

# A novel way to deliver patient information

How CLOT helped make it h'app'en

Scott Harrison

# INTRODUCTION

- Background
  - “Before”
    - Why an app?
      - Cost
        - Development
          - Launch

# BACKGROUND



House of Commons  
Health Committee

## The Prevention of Venous Thromboembolism in Hospitalised Patients

Second Report of Session 2004–05

*Report, together with formal minutes, oral and  
written evidence*

*Ordered by The House of Commons  
to be printed 23 February 2005*

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£15.50



National Institute for  
Health and Clinical Excellence

Issue date: January 2010

## Venous thromboembolism: reducing the risk

Reducing the risk of venous  
thromboembolism (deep vein thrombosis  
and pulmonary embolism) in patients  
admitted to hospital

This guideline updates NICE clinical  
guideline 46 and replaces it

NICE clinical guideline 92  
Developed by the National Collaborating Centre for Acute and Chronic Conditions

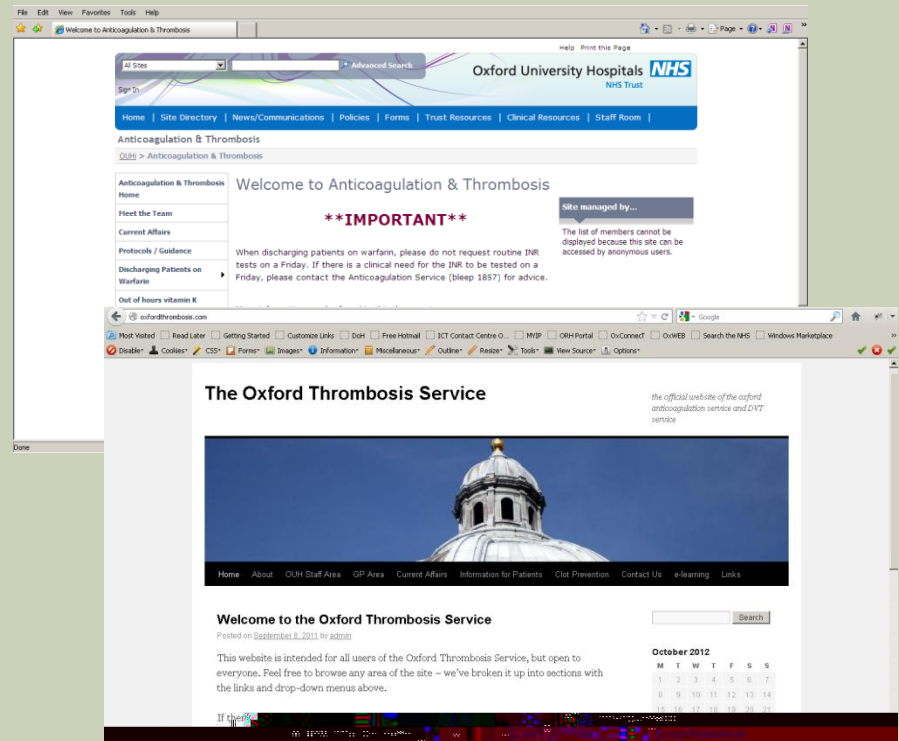
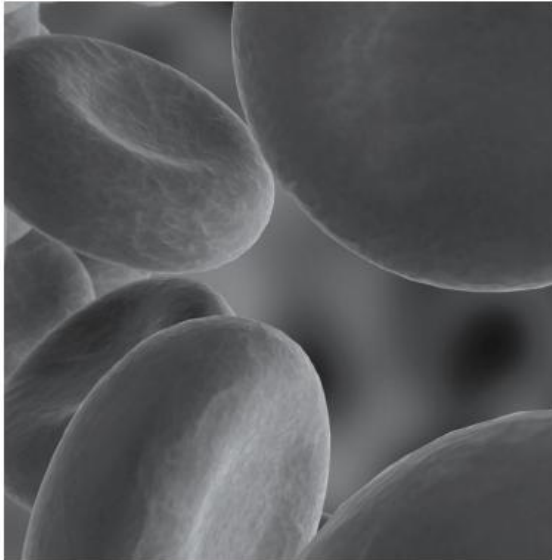
# “BEFORE”

Oxford Radcliffe Hospitals **NHS**  
NHS Trust

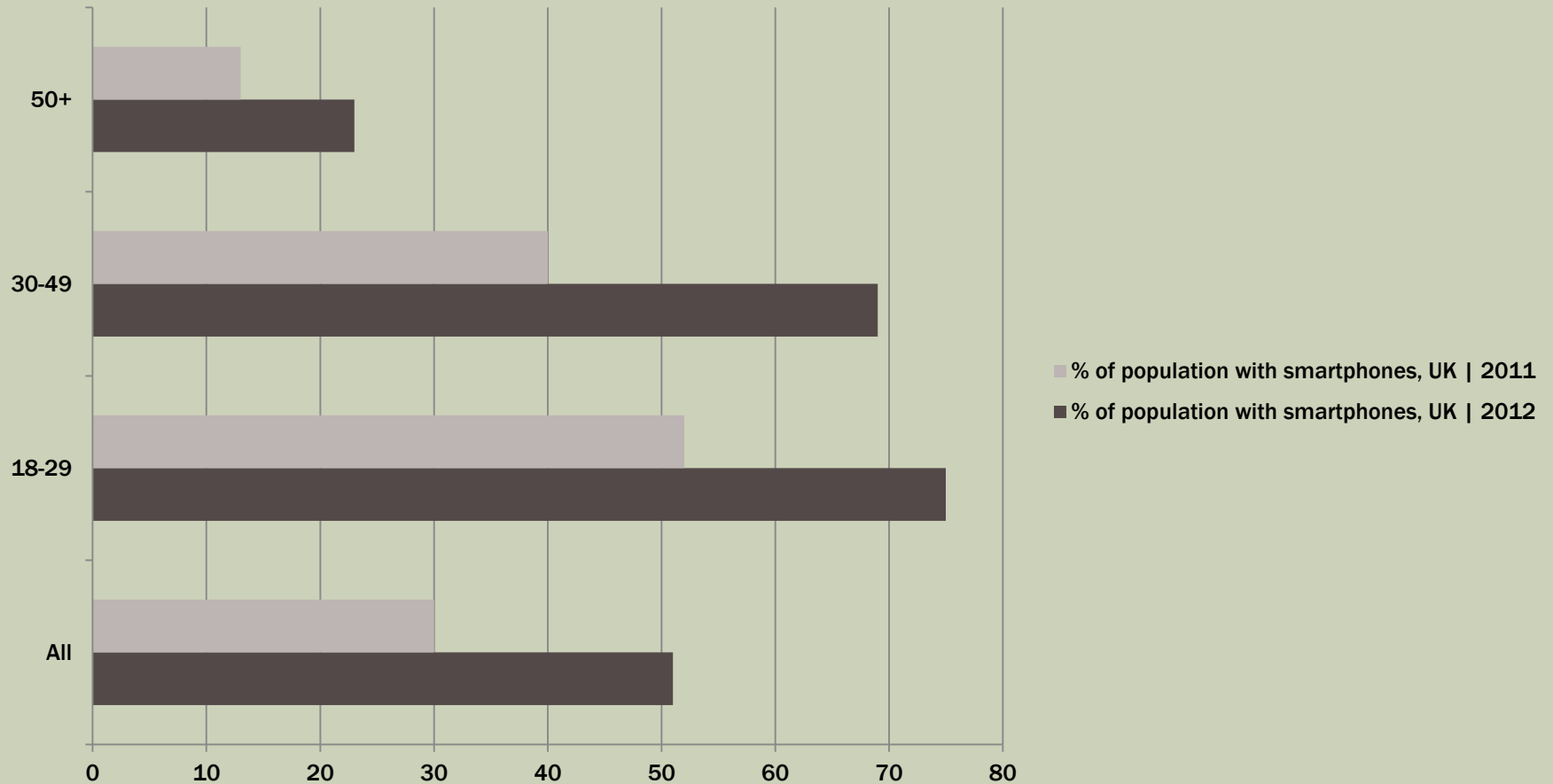
Oxford Haemophilia & Thrombosis Centre

## Preventing blood clots while in hospital

Information for patients



# RISE OF THE SMARTPHONE



# COST

- **Annual Cost:**

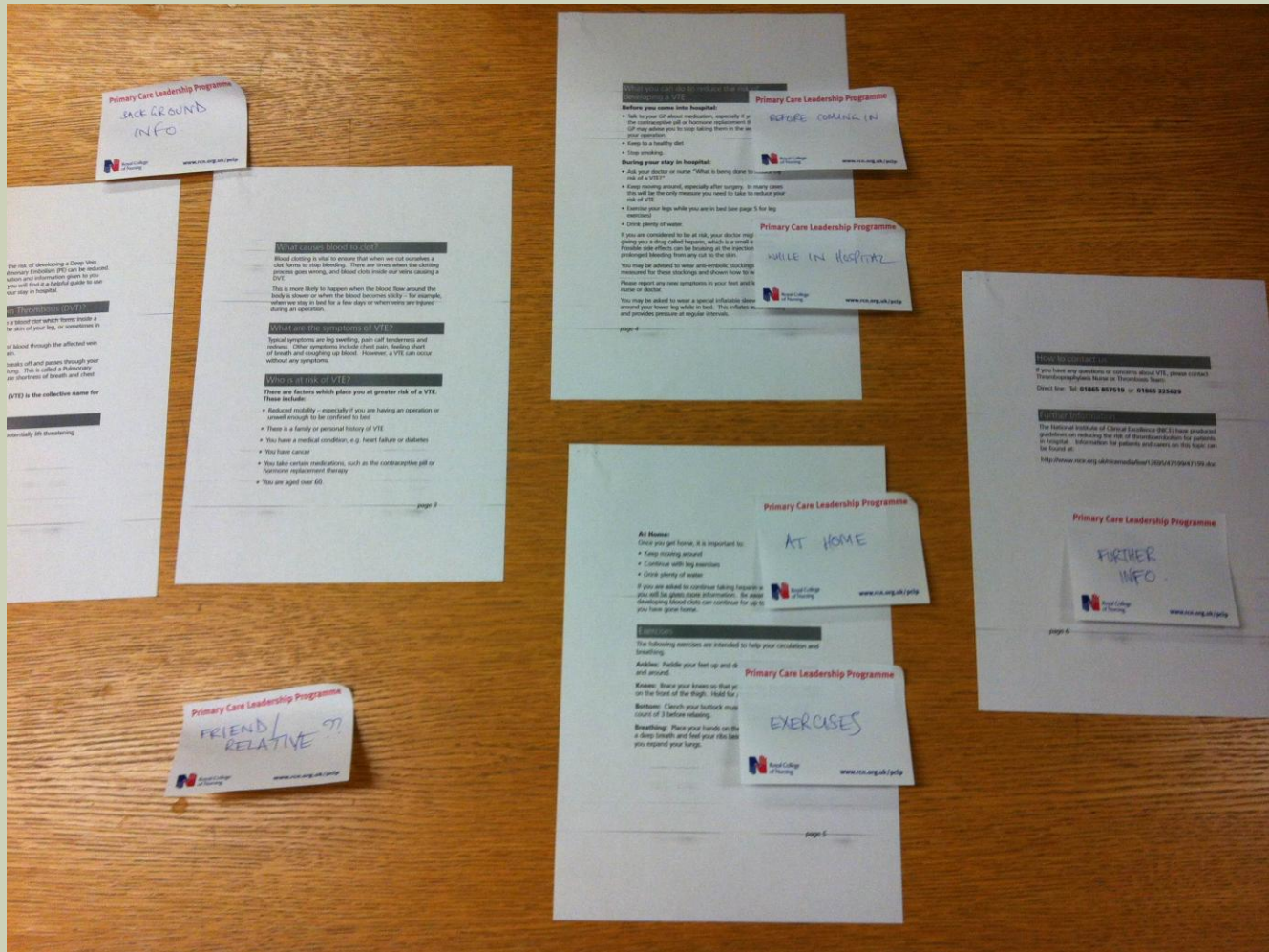
- **Year 1**

- Patient information leaflet: £10,200
    - App: £12,000

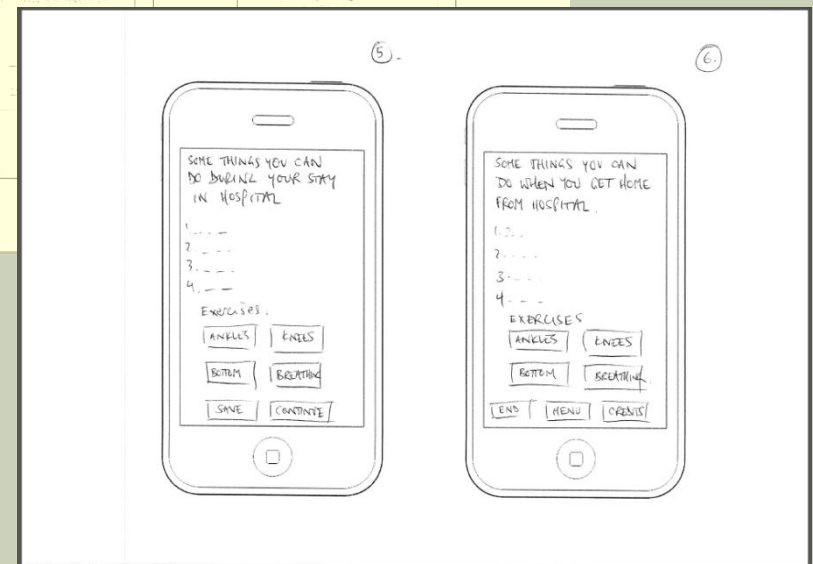
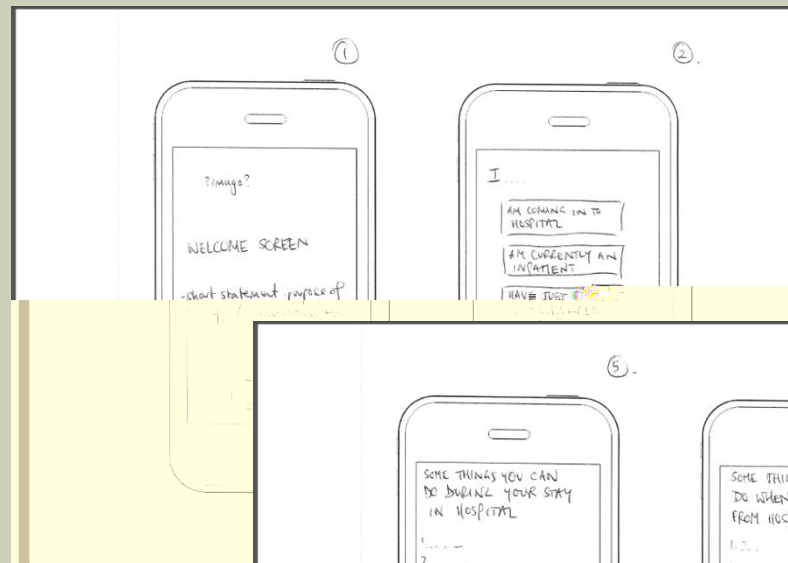
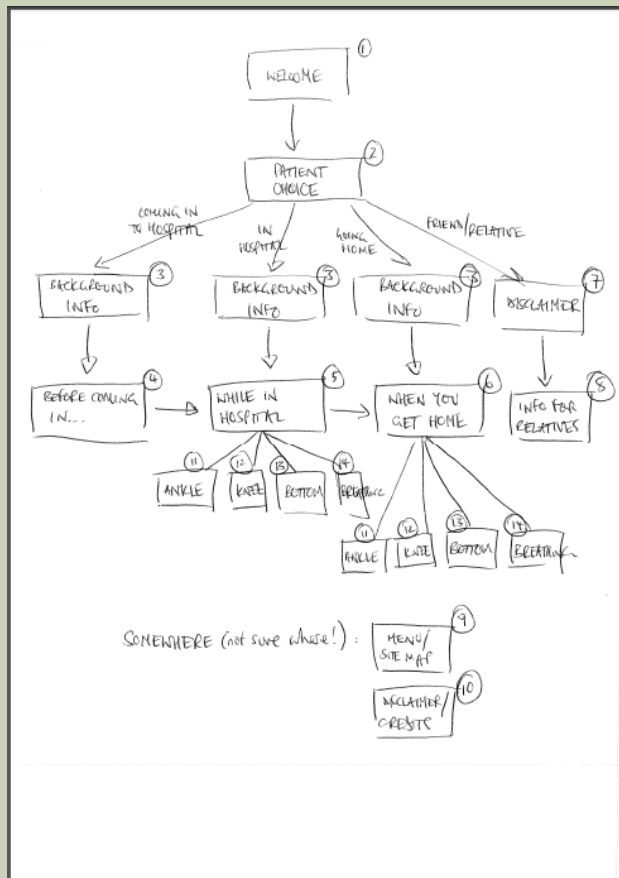
- **Year 2**

- Patient information leaflet: £10,200
    - App: £1,000

# DEVELOPING THE APP

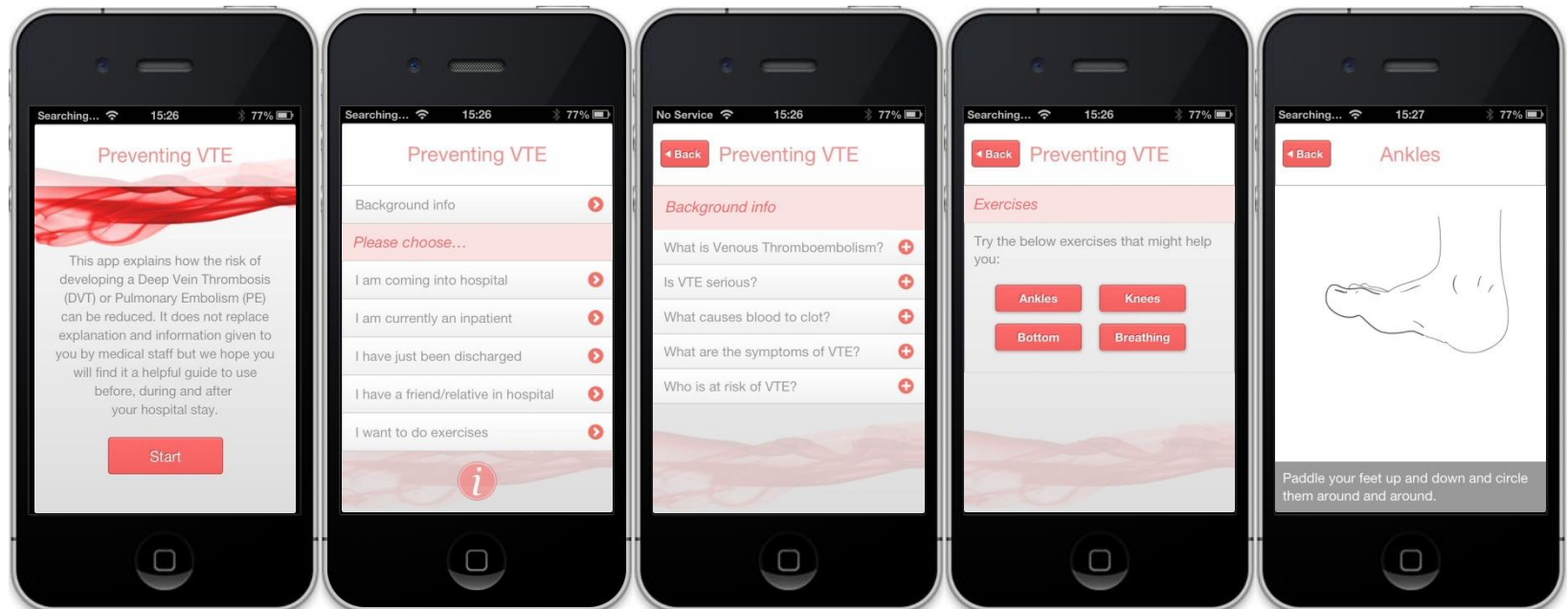


# DEVELOPING THE APP





# DEVELOPING THE APP



# DEVELOPING THE APP

Testing testing testing testing testing testing!!



Bug Bash by Hans Bjordahl



Copyright 2005 Hans Bjordahl



<http://www.bugbash.net/>

# LAUNCH

Preventing VTE

Help reduce your risk of DVT and PE in hospital with this simple app

This app explains how the risk of developing a Deep Vein Thrombosis (DVT) or Pulmonary Embolism (PE) in hospital **can be reduced**. It is not intended to replace explanation and information given to you by our staff but we hope you will find it a helpful guide to use before, during and after your stay in hospital.

Get the App!

Available on the App Store

GET IT ON Google play

Oxford University Hospitals Thrombosis Team © 2012

# ANY QUESTIONS



"Harris, when I said 'any questions' I was using only a figure of speech."