

# SUPPORTING **APP DEVELOPERS** TO **SUCCEED** IN THE **HEALTH** AND **CARE** MARKET

“I would highly recommend the independent Review that ORCHA does. It opens you up to external scrutiny, which is always a good thing, and it makes you ask some questions of your business that maybe you hadn't before. I can't recommend it enough.

Alistair Martin, CCO, Transforming Systems

It's hard for the best apps to be spotted by consumers, health professionals or national health bodies. That's not just bad for developers, it's even worse for the patients who could be benefitting from them.

For example, less than **25%** of health apps have achieved more than **5,000** downloads, and only a handful have exceeded **1,000,000**.

## INTRODUCING ORCHA

The Organisation for the Review of Care and Health Apps (ORCHA) is the world's leading health app evaluation and distribution organisation. Our Reviews are recognised and referenced by health professionals and the public across the world.

We'll conduct an independent evaluation of your app, giving you a score to be shared with your prospective customers and a report to inform your product development.



## OUR SERVICES

### NHS APP LIBRARY ADVICE

ORCHA reviews apps on behalf of the NHS Apps Library. As such, we are uniquely placed to offer advice on the process, including how to prepare for it and how to increase the chance of your app being accepted.



### ORCHA CONNECT

After reviewing almost 6,000 apps, we've built a clear understanding of the health and care app ecosystem, including identify leading specialists. So, if your app is found to need attention in one or more area, we can introduce you to a suitable specialist.



### APP AWARENESS

Once your app has received an ORCHA Review, it's automatically added to the ORCHA App Library that is referenced by health and care professionals and the public across the world.



### QUALITY MARK

To help health professionals and users spot apps that exceed our 65% quality threshold, we've created a badge. It represents a huge achievement, and will help people to quickly and easily recognise the apps that have a good performance level across our criteria.



## WHO WE WORK WITH

We work closely with app developers across the world, advising on the nuances of app regulation, providing consultation on improving an app's ORCHA Score, and showcasing high-scoring apps at digital health conferences, as well as in health and care settings.

**braininhand**  
personal technology for independent living

App developers like Brain in Hand value the informed and impartial ORCHA Review, which helps them get noticed by health commissioners.



We arrange App Zones at conferences, such as Healthcare Excellence Through Technology (HETT), to place apps at the heart of key digital health events.

**NHS**  
London Procurement Partnership

Our partnership with NHS LPP allows developers to be included in a Dynamic Purchasing System used by 46 NHS organisations across London and the South.

## CONTACT US

To find out how we can help you unlock the power of Digital Health by improving your app and increasing its reach, please get in touch.

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