The Missing 99%

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Number of published studies using Fitbit devices as 9/23/2016
Source: fitabase
The Missing 99%

Time

Visible

Invisible

Space
Time spent at point of care
High-frequency data better captures longitudinal changes

Adherent use of activity trackers is associated with weight loss with Pourzanjani, Quisel, PLOS ONE (2016)
Based on N=14k digital health trackers for weight, food, workout in 2012-2015
The Missing 99%

Time

Space
Virtual recruitment is faster than traditional recruiting methods

<table>
<thead>
<tr>
<th>Study A</th>
<th>Study B</th>
<th>Study C</th>
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</thead>
<tbody>
<tr>
<td>Self-reported type 2 diabetes</td>
<td>Uncontrolled hypertension (BP &gt; 140/80 mmHg)</td>
<td>Uncontrolled type 2 diabetes (HbA1c ≥ 7.5)</td>
</tr>
<tr>
<td>108</td>
<td>244</td>
<td>413</td>
</tr>
<tr>
<td>3 days</td>
<td>15 weeks</td>
<td>23 weeks</td>
</tr>
<tr>
<td>36 patients/day</td>
<td>2.3 patients/day</td>
<td>2.6 patients/day</td>
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</table>

Virtual recruitment was 6-12x faster when compared to similar studies in the literature that used traditional recruiting methods.

Efficiency Of Virtual Recruitment Methods For Broad And Specific Study Populations
Kumar, Oley, Juusola. SMDM (2016)
The fast pace of digital health technologies poses challenges to adoption

• Standardization is still lacking

• UX has a prominent role

• Patient engagement becomes key
mHealth data can help monitor and improve health outcomes when we’re not thinking about our health.
Thank you!

Q&A