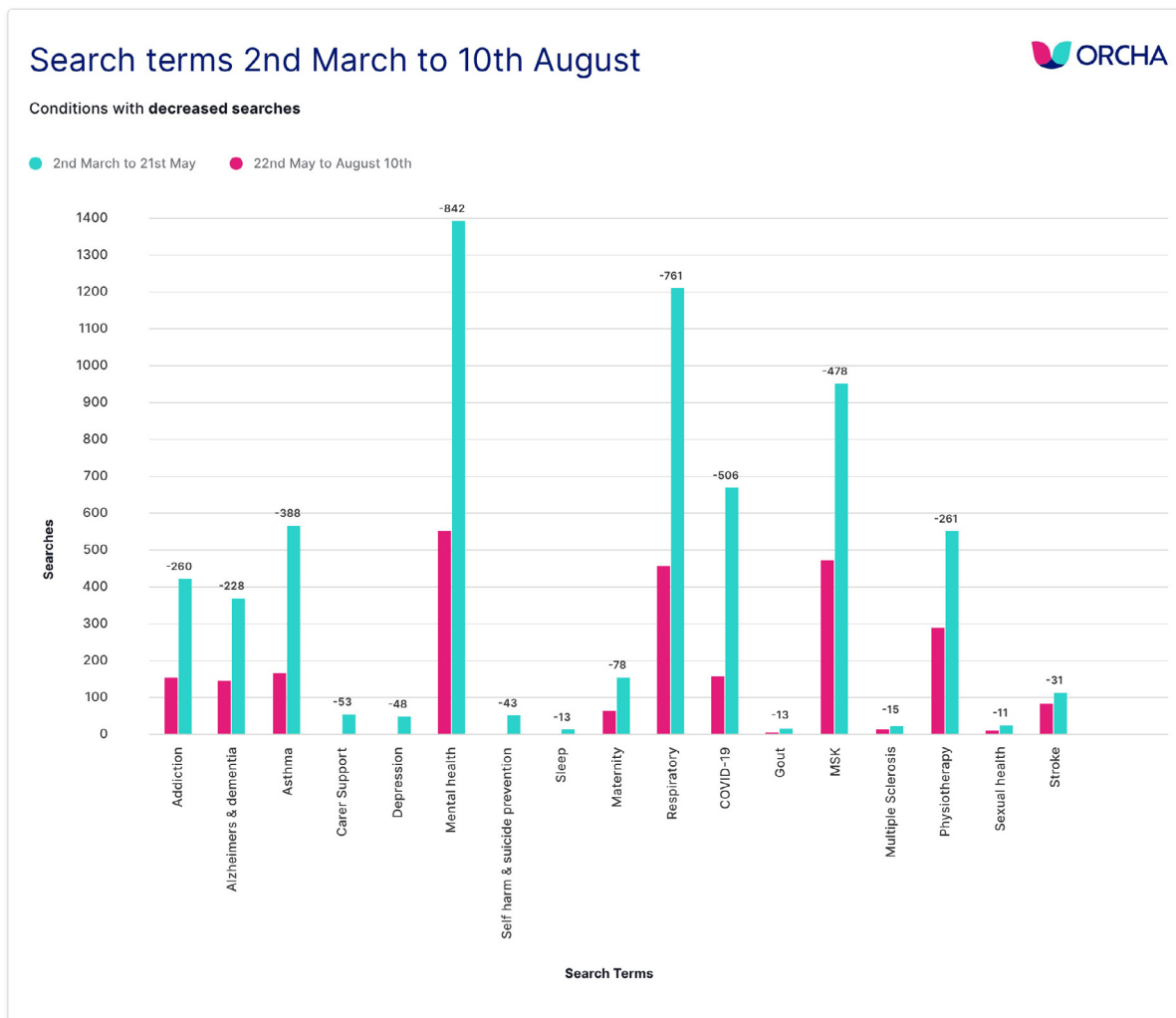
Consumers have continued the previously reported trend (see our previous [quarterly insights newsletter](#)) of using health and care apps.

We can see from the data across our App Libraries that some of the **most popular search terms** over the past quarter, have been healthy living (850% increase), healthy eating (385% increase), exercise (354% increase), weight (218% increase) and diabetes (168% increase). While others have also increased, including alcohol cessation, mindfulness, and sleep, these are the themes which have had the most notable increase, with significant numbers to back them up.



¹British Foreign Policy Group: [COVID-19 Timeline](#)

Similarly, the greatest decreases in searches have occurred for COVID-19 (75.6% decrease), asthma (67.8% decrease), Alzheimer's (64.6% decrease), respiratory (63% decrease) and mental health (60% decrease).



Considered as a whole, this data suggests that public demand for health and care apps, and underlying trends towards healthcare and condition management, are moving away from the respiratory and mental health aspects of COVID-19, with searches in the previous period showing a high volume of searches for COVID-19 and respiratory related apps. These searches are now being replaced by apps focusing on healthy living, healthy eating, diabetes, and exercise. This suggests a potential shift in focus from protection from COVID, and the mental health implications, to ensuring that people stay healthy, as the condition continues to stay prevalent and impact on people's ability to maintain a healthy and active lifestyle.

Table for increased search terms

Search Term	Pre COVID	Post COVID	Difference	Difference %
Coeliac	1	23	+22	2300%
Healthy Living	20	170	+150	850%
IBS	10	60	+50	600%
Heart Failure	4	17	+150	425%
Healthy Eating	103	397	+294	385.4%
Exercise	91	322	+231	353.8%
Alcohol	24	80	+56	333.3%
Mindfulness	57	153	+96	268.4%
Sleep	56	147	+91	262.5%
Weight	188	410	+222	218.1%
Blood Pressure	14	30	+16	214.3%
Depression	75	156	+81	208%
Smoking	101	199	+95	197%
Obesity	64	120	+56	187.5%
Arthritis	31	55	+24	177.4%
Diabetes	546	918	+372	168.1%
Pain	65	93	+56	143.1%
Stress	186	252	+66	135.5%

Table for decreased search terms

Search Term	Pre COVID	Post COVID	Difference	Difference %
Carer Support	53	0	-53	-100%
Depression	48	0	-48	-100%
Self harm & suicide prevention	43	0	-43	-100%
Sleep	13	0	-13	-100%
COVID-19	669	163	-761	-75.64%
Gout	18	5	-13	-72.22%
Asthma	572	184	-388	-67.83%
Alzheimers & dementia	424	150	-274	-64.62%
Respiratory	1208	447	-761	-63%
Addiction	422	162	-260	-61.61%
Mental health	1393	551	-842	-60.45%
Multiple Sclerosis	25	10	-15	-60%
Sexual health	19	8	-11	-57.89%
Maternity	148	70	-78	-52.70%
MSK	953	475	-478	-50.16%
Physiotherapy	550	289	-261	-47.45%
Stroke	115	84	-31	-26.96%

The below list gives an insight into the three highest scoring apps for each condition mentioned, across our App Libraries:

Healthy Living

- 1. Second Nature - 94%**
Second Nature is a 3-month lifestyle change programme that helps you lose weight and build healthy habits.
- 2. Sidekick - 84%**
Sidekick is a social health game. It is designed to motivate and engage people towards a healthy lifestyle.
- 3. HeadUp - 84%**
HeadUp is an app that helps you analyse, manage and improve your overall health and fitness. We analyse and rate your mind, heart, sleep, weight and activity to help you understand your body and take control of your health.

Healthy Eating

- 1. Eat Right Now® - 78% (Scores 51% in data)**
Eat Right Now provides daily instruction through playlists of audio and video tracks, goal-setting tools, and daily reminders.
- 2. FoodSwitch - 75%**
FoodSwitch has a database of packaged foods to help you identify those that are better for you. In three simple steps, FoodSwitch can help you towards better health by reducing the salt, fat and sugar in your diet.
- 3. Span - 67%**
Span helps you live better and longer by understanding what to eat in order to optimize your metabolic health.

IBS

- 1. Zemedy - IBS, Gut Relief - 91%**
With the help from our digital AI Coach Elle, Zemedy will guide you through a unique 10-week programme, changing the way you treat your IBS symptoms for good.
- 1. My IBD Care - 75%**
My IBD Care is an award-winning app developed by experts to help people with Crohn's and Colitis live happier, healthier lives.
- 1. Monash University FODMAP diet - 76%**
Researchers at Monash University have developed the low FODMAP diet and a corresponding app to assist in the management of gastrointestinal symptoms associated with irritable bowel syndrome (IBS).

Exercise

- 1. Fitbit - 82%**
Fitbit Premium for personalized guidance, customized health programs, mindfulness content and 240+ video workouts you can do at home.
- 2. Runtastic Results Fitness & Home Workouts - 78%**
Ready for a change? Get your dream body! Tailor your strength training workout to your schedule and fitness level.
- 3. 8fit Workouts & Meal Planner - 72%**
8fit helps you become healthier and happier by putting fitness and nutrition experts in your pocket. Get customized workout and meal plans to help you reach your wellness goals.



DIGITAL HEALTH. UNLOCKED.

Alcohol Cessation

1. **Dry Days by AlcoChange - 78%**

The Dry Days app is a great companion for you if you want to Change Your drinking by either cutting down or cut out the booze throughout the year while seeing the impact it has on your overall health and wallet.

2. **Lower My Drinking - 76%**

Lower My Drinking will give you the expert advice and scientifically-proven tools you need to reduce your drinking to the recommended limit of 14 units a week or less.

3. **Drinkaware - 78%**

The practical and easy-to-use app from Drinkaware helps you understand the impact of your drinking, and supports you to change your habits for the better.

Weight Management

1. **Noom/Noom: Health & Weight - 84%**

Noom's scientifically backed-solution will help you create a plan to overcome any obstacle and practice healthier habits until you've mastered them!

2. **Calorie Counter + - 80%**

Nutracheck Calorie Counter + App makes it fast and easy to track what you eat, whether your goal is to lose weight, gain weight, improve your diet or eat for fitness.

3. **Gro Health - 76%**

Gro provides award-winning education, resources and AI-driven behaviour change support demonstrated to help people lose weight, reduce medications and feel healthier.

Diabetes

1. **My mHealth - 85%**

Comprehensive education, rehabilitation, and self-management for long-term conditions, including Asthma, COPD, Diabetes and Heart Disease.

Caveat on App Finder:

The My COPD programme, available through My mhealth has been approved, based upon evidence available supporting the benefits of the product. Although the other programmes don't display the same level of evidence by way of Clinical Trials, the My Diabetes programme is QISMET certified and the overall My mHealth platform is registered as a Medical Device.

2. **Low Carb Program**

The Low Carb Program is a multi award-winning, evidence-based behaviour change platform for people with type 2 diabetes, prediabetes and obesity.

3. **mySugr 86%**

The mySugr diabetes app is your loyal & free diabetes logbook which keeps your diabetes data under control: with one app you'll have a blood sugar tracker, carb logger, bolus calculator (EU only) and your estimated HbA1c all at a glance!



DIGITAL HEALTH. UNLOCKED.

ORCHA is part of the NHS England National Innovation Accelerator Programme. Our vision is to revolutionise care through the safe integration of digital health solutions into all aspects of health and care services, leading to more patient-centred, effective care. You can now search ORCHA's App Library by simply going to besthealthapps.com or bestcareapps.com

ORCHA provides tailored microsites and prescription services, and helps organisations across the world to integrate health and care apps safely into practice. To find out how ORCHA can help you, please **get in touch**.

MAIN OFFICE

SCI-TECH DARESBUY
VANGUARD HOUSE
KECKWICK LANE
DARESBUY
WA4 4AB

TELEPHONE

+44 (0) 1925 606542

EMAIL

HELLO@ORCHA.CO.UK

LONDON

ORCHA
SPACES
307 EUSTON ROAD
LONDON
NW1 3AD

AMSTERDAM

ORCHA HEALTH, B.V.
STADSPLATEAU
73521 AZ
UTRECHT



SEARCH FOR
ORCHA HEALTH

