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EVALUATION OF E-HEALTH APPLICATIONS FOR WOMEN'S HEALTH

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The widespread use of mobile health applications (apps) causes increased interest in the content of these apps. The aim of the study was to evaluate the content of mobile health apps regarding women's health.

Method: In this cross-sectional descriptive study; 58 IOS-based free apps for Health and Fitness, and Medical categories among Popular Women's Health Applications were evaluated.

Results: The main topics of them were sexual health and reproductive health 50% (n=29) and birth 22.4% (n=13). They were generally supported by commercial institutions (n=46, 79.3%). In addition, sharing apps on social networks and password protection were also determined in them. 46.6% (n=27) of the apps are for users aged 12 years and over. The second age group was followed by 4 years and over with 32.8% (n = 19). The categories of the apps were 63.8% (n=37) health and fitness, 36.2% (n=21) medical were respectively (Figure 1). 56.9% (n = 33) of the apps had both English and Turkish languages choice. 86.2% (n=50) of mobile apps' sources of information are not specified. There was no explanation that the information in mobile application was based on evidence. 53.4% (n=31) of mobile apps supported the use of a particular product or service. Moreover, 55.2% (n=32) of mobile apps had advertising policy (Figure 1).

Discussion: Most of apps were developed for sexual health and reproductive health. They could have commercial properties. Moreover, different target groups could access these applications by using social networks. Data protection was also an important property for users.

Biography

Pinar Kilic Aksu is a Dentist and an expert in Healthcare Management. She has her MSc and PhD degrees on Health Management. She is Head of the Health Care Management Department in Yeditepe University. She is interested in Information Security and Patient Privacy especially.

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