

## **Case History: Accreditation of a patient education app by a European nursing association.**

### **Renal disease / corporate**

#### **Challenge**

The European HQ of a Global Pharma had developed an app for helping nurses educate renal disease patients to manage their phosphate levels and ultimately improve treatment compliance. Third party endorsement and validation of the app by the European professional nursing association was considered important due to the nurses' gate keeping role with nephrologists. None of the association's accreditation committee had previously been involved in the development of the app nor were their names known. The time frame of opportunity was short and activity had to be concentrated to ensure that a positive announcement corresponded with the European Renal Nursing Congress.

#### **Solution**

In close co-operation with the European Nursing association, Commutateur developed a two part application procedure for accreditation of the app. Part one was to obtain anonymous feedback of the app from the Association's executive committee. A detailed on-line survey was jointly created which asked responders their views and insights on different elements of the app's functionality after downloading and reviewing the app. Responses were received from 12 European countries. Part two involved a report of the findings being sent to each member of the accreditation committee to support the accreditation review process. The independent assessment of the app used detailed educational measurement criteria. The report was subsequently used in-house by the global renal team as an example of best practice.

A symposium on phosphate management was organised around the theme of the app including a live demo at the European Nurses Association meeting. A sponsored handbook on digital apps was made available on the client stand as well as other activities designed to leverage the announcement.

#### **Results**

The survey report provided a third party endorsement bridge on the educational value of the app for the accreditation committee. The way the survey was designed, and the results presented allowed the independent panel of experts to use the data to support their own review. The app received the first ever accreditation made by the European Nurses Association. 700 on-site requests for the download and e-app book were made by nurses at the congress. The review committee awarded the app a commended status for three years and described it as a *"Very good teaching aid for patient teaching and learning, and an excellent resource for the nephrology nurse."*

*"Excellent meeting in Prague and all the great support and enthusiasm which is very much needed for joint projects." "Very impressive report, thank you very much", "First I would like to thank you for the great work and the time taken to retrieve data within papers. It helped me so much in the review!", "I want to acknowledge the work of Nick Hicks of Commutateur and we would consider using him for subsequent advocacy work".*

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