

00551 Smartphone Apps for Medicines Management: Content Analysis of Consumer Perspectives

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Aims: The aim of this study is to explore the user perceptions of popular medicines management apps for chronic disease management.

Methodology: Android app titles and descriptions were extracted in June 2017 with medication adherence related search terms and screened for suitability to chronic disease medicines management by calibrated reviewers. The review comments of the top five apps ranked by downloads, then ratings were extracted from Google Play Store for thematic content analysis. Data familiarization and emergent coding was first conducted by two independent researchers, followed by primary and secondary coding. Discussions and calibrations were made throughout the coding process.

Result: 2476 English review comments were coded. Majority of the comments were general sentiments without elaboration. Five main themes emerged from the coding: (1) Positive impression of app effectiveness; (2) Frustrations with technical problems; (3) User experience and interface; (4) Data exchange and sharing features; (5) Desirability and gaps in medicines management features. Minor themes include: (1) Cost and incentives; (2) Help and support; (3) Privacy concerns; (4) Drug safety concerns

Conclusion: The spectrum of preferences on usability, features and cost indicates that there is no 'one-size fits all' app. Promotion of medication adherence and stress reduction in chronic disease management were lauded by users while technical issues and poor medicines scheduling features were the gaps identified. Limitations of the study include restrictions to a verbal, English literate population and expectations that are subjective to prior app use experiences. Nevertheless, these insights provided an a priori for future research to assess elements of app features for more successful mHealth interventions.