

Do's & Don'ts for Getting your mobile app mobile



Staying connected with patients and physicians through mobile apps is becoming ever more prominent.

Gating:

s.6.5.6



✓ Do

✓ Restrict the audience.

It's important to consider who your audience is from the beginning and create a mechanism to control the access to your app.

✓ Consider healthcare professionals.

Think about options such as restricted distribution of passwords, webkeys, emails or professional licences.

✓ Consider patients.

Controlled distribution of a password or the Drug Identification Number (DIN) would be considered acceptable.

✗ Don't

✗ Leave your app completely open to the public.

If it goes beyond the restrictions for direct to consumer advertising.

✗ Use skill testing questions, registrations or attestations.

They are not considered acceptable gating mechanisms.

Linkage:

s.6.5.4



✓ Do

✓ Restrict where you link to.

Consider whether you are linking to other pieces (part of a campaign or independently) to drive users to the app. Directing a user to an unbranded app through a branded campaign renders the unbranded app branded.

✓ Be clear on links.

Make sure you are clearly disclosing how pieces are being used in conjunction.

✗ Don't

✗ Assume approval.

Pieces that have been approved may not be acceptable to use in conjunction with one another.

Promotions:

s.6.5.5, s.6.5.10
s.6.5.11



✓ Do

✓ Present your promotions plan upfront.

Be transparent about whether your promotion will push the user through app store, email, support programs, physicians banner ads etc.

✓ Consider how your app is presented.

Think about your icon, app name, description, screen captures, and variable sections such as comments, other apps by manufacturer, and other apps downloaded sections.

✗ Don't

✗ Forget that your audience are consumers.

General public app store audiences are considered consumers and therefore, your app store listing is subject to direct to consumer (DTC) regulations.*

* Note that all of these in combination should not go beyond the consumer regulations. If these sections cannot be deactivated, consider how you will be monitoring them (s.6.5.9)



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This year's learning objectives will help you become a trusted resource to doctors, patients & consumers, by effectively applying the PAAB standards across your multi-channel communication materials.