



QualiFy

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Using scientifically credible data to underpin connected health

*Siân Astley, EuroFIR AISBL, Belgium
On behalf of the QualiFy consortium*



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration under grant agreement no. 613783.

Quantify Life – Feed Yourself

- Countries: 10
- Budget: 2.5 Mio €
EU Funding: 2 Mio € EU
- Duration: 2 years
01.01.2014-31.12.2015
- Coordination:
Stephen Webb, RTDS (AT)
- Scientific Coordinator:
Ben van Ommen, TNO (NL)



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QuaLiFY: Aims and objectives

- **Exploit data and results from previous EU-funded projects**
- **Optimise opportunities for commercial personalised dietary advice**
- **Integrate complementary services for commercial activities**
- Identify and scientifically assess best practice methods and technologies in personalised dietary advice services and integrate tailored solutions for target group(s) (WP1)
- Provide access to knowledge databases and technologies for professional and scientifically solid personalised dietary advice services (WP2)
- Provide a proof-of-principle ICT infrastructure that allows personal data handling (WP2)
- Validate the functionalities of these solutions in a number of real-life environments (WP3), namely young people who are obese/ over-weight (free living) or diagnosed with eating disorder (clinic-based), and Type 2 (pre-)diabetics (dietitians)
- Construct an 'open innovation business model' for SME commercialisation (WP4)



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Failure: Individual cost

- Half of all men and women are overweight across the EU
 - 200 million adults
 - More men are overweight, more women are obese
 - UK has most overweight (70% of men, 60% of women, ¼ are obese)
- 20% of men and 23% of women are obese (OB)
 - Ireland has the highest prevalence of obese women
 - Majority of MS have 20% or higher obesity
 - Nearly a quarter (24%) of children aged 5-17 years are over-weight or obese
- More people aged 50-64 y are overweight or obese than 25-49 y
 - Older individuals are already at increased risk of other morbidities (e.g. CVD)
- Globally, ca. 8% of men and 10% of women are obese



Cost to nations

- 25% higher health expenditure in overweight and obese
- Obesity is responsible for 1-8% of total health expenditure
 - UK National Health Service €6.1 bn per annum (total €131 bn, 4.5%)
 - Cost to wider UK economy €22 bn
 - EU-wide expenditure €81 bn per annum (wider economy €1.5 trillion)
 - Greek national debt in 2012 ca. 304 bn



Quantify Life – Feed Yourself



GENERAL
HEALTH
GUIDELINES



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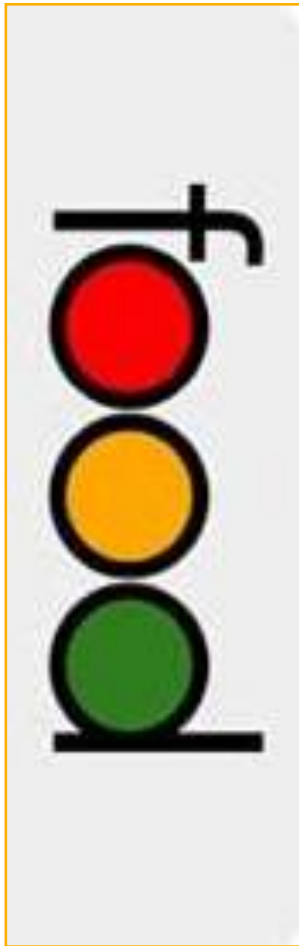
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Adult female (19-64 years of age)

- Ca. 2000 Kcal.
 - 76g fat
 - < 24g saturated
 - 260g carbohydrate
 - < 57g added sugar
 - 18g fibre
 - 50g protein
 - Salt < 6g equivalent
 - Vitamins, minerals, and all those things...
 - Water (~ 2 litres or 4 pints)
- At least 150 minutes of moderate aerobic activity weekly (e.g. cycling or fast walking)
 - Strength exercises on two or more days a week that work all the major muscles
- OR
- 75 minutes of vigorous aerobic activity weekly (e.g. running or tennis)
 - Strength exercises on two or more days
- OR
- A mix of moderate and vigorous aerobic activity every week, e.g. two 30-minute runs plus 30 minutes of fast walking and strength exercises on two or more days



Traffic lights and GDAs



1. Base your meals on starchy foods
 - wholegrain bread, pasta and rice
2. Eat lots of fruit and vegetables
 - At least 5 portions (of ca. 80g)
3. Eat more fish
4. Cut down on saturated fat and sugar
5. Try to eat less salt - no more than 6g a day
6. Get active and try to be a healthy weight
7. Drink plenty of water
8. Don't skip breakfast



One size does not fit all ...



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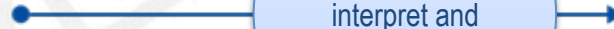
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GENERAL
HEALTH
GUIDELINES



PERSONALISED
DIETARY
ADVICE



Measure,
interpret and
communicate



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Top Paid iPhone Apps

Paid Free Top Grossing

Health & Fitness

1. 7 Minute Workout... Health & Fitness £2.29 In-App Purchases	2. Sleep Cycle alarm clock Health & Fitness £0.79 In-App Purchases	3. The Wonder Weeks Health & Fitness * £1.49	4. Carbs & Cals - Count your Carbs & Cals Health & Fitness £3.99	5. Model My Diet - Women Health & Fitness * £1.49	6. Fitness Buddy : 1700+ Exercises Health & Fitness £1.49 In-App Purchases	7. Yoga Studio Health & Fitness £2.99	8. Ultimate Food Value Diary Plus Health & Fitness * £2.99 In-App Purchases	9. Full Fitness : Exercise Workout Health & Fitness £2.29	10. Runtastic PRO GPS... Health & Fitness £3.99 In-App Purchases	11. Couch to 5K Runner, 0 to 5K... Health & Fitness * £2.29	12. Period Diary Pro (Period)... Health & Fitness £1.49
13. Sleep Test Pro - 15m & 20m... Health & Fitness £0.79	14. Points Calculator &... Health & Fitness £2.29	15. Instant Heart Rate - Heart Rate... Health & Fitness £1.49 In-App Purchases	16. Mindfit Health & Fitness £2.29	17. Adrian James 6 Pack Abs... Health & Fitness £2.29	18. CWP & Me Health & Fitness £2.29	19. CalorieKJ Counter PRO... Health & Fitness £2.99 In-App Purchases	20. Sleep Time - Sleep Cycle... Health & Fitness £1.49 In-App Purchases	21. Starting Strength Official Health & Fitness * £3.99	22. Food Calculator Pro Health & Fitness £2.29	23. iPeriod Period Tracker Ultimate... Health & Fitness £1.49 In-App Purchases	24. buddhily - mindfulness &... Health & Fitness * £3.99
25. SworKit Pro - Custom Workout... Health & Fitness * £2.99	26. Paleo (c) - The Ultimate... Health & Fitness * £0.79	27. Bleep Test Solo Health & Fitness £0.79	28. Couch to 5K® - Running... Health & Fitness £1.49	29. Get Running (Couch to 5K) Health & Fitness £2.29	30. mySymptoms Food & Symptoms... Health & Fitness * £2.29	31. Zombies, Run! 5k Training Health & Fitness £1.49	32. Spinning Class Workout... Health & Fitness * £0.79	33. Model My Diet - Men... Health & Fitness £2.49	34. HealthStats - HealthDash... Health & Fitness * £1.49	35. Sit - a beautiful, simple... Health & Fitness £1.49	36. Simply Being - Guided... Health & Fitness * £1.49
37. Daily Water - Water Reminders... Health & Fitness £0.79	38. Virtual Gastric Band Hypnosis... Health & Fitness * £4.99	39. Instant Fitness - 600+ Exercises... Health & Fitness £1.49 In-App Purchases	40. 30 Day Fitness... Health & Fitness * £1.49 In-App Purchases	41. TerriAnn 123 DIET PLAN Health & Fitness * £2.99	42. Runtastic Road Bike (PRO)... Health & Fitness £3.99	43. Fitness Point Pro - Workout... Health & Fitness * £3.99 In-App Purchases	44. I Can Make You Thin - Paul... Health & Fitness £4.99	45. Moodnotes - Thought Journal... Health & Fitness £2.99	46. Map My Run® - GPS Running... Health & Fitness £2.29 In-App Purchases	47. Pedometer Health & Fitness £0.79	48. StressLess - Psychologies Health & Fitness * £3.99
49. PT in My Pocket Health & Fitness £5.99 In-App Purchases	50. Footsteps - Pedometer Health & Fitness £1.49	51. WomanLog Pro Calendar Health & Fitness * £2.29 In-App Purchases	52. Runtastic Pedometer Step... Health & Fitness £1.99	53. Push ups 0 to 100, Pushups... Health & Fitness * £1.49	54. I Can Make You Sleep - Paul... Health & Fitness £4.99	55. Great Legs: squats, lunges... Health & Fitness £1.49	56. Great Butt Workout... Health & Fitness £1.49	57. Mindfulness Daily - Meditations... Health & Fitness * £1.49 In-App Purchases	58. Sync Solver for Fitbit Health & Fitness £2.29	59. Sleep Cycle power nap Health & Fitness £1.49	60. Police Fitness - (Sleep Test &... Health & Fitness * £0.79



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Pad Free Top Grossing

Health & Fitness ▾

1. Calorie Counter & Diet... Health & Fitness * Update In-App Purchases	2. Superdrug Health & Fitness Get	3. Fitbit Health & Fitness Get	4. Strava Running and Cycling... Health & Fitness Download... In-App Purchases	5. Clue - Period Tracker Health & Fitness Get	6. Map My Run - GPS Running... Health & Fitness Get In-App Purchases	7. Pacer - Pedometer plu... Health & Fitness Update In-App Purchases	8. Period Diary (Period, Fertile... Health & Fitness Get	9. Steps Pedometer &... Health & Fitness Get In-App Purchases	10. 7 Minute Workout *Seve... Health & Fitness * Get In-App Purchases	11. Headspace: Meditation... Health & Fitness Get In-App Purchases	12. Nike+ Running Health & Fitness Get
13. Runkeeper - Free Running... Health & Fitness Get In-App Purchases	14. Preparing for Birth Health & Fitness Get	15. 8fit - Fitness at home... Health & Fitness * Get In-App Purchases	16. My Pregnancy Tod... Health & Fitness Get	17. Runastic GPS Running... Health & Fitness Get In-App Purchases	18. ChangeLife Couch to 5k Health & Fitness Get	19. Sworkit Lite - Personal Work... Health & Fitness * Get	20. 30 Day Ab Challenge FREE Health & Fitness Get In-App Purchases	21. iPeriod Period Tracker Free... Health & Fitness Get In-App Purchases	22. Weight Watchers Mobil... Health & Fitness * Get In-App Purchases	23. my PureGym Health & Fitness Get	24. Instant Heart Rate - Heart RA... Health & Fitness FREE Get In-App Purchases
25. Period Tracker Lite Health & Fitness Get	26. My Diet Coach - Weight... Health & Fitness * Get In-App Purchases	27. Calorie Counter + Health & Fitness * Get In-App Purchases	28. Belly Fat Workout FREE... Health & Fitness * Get In-App Purchases	29. Sleep Better - Smart Alarm... Health & Fitness * Get In-App Purchases	30. Map My Ride - GPS Cycling... Health & Fitness Get In-App Purchases	31. Smoke Free - Quit smoking... Health & Fitness Get In-App Purchases	32. 30 Day Squat Challenge FREE Health & Fitness Get In-App Purchases	33. Calm - Meditate, See... Health & Fitness Get In-App Purchases	34. Steps - Pedometer &... Health & Fitness Get In-App Purchases	35. Plant Nanny - Water Reminds... Health & Fitness Get In-App Purchases	36. Fitness Buddy FREE... Health & Fitness FREE Get In-App Purchases
37. Walkometer GPS Pedomete... Health & Fitness * Get In-App Purchases	38. Sleep Well Hypnosis - FRE... Health & Fitness * Get In-App Purchases	39. Lifesum - Join the health... Health & Fitness * Get In-App Purchases	40. Sleep Time : Sleep Cycle... Health & Fitness FREE Get In-App Purchases	41. Relax Melodies: Slee... Health & Fitness Get In-App Purchases	42. Garmin Connect™... Health & Fitness Get	43. Ab & Core Sworkit - Free... Health & Fitness * Get	44. 100% Army Fit Health & Fitness Get	45. Couch to 5K Runner, 0 to 5K... Health & Fitness * Get In-App Purchases	46. Yogaia - Live and Recorded... Health & Fitness * Get In-App Purchases	47. Pregnancy & Baby What to... Health & Fitness * Get	48. Running and Walking with... Health & Fitness * Get In-App Purchases
49. Stop, Breathe & Think Health & Fitness * Get In-App Purchases	50. DigiPil - Sleep, Relaxat... Health & Fitness * Get In-App Purchases	51. Fertility Friend... Health & Fitness * Get In-App Purchases	52. Period Tracker - Mont... Health & Fitness * Get In-App Purchases	53. Calorie/KJ Counter and... Health & Fitness * Get In-App Purchases	54. Vibrating Massager FREE Health & Fitness FREE Get	55. Cognito: Brain Training... Health & Fitness * Get In-App Purchases	56. CosmoBody Health & Fitness * Get In-App Purchases	57. Pedometer++ Health & Fitness Get In-App Purchases	58. My Calendar - Period Tracker Health & Fitness Get In-App Purchases	59. Sound Sleeper: relaxi... Health & Fitness * Get In-App Purchases	60. Abs Workout: Get Your Six... Health & Fitness * Get In-App Purchases



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Collecting data

- User information (sex, age, weight, measurements)
- User goals (e.g. loose weight, eat less saturated fat, do more exercise)
- User behaviours (e.g. food eaten, exercise completed)
 - Food composition data sourced from published and brand information
 - Added to by user community
 - Personalised database (frequently eaten foods)
 - Bar scanner
 - Recipe calculator
 - Variety of units (grams, ounces, cups, packets, 100 g, 1 g, 1 unit)
- Outputs (e.g. energy used [e.g. steps, exercise], calories consumed, progress)



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Personalised health apps

- mHealth apps projected market value ca. €6 bn
 - 60% from remote monitoring
- Potential predicted saving in healthcare ca. €99 bn
 - €69 bn wellness/ prevention, €32 bn treatment and monitoring
 - Costs (e.g. workforce) ca. €6 bn
- Top 20 sports/ fitness/ health apps in 2013 = 231 million installations
 - 2017, 3.4 bn smartphones, ca. 50% using mHealth apps
- 970 000 mHealth apps currently available
 - 70% targeted at consumers, 30% at professionals (e.g. dietitians)
- **Two-thirds do not act on advice**
- **Nearly half (45%) are concerned about security**



Not acting on advice

- Because we don't but there is evidence apps are more effective
 - Persist for longer, more accurate, novel, appeal to younger age groups

Engaging adolescents in healthy lifestyle choices: 'Paper diary versus App'

- Improve health based on personalised advice and new technology
- Food diaries (paper) versus FoodWiz App
- Food intake and exercise in adolescents (16-19 years old)
 - Ease of use, acceptability and perceived effectiveness

Florence Jimoh & James Lay (Food Angels Ltd.)



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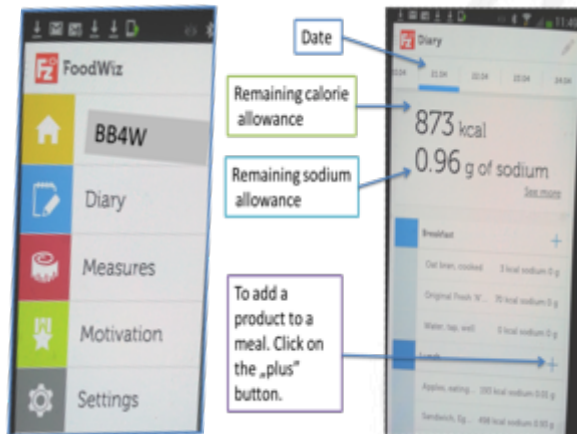


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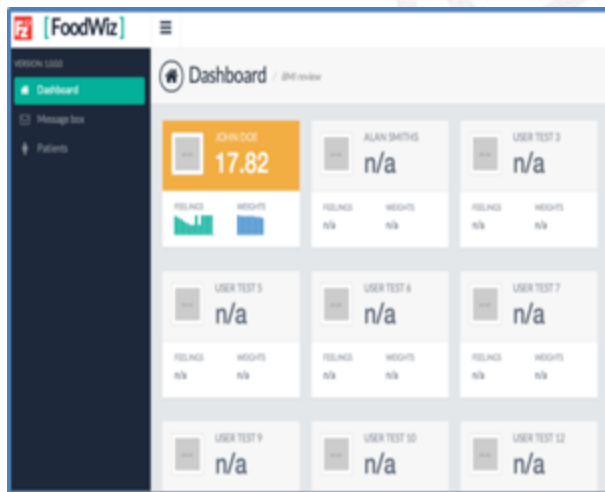


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Electronic diary (app & platform)



- Scan barcodes
- Add own product
- Record moods
- Weigh food via Bluetooth scale



- Set targets
- Monitoring
- Nudging

FOOD DATABANKS



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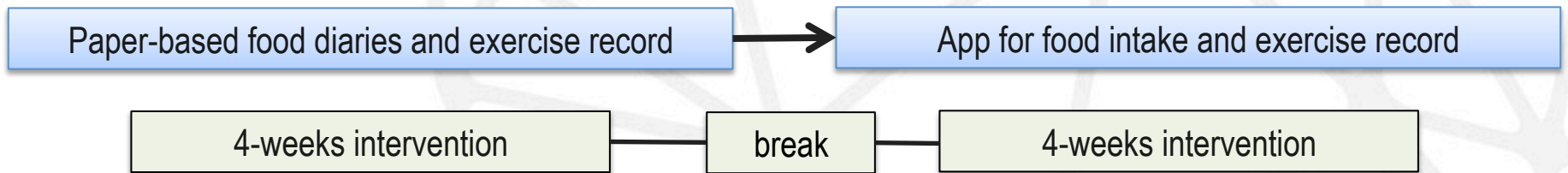
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Study Protocol: Methods

- Recruitment (5 schools, 34 participants, 30 completed)
- Nutrition education session
- Fortnightly meetings (BMI, WC, Review diet)
- Support messages
 - Paper diary received general support
 - App received general support and targets messages (diet and activity)
- Followed up with a questionnaire



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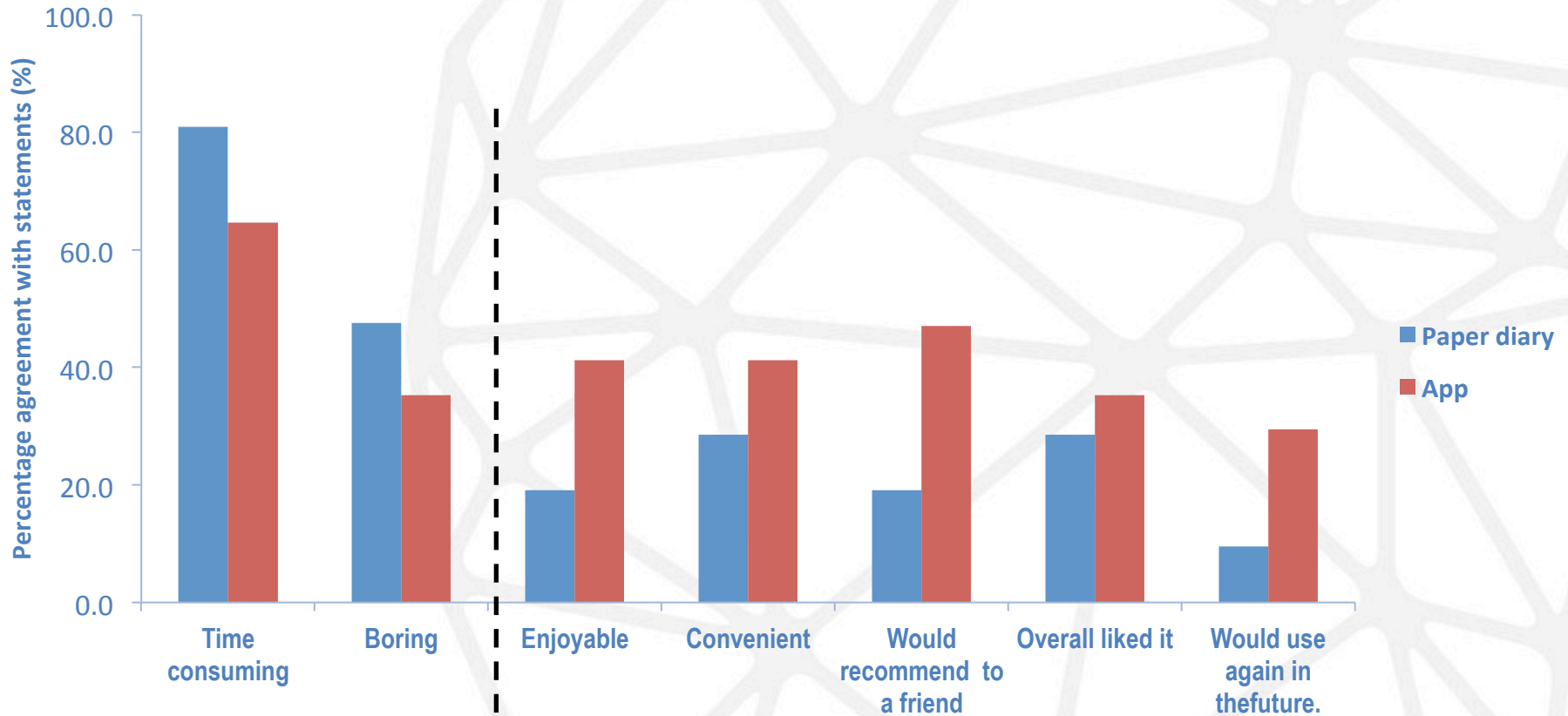


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App easier to use



Negative: Diary scores higher

Positive: App scores higher

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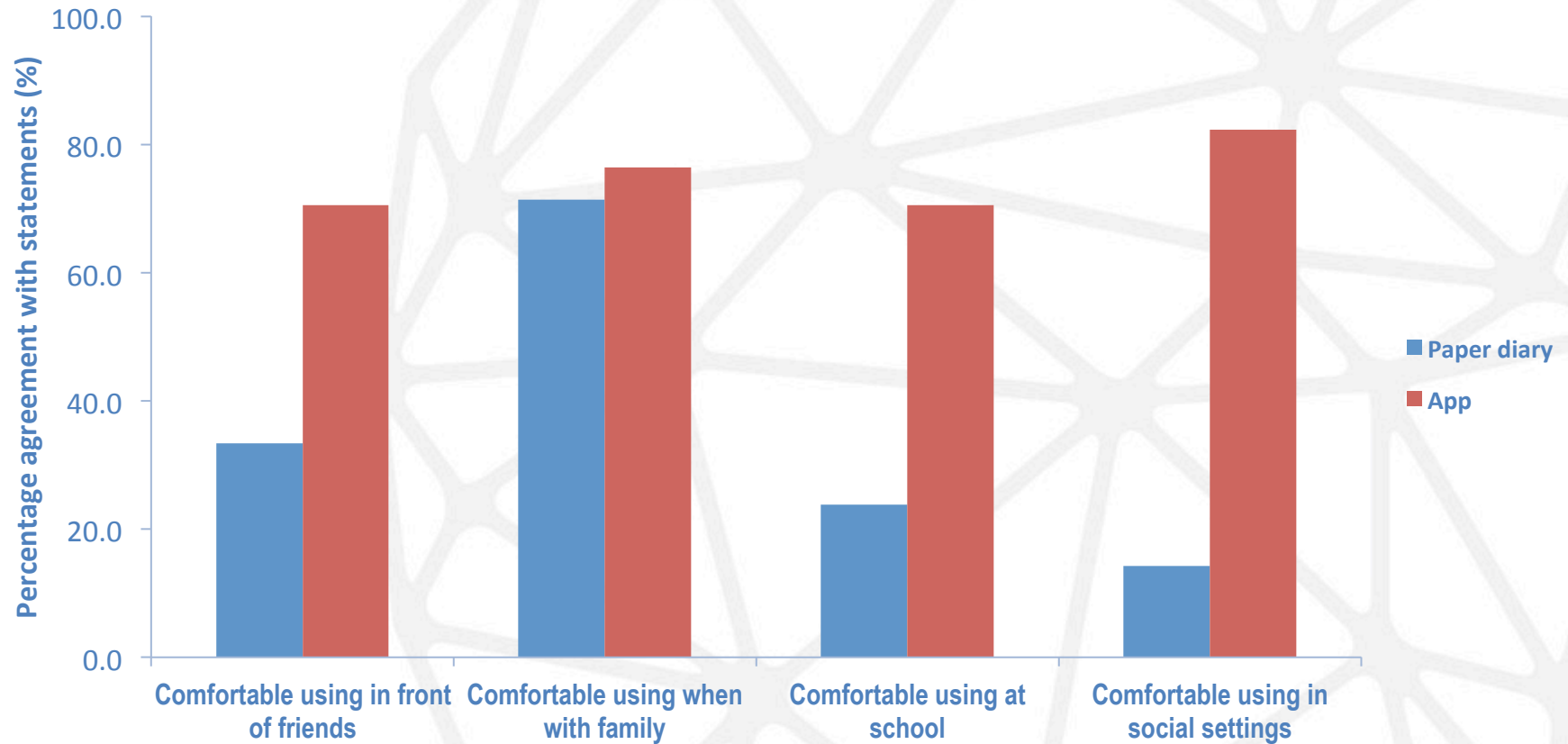


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Comfortable with App



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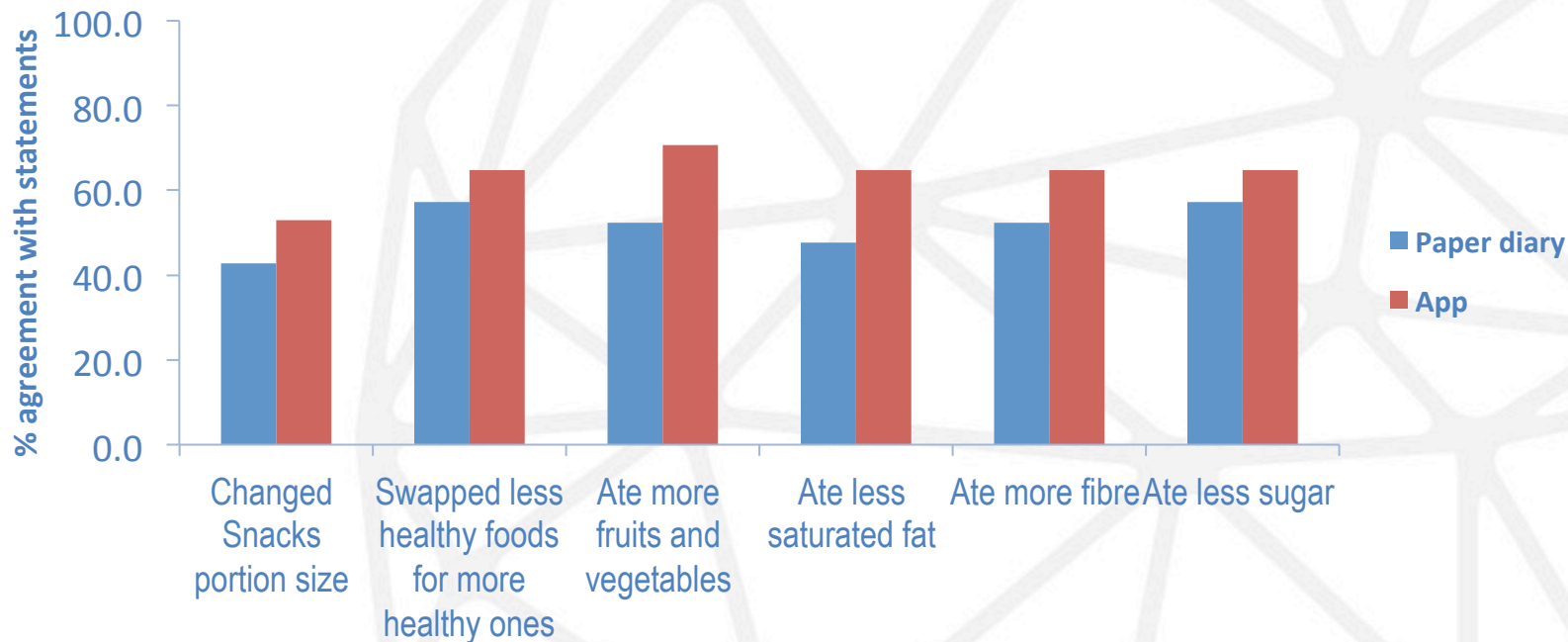


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Perceived impact on intake



BMI	Start	Finish
Normal	22	24
Overweight	8	6
Obese	3	3



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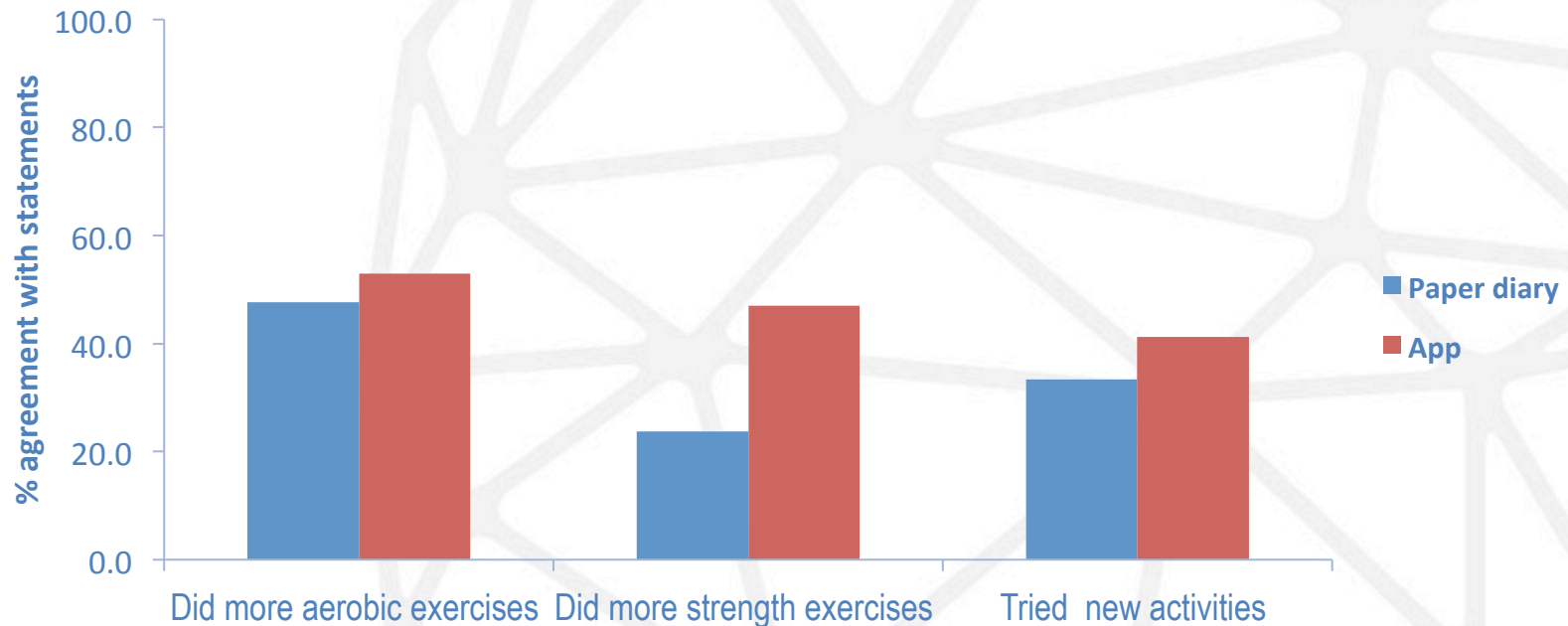


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Perceived impact on activity



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Summary

FoodWiz2 App

- Likes:
 - Convenient
 - Diet awareness
 - Calorie count
 - Barcode scan
 - Weigh via Bluetooth
- Dislikes
 - Limited exercise options
 - Couldn't find some foods
 - Sometimes slow

Paper Diary

- Likes:
 - Simple
 - Diet awareness
 - Exercise awareness
- Dislikes
 - Time consuming
 - Weighing the food

FOOD DATABANKS



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Summary

- Recording of food + exercise → more aware of their health
- General preference for app
- Useful for young people to monitor intake, activity and mood
 - Relevant for other age groups familiar with or willing to try technology

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Not acting on advice

- Apparently inaccurate or conflicting information
 - e.g. Speedo app 64 x 25 m lengths (10 FC, 10 BS, 44 BrS) 784 kcal
 - MyfitnessPal 1300 kcal

Device	Day 1 (steps)	Day 2 (steps)
Pedometer	2165	2382 (10% ↑)
Jawbone Up	2166	2339 (8% ↑)
Basis band	2157	1614 (25% ↓)
Fitbit Flex	2140	2290 (7% ↑)
Nike+	2076	2103 (1% ↑)

<http://bit.ly/1Qq1BrY>



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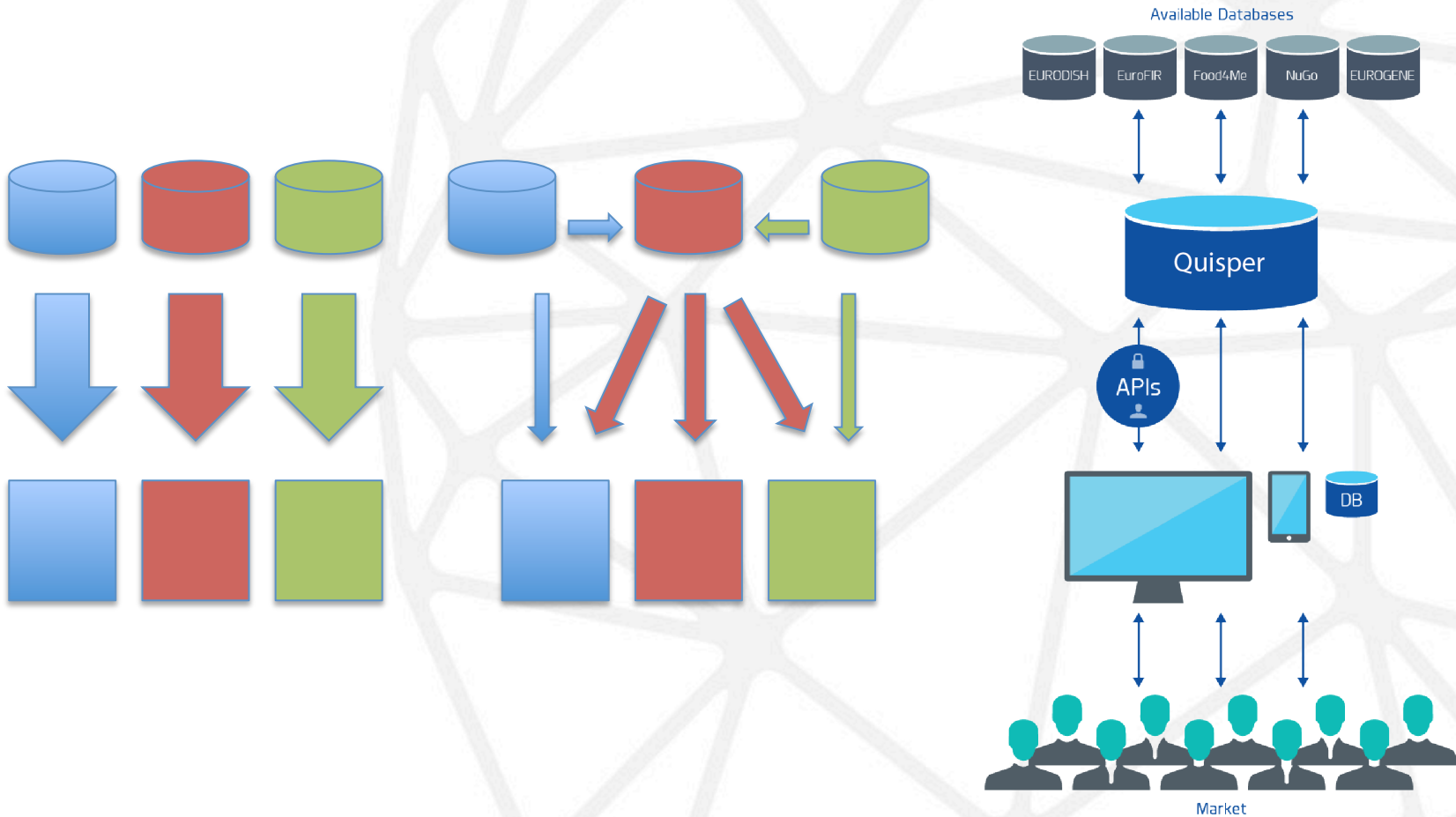
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Validity and context of output

- “This food is low in saturated fat” or “This food is high in saturated fat”
 - “This food has lots of vitamin C”
 - Skittles™ as well as oranges
 - “This food is high in protein”
-
- Most consider a “snap shot” rather than longer term behaviours
 - Few suggest changes or provide advice
 1. Alternative foods
 2. Foods high in missing/ low intakes
 3. Alert users to low intakes only high



Validated data and knowledge



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Delivering data and knowledge

- Data and knowledge applicable to personalised dietary advice
 - Intake (e.g. food composition and consumption)
 - Status (blood chemistry, genotype)
 - Health markers (RDI, optimal blood range, phenotype, etc.)
- Quisper manages access, application, advice outputs
 - Tools retrieve information via application programming interface (API)
 - Combine data and knowledge to give an output
- Customers (tools) control delivery format
- End-users (customers) offered assurance about validity and security



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Validated data and knowledge

- Peer-reviewed based on harmonised or best-available standards
 - e.g. Food composition, CEN EN 16104:2012 Food data – Structure and interchange format, published 19th December 2012
- Expert researchers trained to critically assess data or knowledge from peer-reviewed and/ or grey literature based on:
 - Source (e.g. bibliographic reference), information (e.g. study design, power, etc.), method of analysis (e.g. specificity, standards, etc.), sampling information (e.g. number and frequency, replicates), and analytical data (e.g. certainty, errors, etc.)
 - e.g. Was accuracy determined using certified or secondary reference materials?
 - Aspects weighted for value (e.g. study design > method >> source)
- Scored on the basis of quality ☆☆☆☆☆
- Panel (ca. 50) made of sub-panels (e.g. food composition, 10) requiring only 4-5 to review each set of data or knowledge rules
 - Each sub-panel asked to consider “standards” as fit-for-purpose annually



Personalised dietary advice

- VitalinQ is an Dutch SME partner in QuaLiFY
- Supporting behaviour change, i.e. healthier lifestyle long-term
 - Tailored to individuals preferences with choices in nutrition (balanced diet), exercise (age-appropriate), planning, work, news, recipes and environment ...
 - No separate App required for those with chronic conditions (e.g. diabetes)
 - Supported by a team of dieticians, lifestyle coaches, physiotherapists and other allied healthcare professions; mindful eating and choices
- Multiple module interface, direct feedback
- More than 1 million Dutch and Belgian users
 - Users can choose to be part of the wider (specified) community
 - Launching a version in English
- Making more use of images and visual recognition

VITALINQ
HEALTHY LIFESTYLE SUPPORT



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08:36 99%
mijn.vitalinq.nl

NUTRITION 7 x

04-05-2015 Journal Calculation Tips and information 472 Kcal (18 % ADH)








Breakfast + Add Item

- Bruinbrood 1 slice 83 Kcal (3% ADH)

Lunch + Add item or Reuse last time

Products: Brood

Product groups: -
Recipes: -

 Bruinbrood
 Volkorenbr...
 Tarwebrood
 Meergrane...
 Witbrood
 Roggebrood
 Stok

Snack + Add Item

- Koffie 1 cup 3 Kcal (0% ADH)

Snack + Add item or Reuse last time

Evening Meal + Add item

- Hak Witte Bonen 50 grams 53 Kcal (2% ADH)
- Hak Hollandse Bruine Bonen 50 grams 50 Kcal (2% ADH)
- Kaas 45+ 50 grams 179 Kcal (7% ADH)



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Personalised dietary advice

- Safecape Software Solutions is an Greek SME partner in QuaLiFY
 - Silver ISV Microsoft Partner and recognized ISV, developing high technology information systems and innovative software applications
 - Insurance, accountancy, banking and ... personalised healthcare
- Genotyping, 45 SNPs as well as phenotype and physical activity
- Outputs are personalised recommendations and goals based genes, diet, lifestyle and other biomarkers
 - Increase or decrease intake of nutrient or specific food
 - Predisposition to conditions such celiac disease, lactose intolerance
 - Reports available in a variety of formats (e.g. MS Word, PDF, HTML etc.) or as machine-readable that can be integrated with other information
 - Inherently multilingual and both input and output can be provided in any language
- Willing to work with out service providers to deliver end-user information



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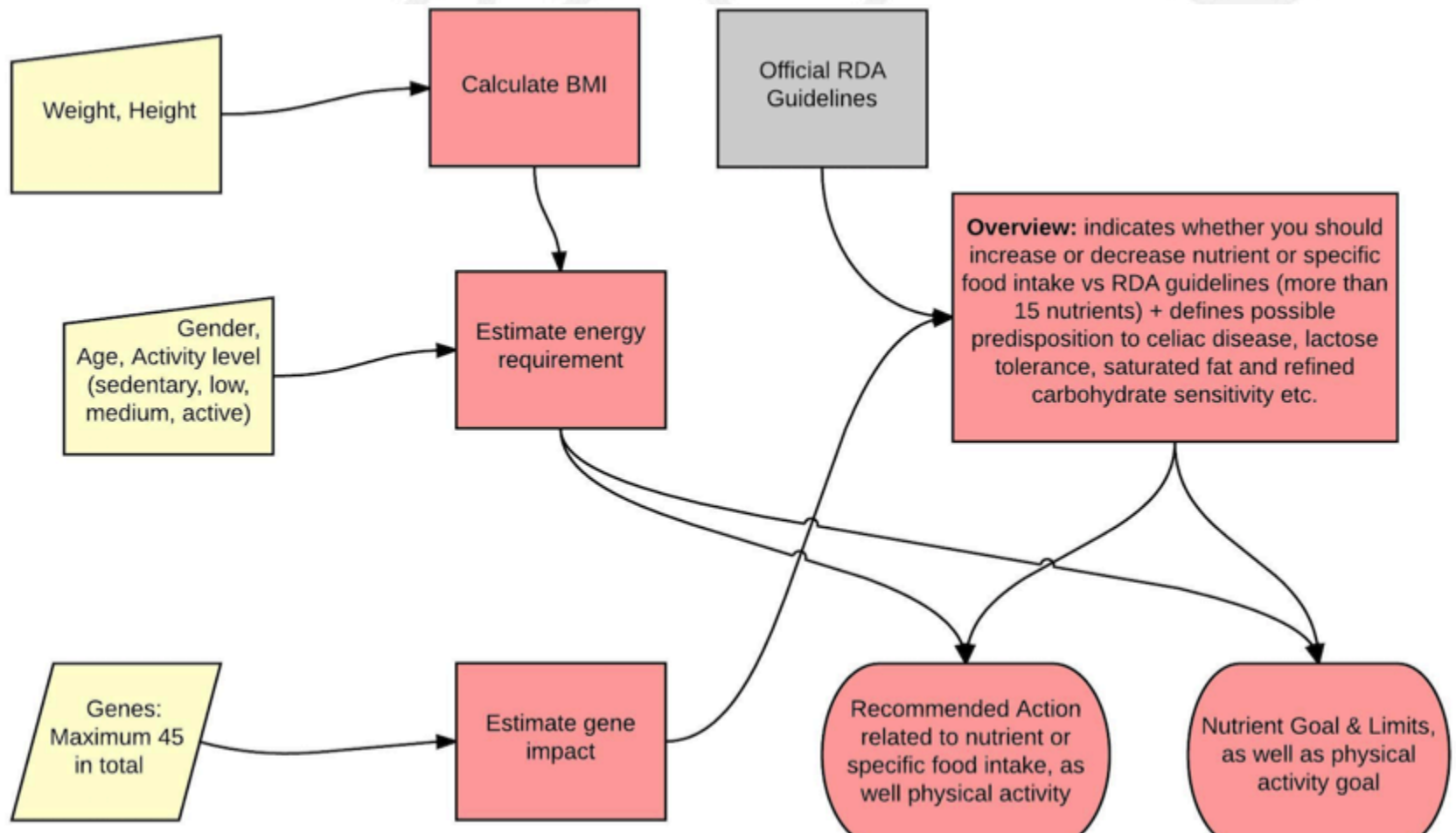


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Safescape: Logic process



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Conclusion

- mHealth is valuable market with space for many suppliers
- Apps are being provided by experts in technology not diet and health
- Diet and health researchers and allied healthcare providers need to get involved and ensure end-users have confidence in outputs
- Not all end-users will be successful, but the current approaches are not working either; more tools more successes (as well as failures)
- Scientifically validated data and knowledge will help confidence in both resources and end-users chances of success
- Enabling end-users and providing relevant information



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Thank you...

...for your attention!

For more information find us at

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