

Interview summary

Interviewees: Haya Barkai (Maccabi Health services)

mHealth Practice: Maccabi online

Interviewers: Ivana Ostoic (HCZC)

Date of interview: 2020-12-23

Topics

MACCABI ONLINE has a successful approach to the following topics:

- Planning > **Interoperability with existing systems**
- Monitoring and Evaluation > **Continuous improvement**

Summary

- MACCABI ON LINE is an internal mobile app developed by Maccabi hospitals in Israel, it is used for both private and public health system. The app allows both doctors and patients to have full access to all medical information, as well to allow direct communication between doctors and patients.
- When developing medical apps, it is crucial to involve all stakeholders as early as possible in the design, and all stakeholders have to be actively involved.

Scope of the mHealth practice

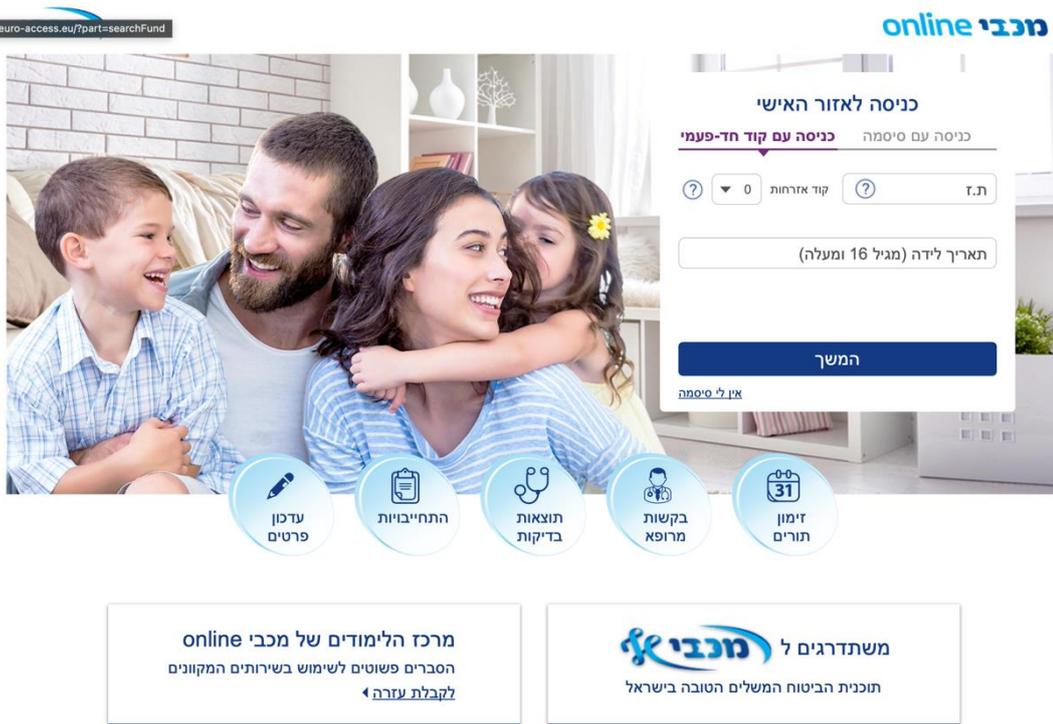
MACCABI ON LINE is internal mobile app developed by Maccabi hospitals in Israel and it is used for both private and public health system. App allows both doctors and patients to have full access to all medical information as well to allow direct communication between doctors and patients.

MACCABI ON LINE allows the patient to have all its data, make appointments, virtual visits, write down requests to the doctors, ask for emergency virtual doctor, recommendations for the preventive care, patient can see all referrals, communication with doctor, there is a chat function (only on laptop), administration – preauthorisation i.e. MRI.

The main idea is that, when developing medical apps, it is crucial to involve all stakeholders as early as possible in the design, and all stakeholders have to be actively involved.

Moreover, any m-health app has to be under constant development as there is need for upgrades and additional features. You need to be focused and share the knowledge with the patients all the time, also time response shall be fast, you need to involve the doctors in every step of the development.

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Topics: interoperability with existing systems and continuous improvement

It took around 10 months to get the first version of the app.

IT experts and medical staff defined the needs for the app and, based on that, IT experts started development. First generation was put in use without involving patients in the development, so there was immediately need for the upgrades and second generation of the app based on user (patient) needs and comments.

For the first app, the main *weakness* was that not all stakeholders were involved in the process, which caused problems in the use of the app, but now both sides are actively involved in the design and implementation of upgrades or when new apps are created.

It proved to be crucial to involve doctors. All had active roles in testing the app and providing comments.

Simplicity of use and faster exchange secured that stakeholders accepted to use it, as they saw advantages.

The main *barrier* at the beginning was the development of a user-friendly approach.

Another barrier was that the doctors, at first, were reluctant to use it. Before COVID there was limit of daily virtual visits per patient per doctor. It took a while for the patients to use and in the second version patient can do self-learning (guidelines) – the barrier was that patients did not know how to use it.

Success factors: the main ones were on the organizational side, now doctors have more time for patients.

Main *lesson learnt* was that app directly contributed to the reengineering of the clinical processes and significantly shortened the time for the patients to get appropriate medical assistance – e.g. instead of physical visit or going to the emergency room, the patient goes directly to the doctors and gets therapy or aid.

Main *outcomes* are that the patient has all its data, can make appointments, virtual visits, write down requests to the doctors, ask for emergency virtual doctor, recommendations for the preventive care, patient can see all referrals, communication with doctor, there is a chat function (only on laptop), administration – preauthorisation for e.g., MRI

The app is under constant development as there is always room for the improvement. A key aspect is to keep developing and upgrading the app, as it is constantly evolving as patients and doctors have additional needs and requests.

References

- <https://www.maccabi4u.co.il/1781-he/Maccabi.aspx>