



@PauletteTrevena

## LiverWELL: An interactive mobile app for liver health management

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Paulette Trevena

Communications and Engagement Manager

*LiverWELL*





**I would like to begin by acknowledging the traditional owners of the lands where we meet today – the Gadigal of the Eora Nation.**

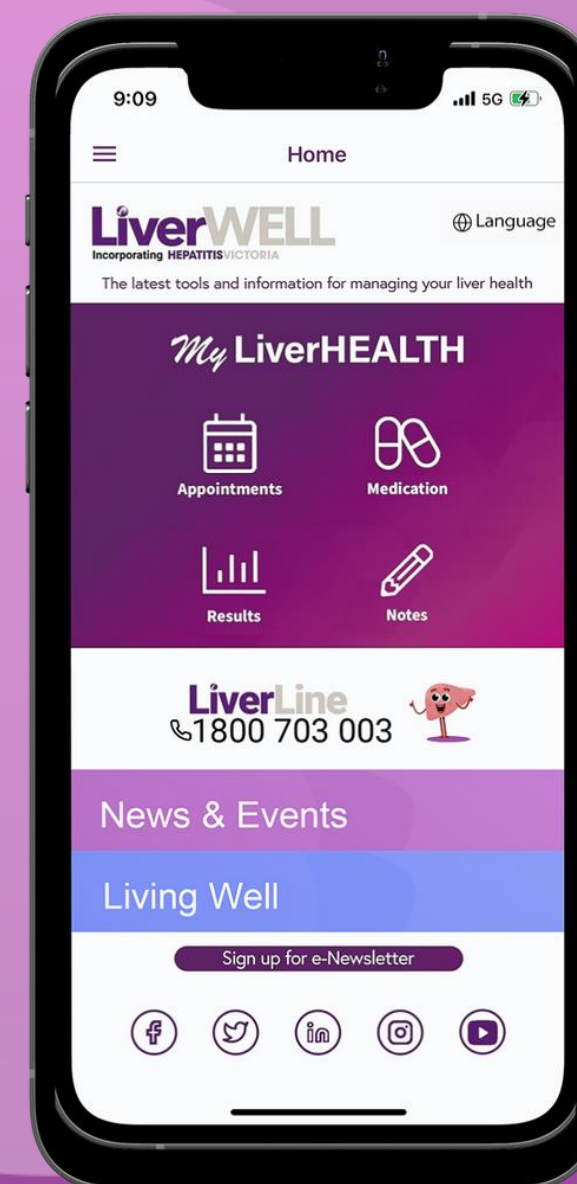
**We express our gratitude to them for their continued care and curation of these lands and waters.**

**I pay my respect to Elders past and present, and to emerging leaders. I extend this acknowledgment to any Aboriginal and or Torres Strait Islanders who may be present today.**

# The LiverWELL App

Tools and information for managing liver health conditions.

Designed with input from both users and health professionals, this free app is of assistance for people living with viral hepatitis and other liver conditions.





## Why was it developed?

01 The LiverWELL app was developed as tool to help people manage their liver health.

02 The patient journey of those with liver disease through the health care system can be isolating, confusing and overwhelming.

03 Research shows that digital tools are effective in helping people manage their health and improve health outcomes.

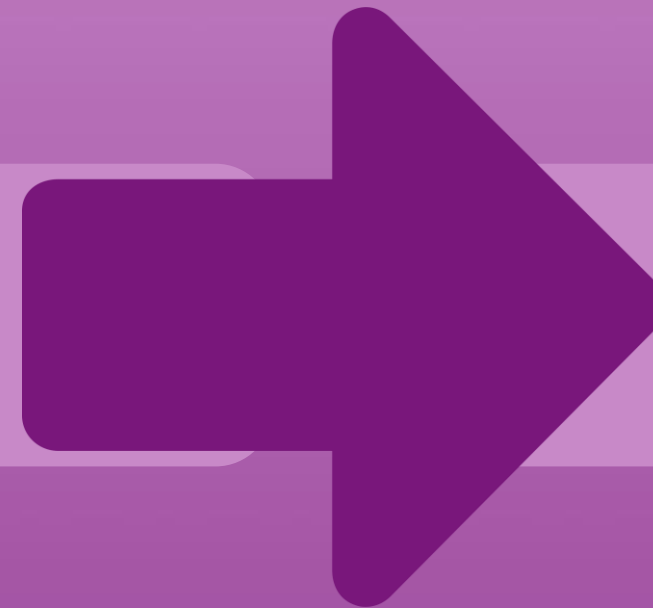




## Research

In 2016-2017, Hepatitis Victoria conducted a series of focus groups, asking people with lived experience of liver disease and viral hepatitis:

2016



2017

**What tools would be useful to help you manage your condition?**



## Their response was clear:

- Log and remind them of appointments with health professionals

- Manage their schedule of medications, with reminders

- Record their test results and their own notes

- They wanted up-to-date information on liver health



The app was the answer, but how did they want it to work?



**“We want it to work in a simple, uncomplicated way...”**

**We want instant download with no lengthy process and no cost...**

**We want to be able to use it in conjunction with our health care professionals...**

**Stigma is still an issue, so we want privacy and security, and our data to not be sold or used by other parties.”**

## Privacy concerns about data

### Issue 1

Where is user data stored?

### Issue 2

Can it be seen or accessed  
by others?



## 1 No Registration

No registration process and no collection of personal user data. All user data is saved on the user's phone. If they change phones, users need to reload their information.

## 2 Download

Download and signup is instant. We can still see user locations, and how many devices they use it on.

## 3 Notifications

Our communication with users is limited to notifications from the app.

# The solution



1



**Increased awareness  
about hepatitis and  
liver health**

2



**Increased adherence  
to liver health  
check-ups**

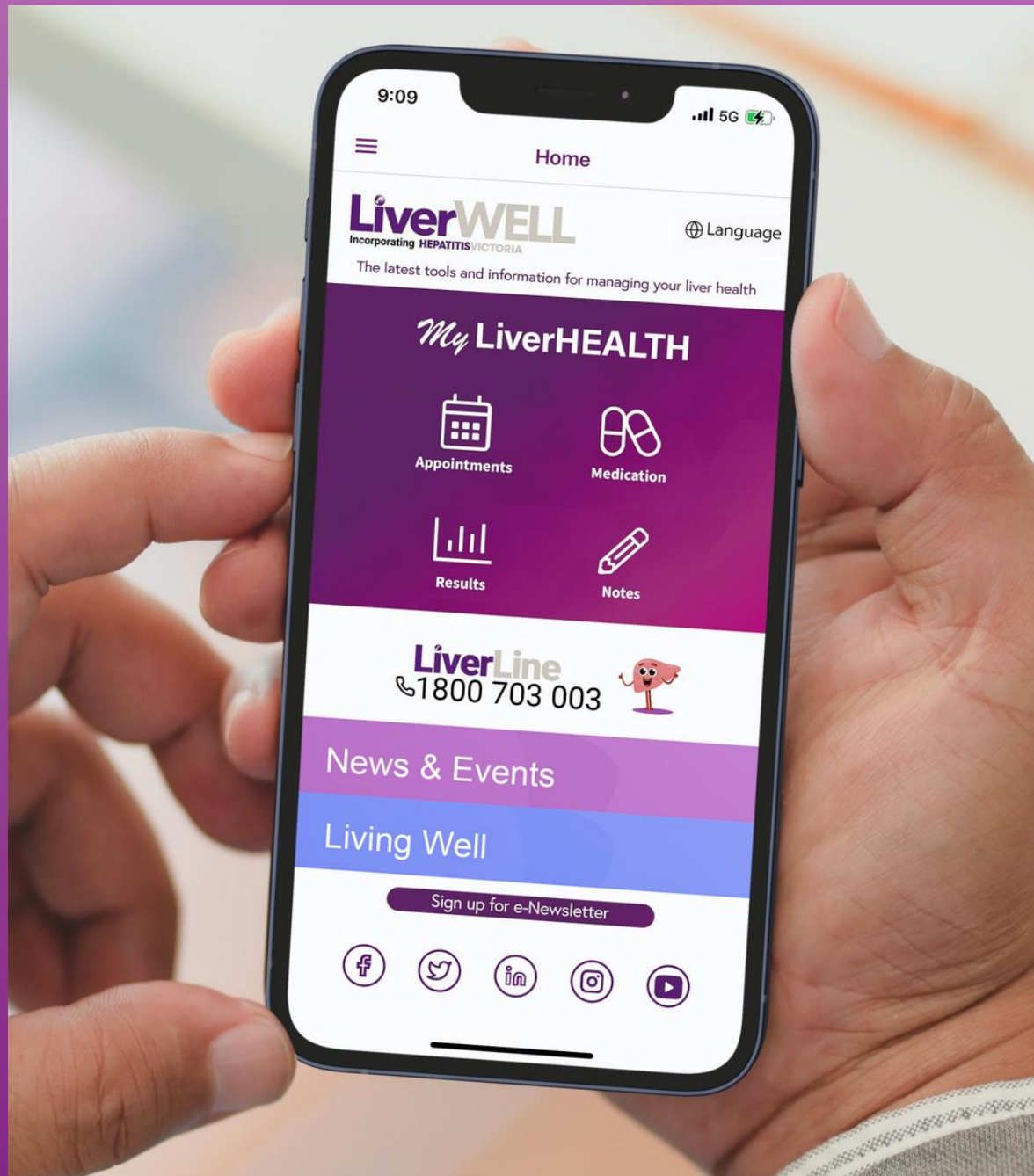
3



**Increased ability to  
manage treatment  
and medicines**

**Three major development goals**

## Re-launch



Originally launched in 2018, the app was redeveloped and relaunched in 2021.

- 1 Incorporated improvements and changes based on consumer feedback
- 2 Refined the functions
- 3 Implemented a more user-friendly CMS to do simple developments ourselves, saving some cost.



The app won a  
GOV NOW  
design award  
for  
Digital  
Experience in  
2018!



## Features

Call the LiverLine

Living Well content  
on our website:

Eating Well

Drink Aware

Feeling Well (mental health)

Getting Active

Links to our  
social media



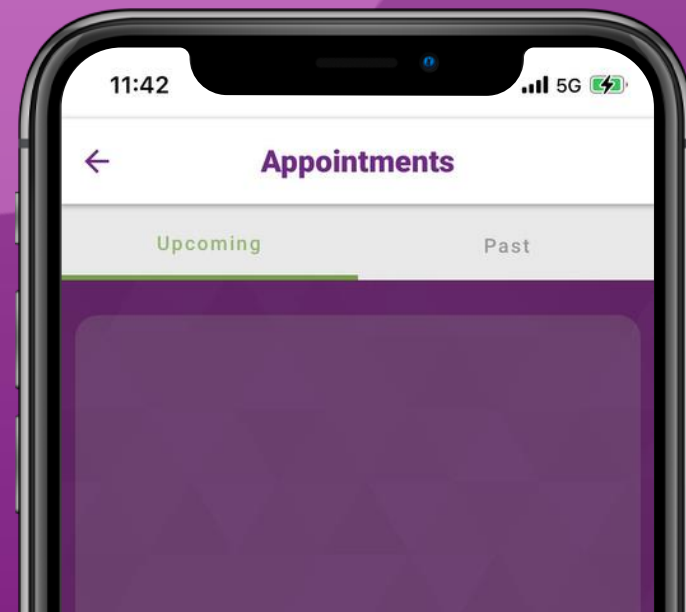
6 Language options for  
navigation

News and Events section  
on our website

Sign up for HEPChat, our  
e-newsletter

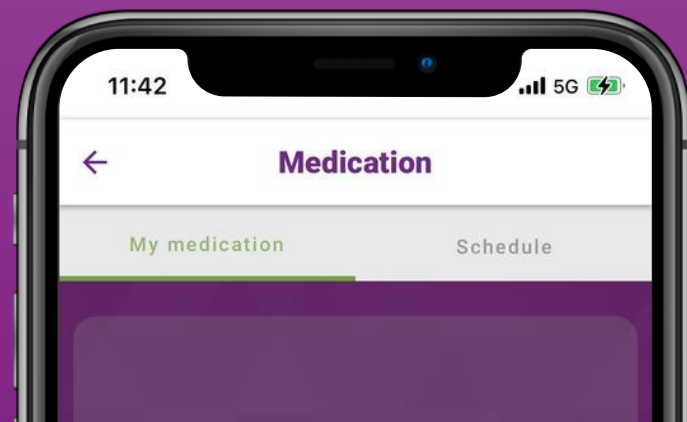
## Appointments

With reminders  
And add notes.



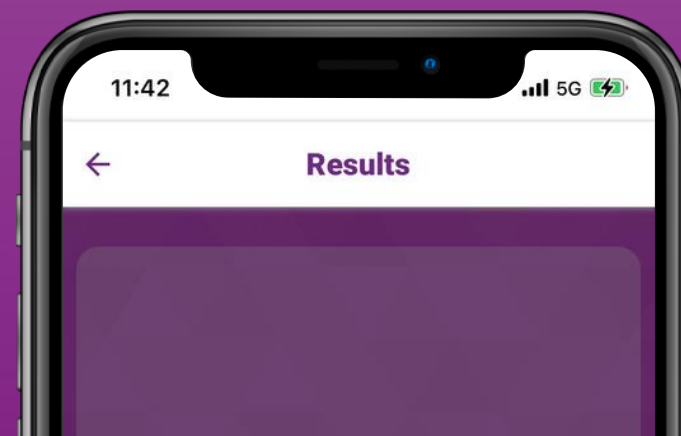
## Medication

With 42  
pre-populated  
medication  
names.  
You can also add  
your own,  
schedule them  
and set reminders  
with notes.



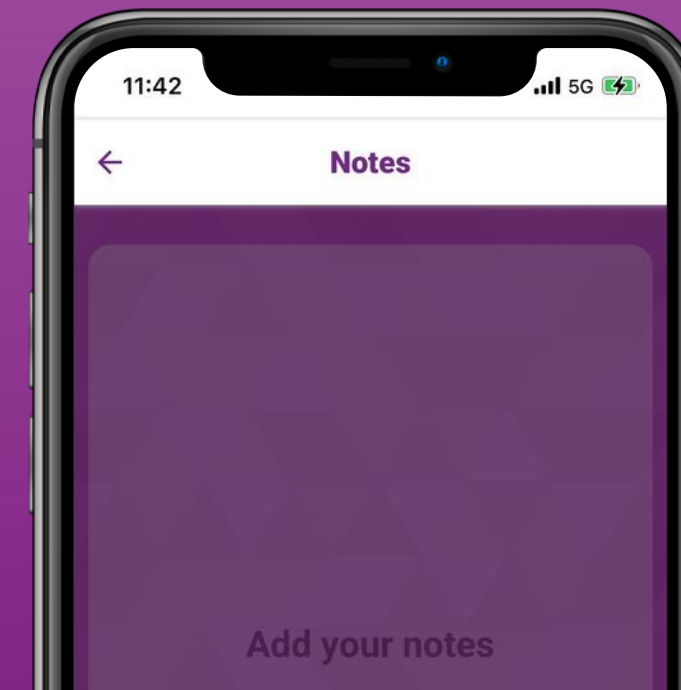
## Results

With nine fields:  
Weight, ALT, GGT,  
Albumin, Bilirubin,  
Hep B viral load,  
Fibroscan,  
Radiology, Hep C  
PCR. You can also  
set your own and  
upload your  
scans.



## Notes

Where you can  
add your own free  
text.



## Languages

Navigate in  
English, Arabic,  
Chinese, Burmese,  
Thai and  
Vietnamese.





## Promotion to users



Personal communications with all users of the first app regarding the re-launch, to lose as few users as possible.

Website app content replaced, emphasising the benefits to users.

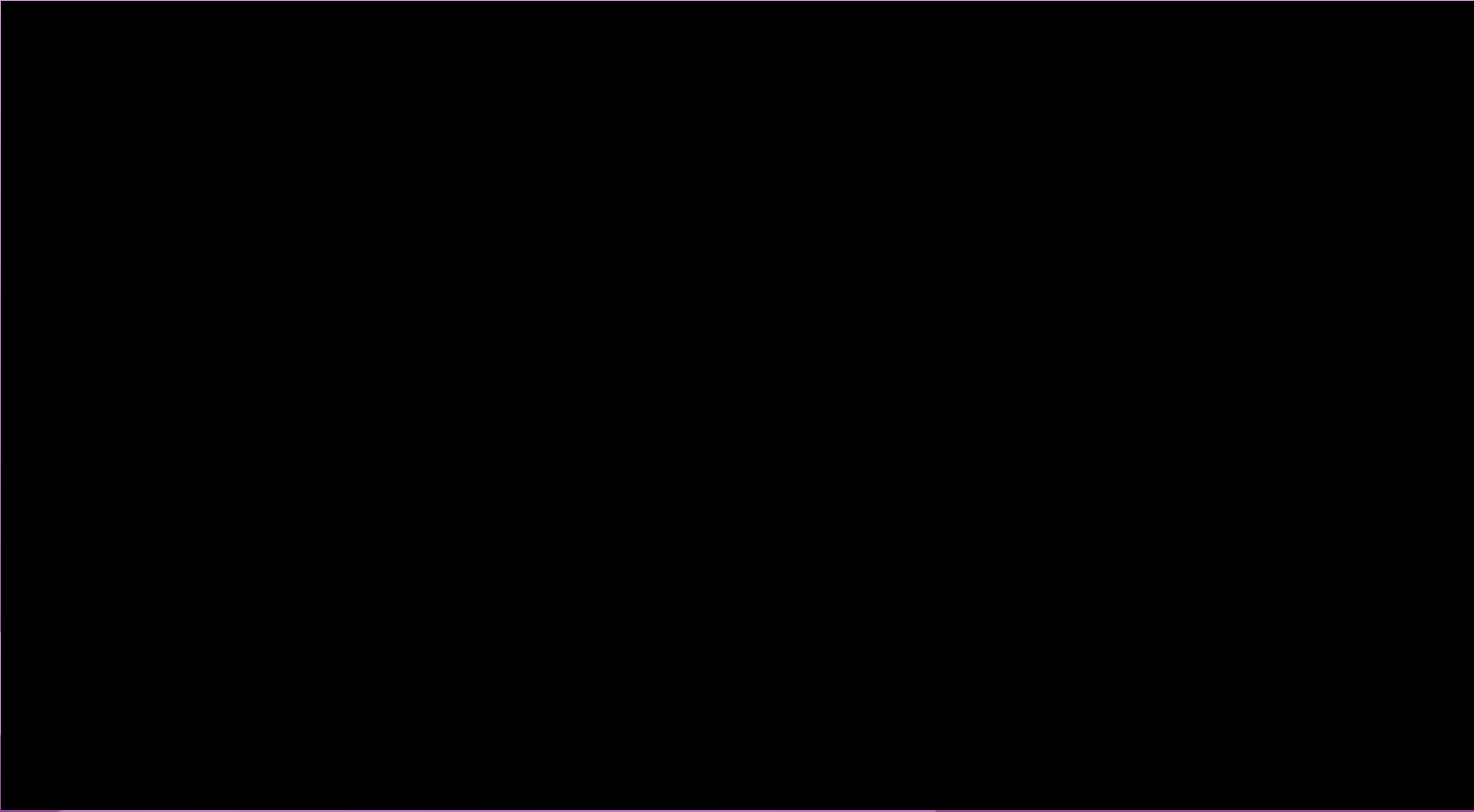


We produced two promotional videos – a general promo and one featuring a person who has lived experience of liver disease, and how the app is useful to her.



Paid targeted social media campaigns featuring the videos. This reached 313,000 users with 42,000 full views of the video.





Short  
promotional  
video



## Promotion to healthcare professionals



A paid social media campaign was also conducted, targeting healthcare professionals, which reached 263,000 people with 40,000 views of the video.



Collateral specifically for healthcare professionals was produced and distributed, encouraging awareness of the benefits of the app and how it can be used to support patients collaboratively.



These included posters and tear-off pads for clinics, in multiple languages.

1

Now has 1400 users, 675 in Australia, 371 in the US, recent growth in India, Africa and the UK.

2

About 30 users join per month – modest organic growth for a very specific app. We haven't promoted the app internationally, our focus has been more on Australia.

3

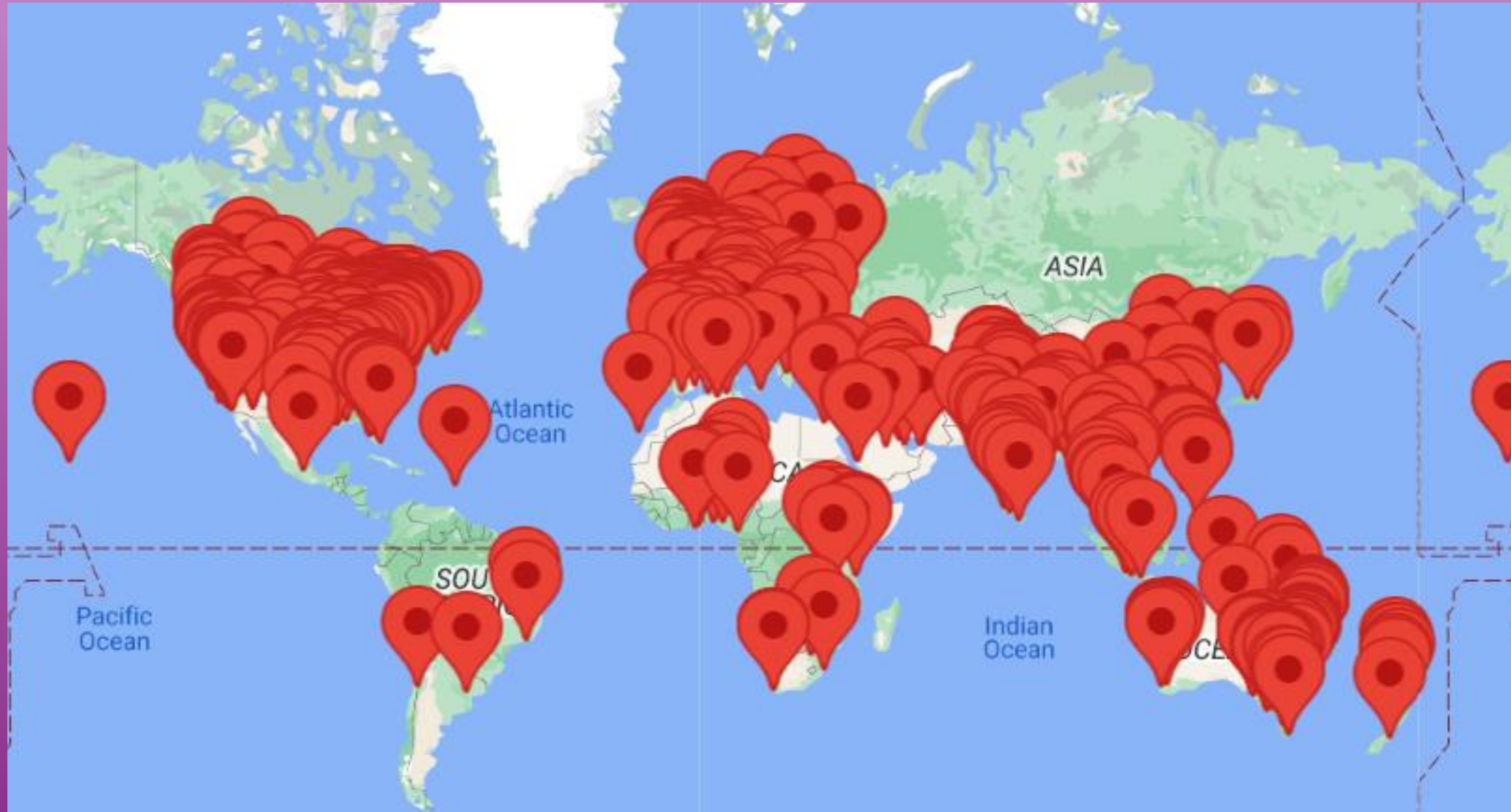
User Language selection shows Burmese, Chinese, then Vietnamese the highest groups after English. Privacy information is important to them.



## Growth

# MED INFO 23

8 – 12 JULY 2023 | SYDNEY, AUSTRALIA



## Did we meet our original brief?

### Outcome 1

Increased awareness about hepatitis and liver health

### Outcome 2

Increased adherence to liver health check-ups

### Outcome 3

Improved liver health outcomes

We can say we met the original brief for the creation of the app – but more research to come!

## Staying engaged is key



1 Healthcare professionals encourage their patients to download it

2 They encourage their patients to use the tools to manage their care

3 Patients stay engaged with the health care system and their health professionals.

There are not many liver-specific apps on the market and some interest has been shown from partner organisations in collaboration and links.



## Further Development

We may develop more content on liver cancer, fatty liver disease, self assessment tools and lifestyle management.



This content would sit on our website and link from the app.



## What's next?

**We would like to add more content in languages to the app**

**We need to gather more specific feedback from users and healthcare professionals. We also need to identify the barriers to its use so that we can address them**

**Fine-tuning the user experience**

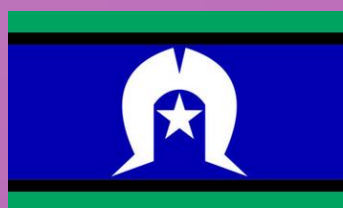




Reach out if you'd like to be involved in:

- Using the LiverWELL app alongside your patients
  - Providing feedback.

Thank you for listening



**LiverLine**  
1800 703 003

**LiverWELL**  
Incorporating HEPATITISVICTORIA

[liverwell.org.au](http://liverwell.org.au)