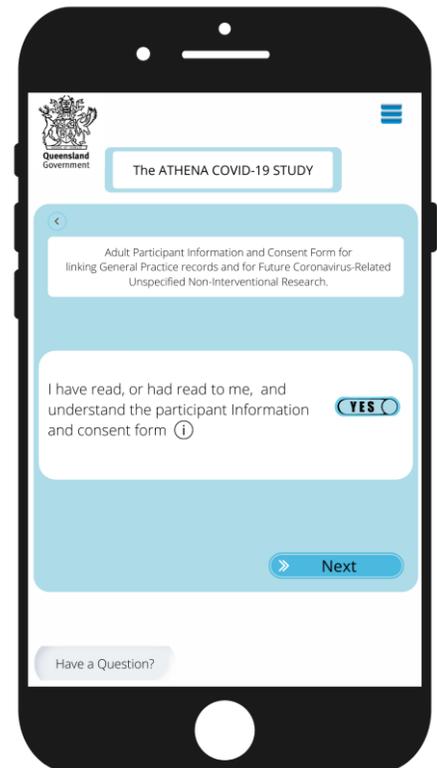
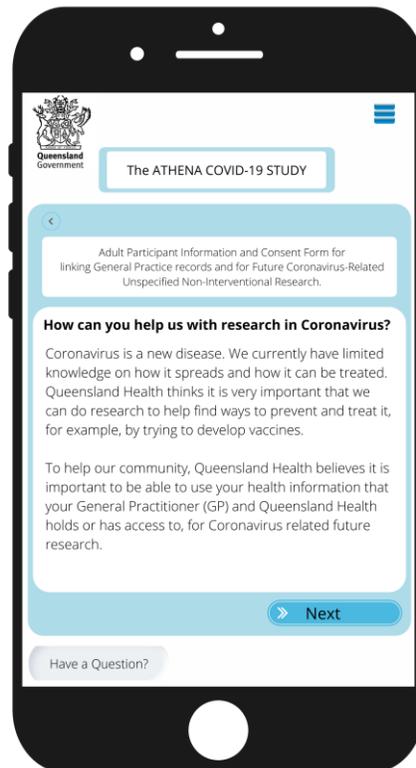
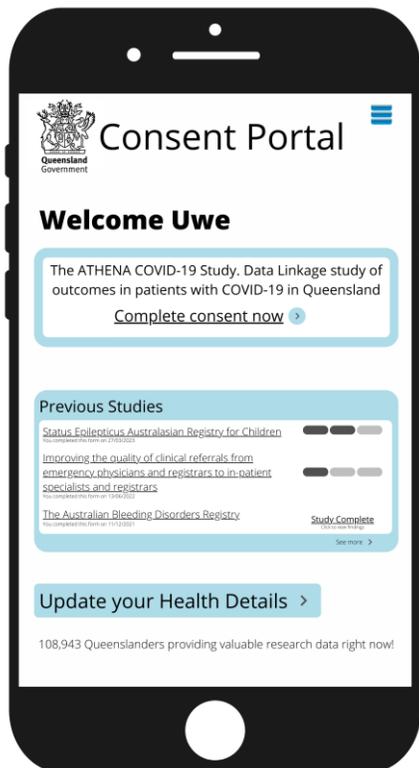


## Dynamic Consent App

A mobile phone application allowing researchers to quickly and easily approach eligible users for consent for their health data to be used for quality improvement and research.

### Key nudges/points used

- App designed using the EAST framework: making it Easy, Attractive, Social and Timely (Howard et al. 2014)
- Home page shows how many other users have consented to their data use. This point relies on the nudge of social norms, where users will be influenced by what others are doing.
- 'Yes' is the default answer for each consent question
- Progress bar shows users progress of their data from consent to publication. The progress bar acts as a reminder of the sunk cost; if a user can see that their data is already being used, they may be less likely to revoke their consent.
- Push notifications with invitation to participate will be timed 1-2 days after user has a medical appointment



## Benefits

Consent management is a time-consuming aspect of medical research. A dynamic consent platform helps to alleviate this, by bringing web-based recruitment, informed consent, and retention into one place (Budin-Ljosne, et. al., 2017). Screening can be automated by searching through medical records, for users whose medical research matches a set of criteria. It will be easier to agree to participate in research for users. This will allow researchers to recruit the participants needed to start their projects and makes it easier for prospective participants to accept recruitment, increasing the acceptance rate. While working in an ethical way

## Uptake Issues

Prevalent issues in app-based public health initiatives include data security issues, actual representation and initial outreach. This project suggests that in order to help minimise the issue of age-based irregular engagement (Rasche, et. Al., 2018) and increase initial technology uptake through connectivity through YourQH. Doctors would be able to add user data directly, making them eligible for studies. When users download the app, they would be asked if they consent to this as part of the sign-up.

## Evaluation

Review over the first 12 months of use:

- How many users are active
- Rate of app use directly after notifications
- Focus groups of users asked for direct feedback
- Success of recruitment from app versus via paper forms

## Future opportunities

- Fine tune push notification messaging and timing
- Transfer interface to web-based platform for other users

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