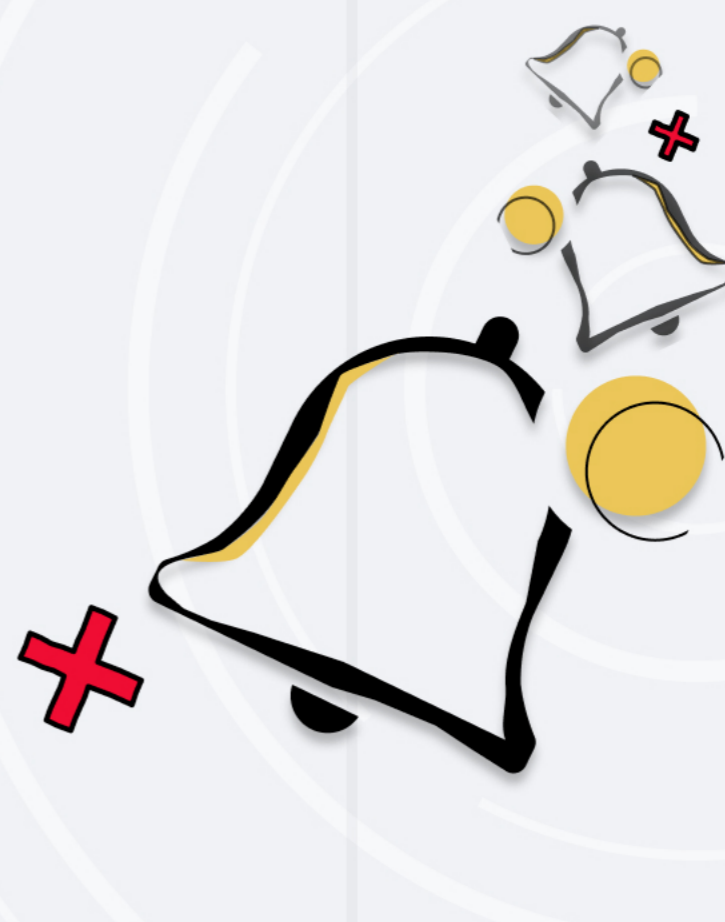


# Notifications in Health Apps



## Notifications can make or break your health app.



Elinext has prepared an infographic to help you implement notifications. Check it out and use it when you develop your own health app.

## Why Use Notifications in Health Apps

Health app notifications can help users treat their conditions more effectively, live a healthy lifestyle and avoid potentially dangerous situations like contracting a virus. Notifications can include:

- Doctor appointment reminders
- Prompt test result notifications
- Reminders to move during the day
- Medication intake reminders
- Condition tracking reminders
- Warnings of adverse weather conditions
- Health check reminders
- Medication restocking reminders
- Virus exposure notifications
- Diet tips

## Comply with Relevant Regulations

Each country has its own regulations related to personal health information (PHI), medical devices and digital technology. Some regulations apply to particular provinces or state unions.

Check the relevant regulations when targeting a particular market. In the USA, for example, email notifications must be sent through a HIPAA-compliant provider. And if you break HIPAA rules, you might be fined \$100-\$50,000 per violation.

### CANADA

### EUROPE

### ENGLAND

The Personal Information Protection and Electronic Documents Act (PIPEDA)\*

The General Data Protection Regulation (GDPR), the EU Medical Device Regulation (MDR)\*\* and the EU In Vitro Diagnostics Regulation (IVDR)\*\*\*

UK\*\* UK GDPR, UK MDR\*\*, UK IVDR\*\*\* and the Medicines and Healthcare products Regulatory Agency (MHRA) guidance\*\*\*\*

### USA

### AUSTRALIA

The Health Insurance Portability and Accountability Act of 1996 (HIPAA)

Australian Therapeutic Goods Administration's (TGA) Essential Principles

- \* Alberta, Quebec, British Columbia have their own regulations.
- \*\* if your app can be defined as a medical device
- \*\*\* if your app can be defined as an in vitro diagnostic device
- \*\*\*\* if your app is paired with medical devices

## Make Your Notifications Safe

Broken health apps can do more harm than good, and notifications can swing it one way or another. Here are two flaws to avoid.

Too many notifications may cause distress. Users may start worrying about their health more than they should, overuse their app and develop anxiety.

Incorrect and badly timed notifications can wreak havoc. This is especially important for medicine intake and appointment reminders.

## Protect Personal Data

PHI protection is at the core of every regulation. For instance, if your app sends a user a push notification that includes information about their condition and someone sees it, this could spell trouble. Take these simple steps to ensure your notifications don't embarrass the user.

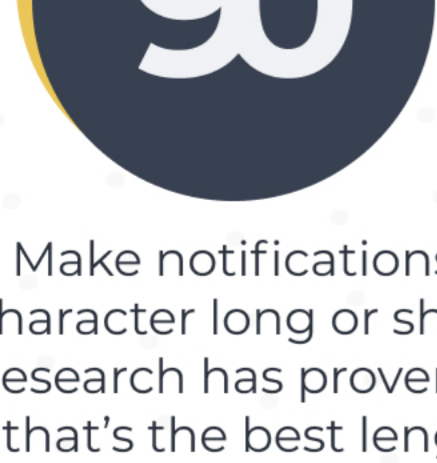
- + Force users to opt in to get notifications instead of showing them by default.
- + Never include PHI in push notifications. These notifications pop up over a locked screen and are visible to everyone.
- + Encourage users to set a passcode lock on their phones and your app, so only they can read full notifications.
- + If you send notifications via email, use email service providers that are compliant with HIPAA or other relevant regulations.
- + Put users in control of notifications by providing rich settings.
- + If your app uses a smartphone camera, location or other settings, ask the user to approve that feature.



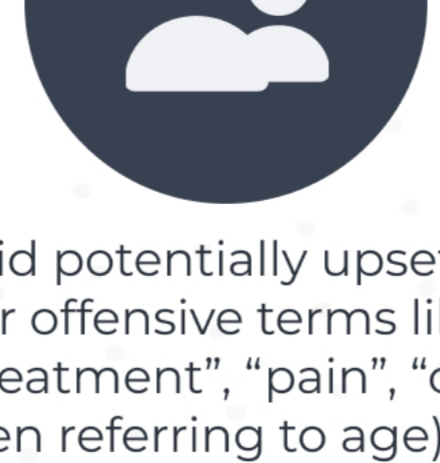
## Get the Most Out of Your Notifications

As a developer, you have commercial goals with your health app. But no matter what monetization model you are using, it boils down to engaging users and improving their life.

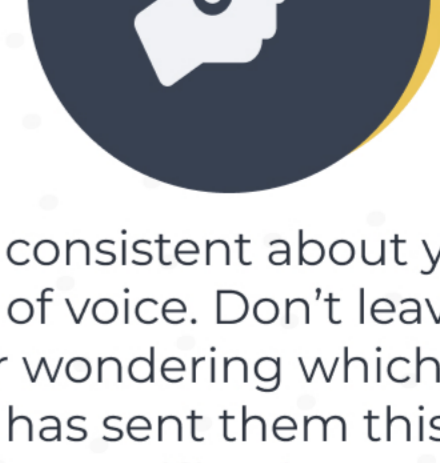
Here is what you can do about your notifications to achieve that.



Make notifications 90 character long or shorter. Research has proven that that's the best length.



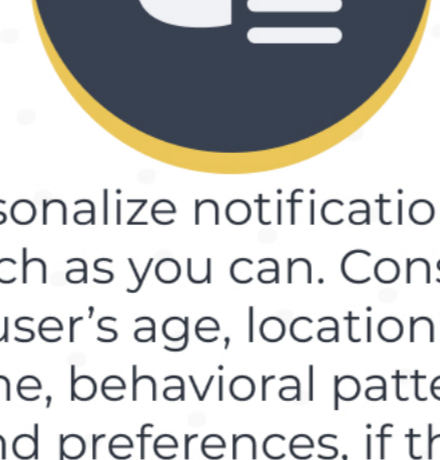
Avoid potentially upsetting or offensive terms like "treatment", "pain", "old" (when referring to age), etc.



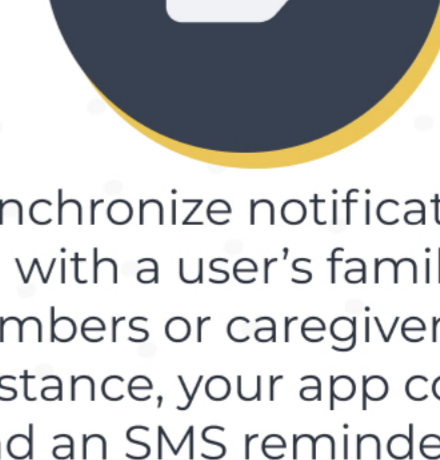
Be consistent about your tone of voice. Don't leave the user wondering which app has sent them this notification.



Avoid medical jargon. It can be really off-putting to a lot of users.



Personalize notifications as much as you can. Consider the user's age, location, time zone, behavioral patterns and preferences, if they specified any.



Synchronize notifications with a user's family members or caregivers. For instance, your app could send an SMS reminder to a nurse saying it has reminded the patient to take a pill.

Does enabling safe and effective applications still sound like a challenge to you? No worries. You can always ask Elinext to take care of all the boring details while you work on bigger challenges and goals.