

# MyIron+ & Alice AI chatbot for the Genetic Haemochromatosis (GH) community

Innovative Use of Technology, Social & Digital Media  
Patient Experience Network National Awards 2024

Neil McClements, CEO  
Haemochromatosis UK

# What makes this initiative stand out?

- **Genuine co-design and collaboration to address real, unmet patient needs**
  - Developed in response to the GH community's unmet needs
  - Designed by the community, for the community
  - Iterative, agile development of clickable then working prototypes for review
- **The MyIron+ app was delivered on-time, on-budget**
  - Most IT projects over run on cost and are delivered late
  - MyIron+ was delivered on-time and within budget (<£20k)
- **The app provides a platform for further patient-advocacy and research**
  - App usage generates a unique GH patient registry dataset for clinical research and community advocacy
  - MyIron+ has become the largest patient registry for GH globally – within <18 months
- **Alice AI chatbot available 24x7 for help & advice**
  - Used in over 20 countries by 2,000+ people within 3 months of launch

# Why develop an app?

- Genetic haemochromatosis isn't "rare", it's rarely diagnosed
- Clinician awareness is generally low – good help & advice is hard to find in NHS
- There is no cure, but treatment is simple & effective – very regular blood donation
- For optimal health, patients need to track their blood results, juggle appointments, manage paperwork & advocate for their care
- Demand for the charity's help is doubling annually

....maybe an app could help with this?



**1.2 million people at risk nationally**

Evaluating the Cost of Illness of Genetic Haemochromatosis in the UK  
York Health Economics Consortium, January 2022

Source : <https://www.haemochromatosis.org.uk/cost-of-illness>

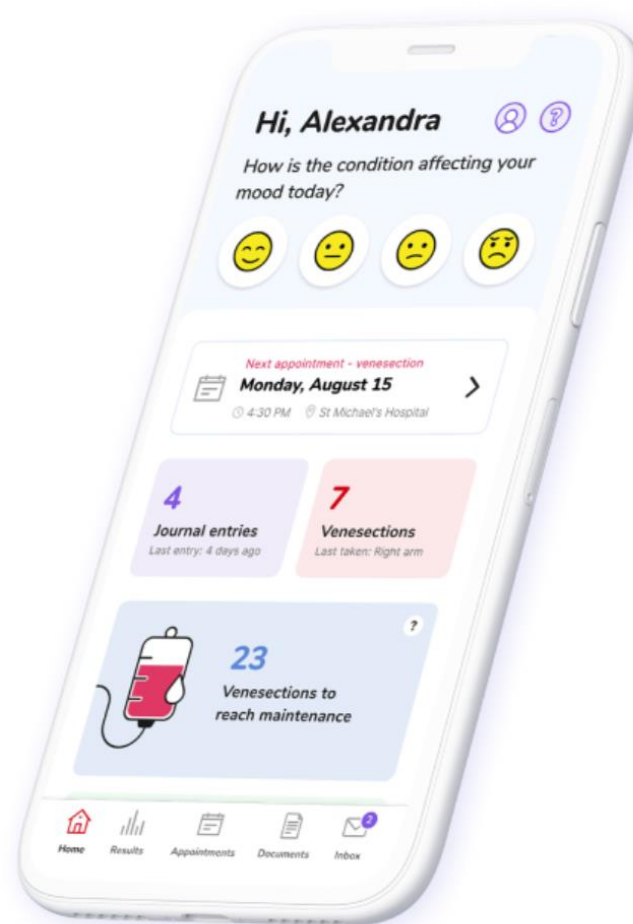


# Mylron+

## The iron overload app

Manage your genetic haemochromatosis with our app. Designed by people with iron overload - for people just like you.

Available today for [Apple IOS](#) and [Android](#) smartphones & tablets.





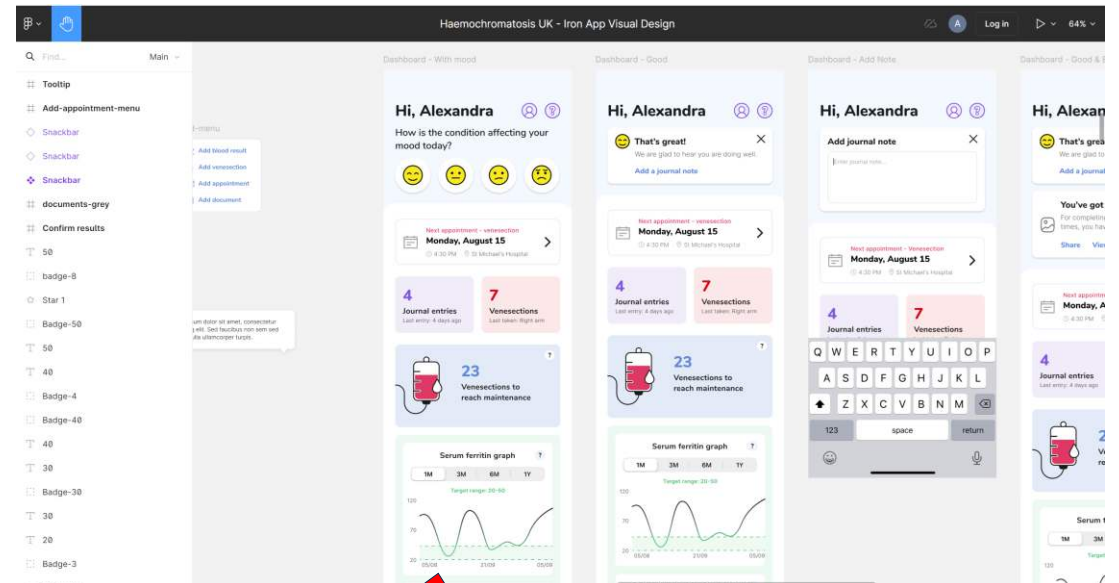
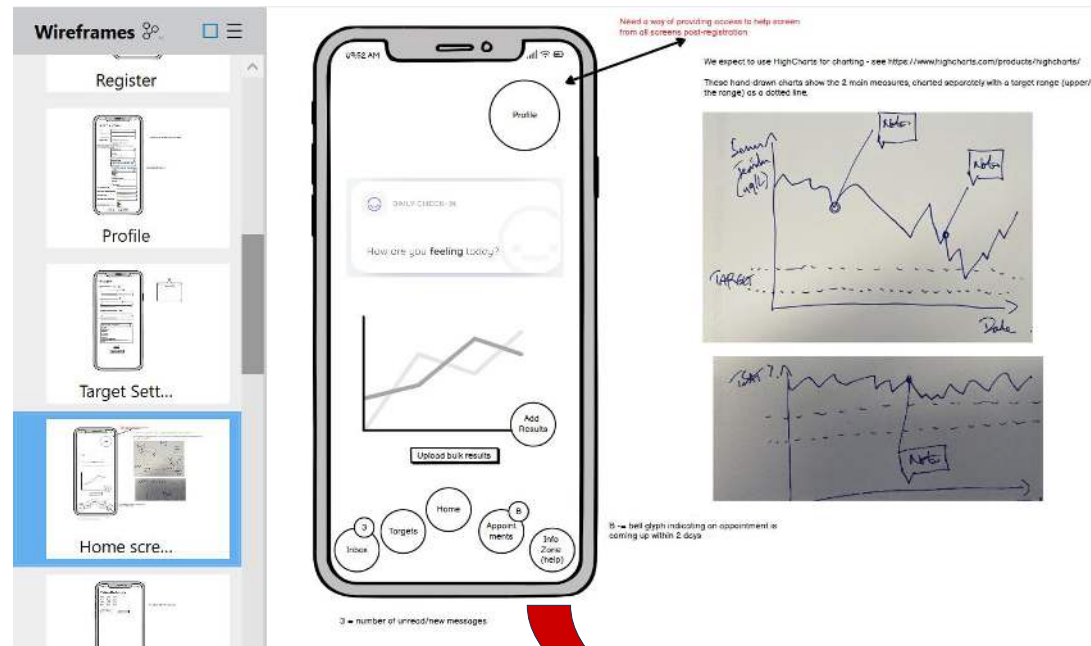


Our app was designed  
by members of the GH community  
– for the community

# Community-led design process

**We started with ideas & rough sketches (3 months)...**

**...transformed to clickable prototype (2 months)**

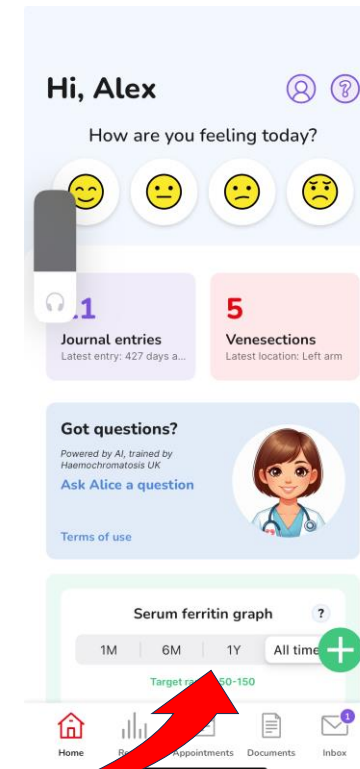
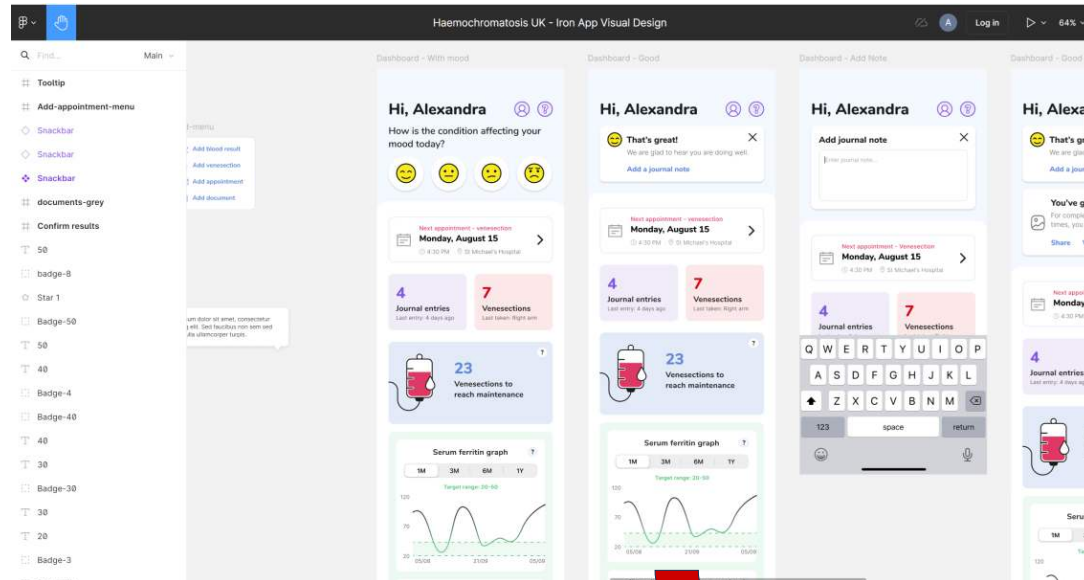




# Iterative, agile project delivery

From clickable prototype...

...to working app on IOS/Android phones & tablets (within 5 months)!



# Alice, the newest member of #TeamIronOverload

Alice is powered by artificial intelligence – trained by Haemochromatosis UK's helpline team in GH care pathways and best practice.

Alice is available 24x7 in MyIron+ app & online.

Alice has helped over 2,000 patients since launch in April 2024 – she compliments the charity's 1-2-1 helpline services, helping the charity scale up its support and provide round-the-clock care.

<https://www.haemochromatosis.org.uk/alice>

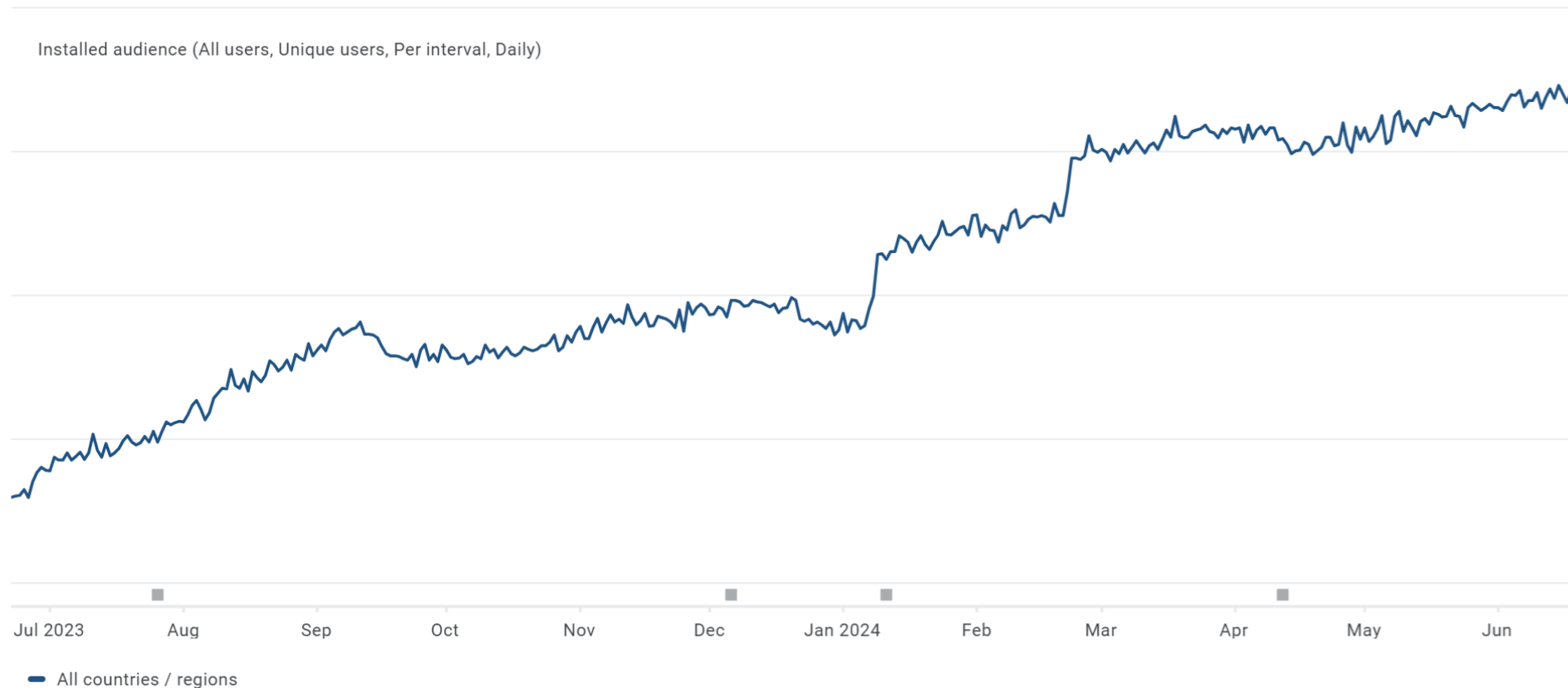






Alice is trained using the charity's clinically approved resources + lots of patient feedback. She is always learning...

# MyIron+ usage growing daily, globally





MyIron+ does just what the community needs...

**“Just opened the app and started adding my details. Looks fabulous. It will help me understand and help others understand and move forward. Brilliant.”**

**Prototype triallist patient, March 2023**

For further information & download, see : <https://www.haemochromatosis.org.uk/app>

# MyIron+ helps people live well...

**“Essential app for monitoring your iron overload...**

**The app is incredibly useful, for planning treatments, documenting your iron levels and being able to reach out to a qualified professional when needed.**

**Since diagnosis (through the charity that created the app as my GP was useless), I’ve been able to track my iron levels, keep note of my appointments, and get to a manageable level now. Thank you!”**

**MyIron+ app user, June 2024**

For further information & download, see : <https://www.haemochromatosis.org.uk/app>



# MyIron+ is inclusive...

**“I am autistic, and that makes phone calls a real challenge for me...**

**I have called up the charity’s advice line before and spoke with the nurse who was brilliant, but it is difficult for me to do so.**

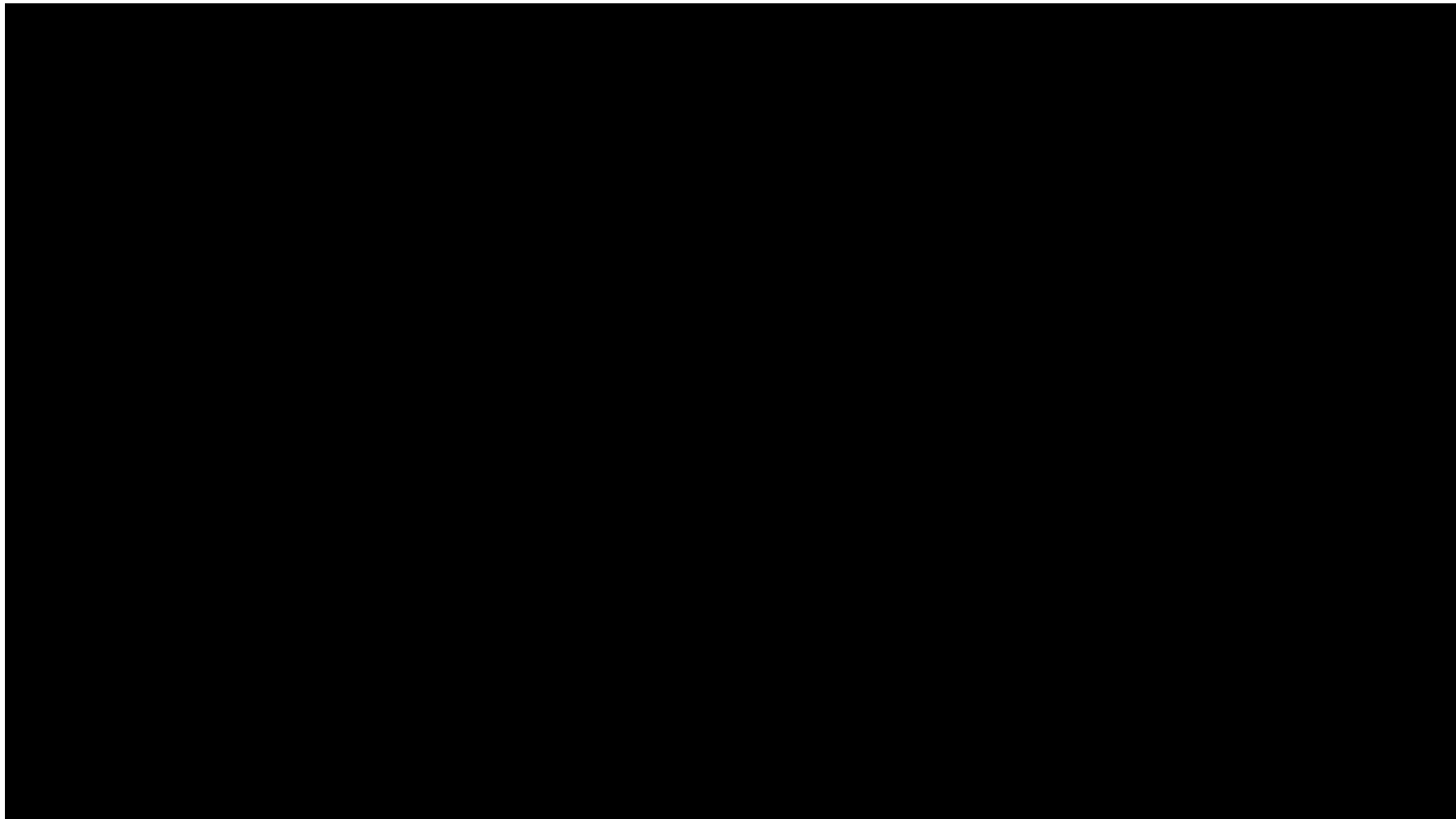
**With Alice, I could just quickly fire it up and ask all manner of questions without any anxiety.”**

**MyIron+ app user, January 2024**

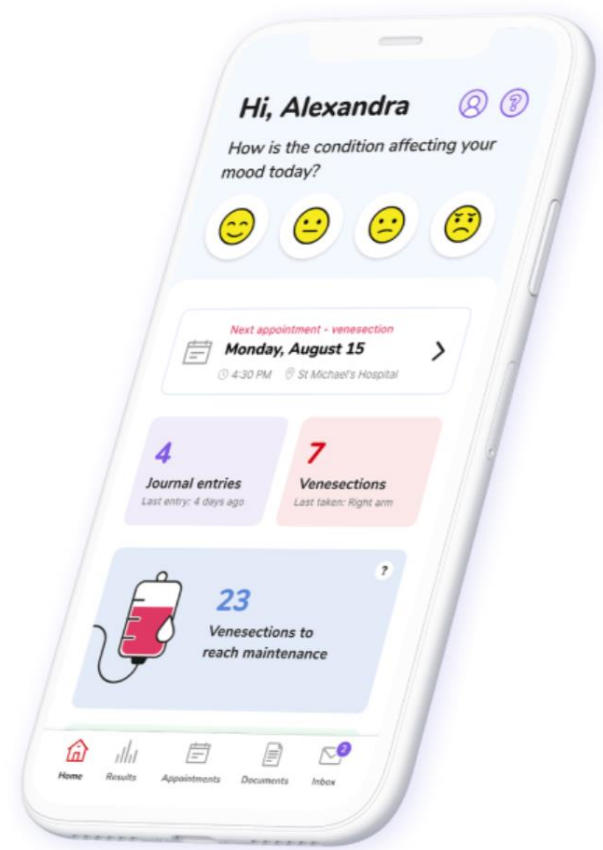
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Apps are not just for “youngsters” ...



# Try MyIron+ for yourself!



Apple IOS



Android

# Thank you!

Any questions?