

### **Social Innovation Competitor #3**

#### HealthQ App

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**Video:** <https://w21cinnovationacademy.com/competitors/#Competitor3>

HealthQ is a free bilingual (English/French) reminder app for smart phones developed and created by healthcare professionals for patient use. It is the only single app to date that provides screening and immunization information, medication and appointment reminders, prenatal timelines, as well as fact-based recommendations and guidelines from the Canadian Task Force on Preventative Health, the Alberta Screening and Prevention, Toward Optimized Practices, Screening for Life, Diabetes Canada, the Heart and Stroke Foundation, and other resources.

What is needed to equalize healthcare outcomes for marginalized, new immigrants, minority populations especially French speaking Canadians outside of Quebec? Utilization of tools like HealthQ would help to play a role to reduce this gap. Access to information, recommended screening guidelines both in English and French can now be available to these populations in a FREE, easy to use telephone app. HealthQ can help reduce inequalities and improve medical literacy not only in these groups but for the general public at large. Prevention and early detection of disease improves health outcomes.

Canadians need a centralized source of reliable health care information, a central hub for managing personal appointments and routine screening for themselves (such as mammograms) and members of their family (such as vaccination schedules for their children). A study conducted by the University of Waterloo found that Canadians regularly seek medical advice and diagnoses from the internet. The researchers concluded that “if people are influenced by the incorrect information found in search results, they can make harmful decisions about the appropriate treatment.” Furthermore, the Canadian Medical Association Journal (CMAJ) has reported an alarming trend towards self-diagnosis with self-testing kits that are commonly found on pharmacy shelves and available online. This includes testing for such significant conditions as sexually transmitted disease, Alzheimer’s Disease, even cancer. The HealthQ mobile app is designed to prevent these problems by keeping regular health maintenance on track. Regular medical screening saves lives and early detection of chronic diseases is vital.

Unfortunately, keeping track of appointments, medical screening and vaccinations schedules is daunting for many Canadians. The app includes guidance on child and adult vaccinations, a prenatal care timeline and screening for the following: • Breast cancer • Cardiovascular disease • Cervical cancer • Colorectal cancer • Diabetes • Osteoporosis • Lung cancer • Prostate cancer According to the Internet and Digital Technology data from the most recent General Social Survey conducted by Statistics Canada, 76 per cent of Canadians owned smartphones and that number is on the rise. That fact, in addition to the aging population in Canada means HealthQ is a sensible solution for informing members of the public whose need to access health care information will only increase in the years to come. With the assistance of HealthQ, keeping track of appointments and heeding the advice of Canada’s leading organizations for medical information will result in earlier detection of chronic disease and reduce rates of hospitalization. This translates into savings for the health care system nation-wide.

With close to 30 years working in family medicine, and practices that span from prenatal to end of life care, we have witnessed the change in medicine and healthcare first hand. HealthQ was created after

years of listening to the concerns and frustrations of patients who wanted to take a more active role in their healthcare. HealthQ to date remains the only single app for patient use, created by healthcare professionals. HealthQ provides fact-based education on screening and immunization, medication and appointment reminders as well as prenatal timelines.