mHealth Alliance

Supporting MDG 4 and 5 Leaders with New Information and Communications Technologies

Joining the expertise of the PMNCH with the possibilities of modern mobile ICT

mHealth Alliance

| FOUNDING PARTNERS | STRATEGIC PARTNERS |

Founding Partners:
- United Nations Foundation
- The Rockefeller Foundation
- Vodafone Foundation
- GSMA

Strategic Partners:
- Foundation for the National Institutes of Health
- Qualcomm
- CTIA The Wireless Association
- unicef
- World Health Organization
- orange
- World Bank
- USAID From the American People
- HMN

www.mhealthalliance.org

The Alliance is the catalyst of the mHealth ecosystem, committed to extending health to the farthest reaches of wireless

▪Convener for thought leadership
▪Global mHealth meeting place: virtual, physical
▪Develop technology
▪Help design and drive deployments to sustainable scale

Multimedia Resource

mHealth: Doing Good While Doing Well
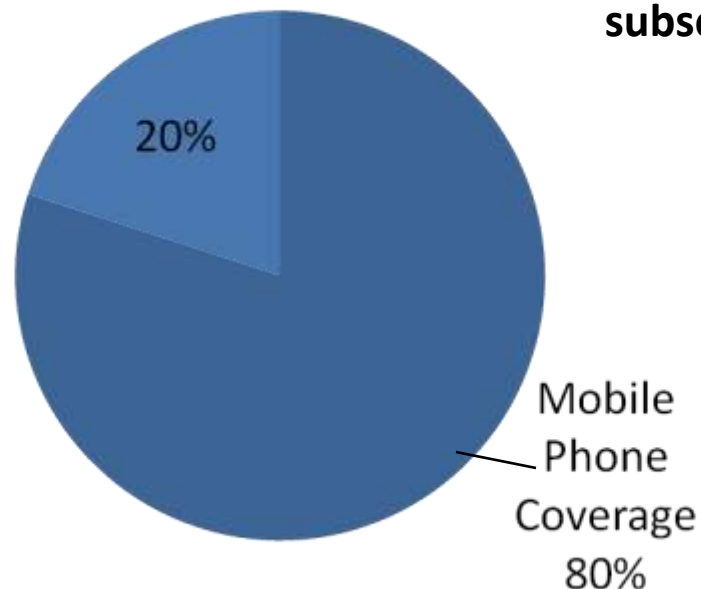
http://www.youtube.com/watch?v=f69KEjpaBUw

Context:

- Beginning to see the value of mHealth for health and business; public health and carriers alike

- mHealth: "force multiplier and extender" for shortages of skilled personnel and facilities

- Today – Keep it simple. Use modern ICT (mostly wireless) to support implementation of known, valuable interventions

- Tomorrow – Add remote diagnostics and decision support

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Today one billion people have access to the internet; 4.6 billion have mobile subscriptions

20%

Mobile
Phone
Coverage
80%

Developed
36%

Developing
64%

Chart: ITU

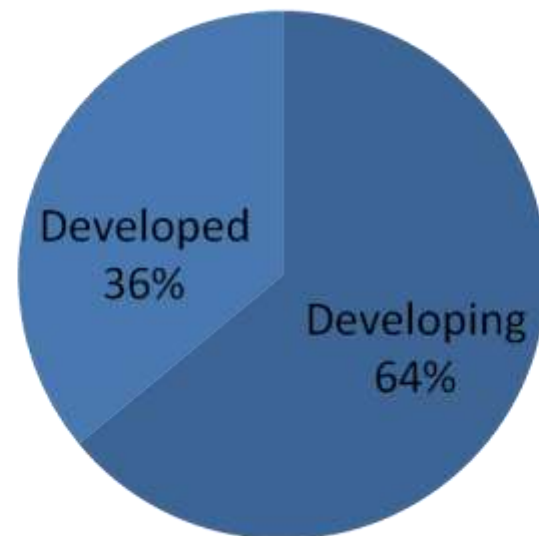80% of the world's population has mobile phone coverage (expected to rise to 85% in 2010)

64% of mobile phones are in emerging economies -- and that continues to climb fast

Our Request:

- Give us your expert guidance

- Partner with us on information mgmt and sharing

- Help us identify requirements in the continuum of care

- Weigh in on the effectiveness of the solutions

- Establish metrics to evaluate the value of the solutions we organize

- Provide leadership in field trials

- Review the results

Goals of MDG 5 Initiative:

- Apply modern ICT technology to support delivery of care: make it better, more efficient; real time data

- Solving the problems <u>you</u>, the experts, identify

- Support and "enforce" interventions along full continuum of care

- Learn from the integrated trials and use that knowledge to influence future success

Summary – 7 Steps:

1. **SUPPORT:** What do the experts want and need?
2. **IDENTIFY:** Enable practitioners: where and how can mHealth meet those needs?
3. **DESIGN & BUILD:** Reference models of integrated, end-to-end systems along the continuum of care
4. **DEPLOY:** Trial deployments of integrated systems
5. **TEST:** Measure their impact
6. **SCALE:** Help take the new, revised approaches to global scale
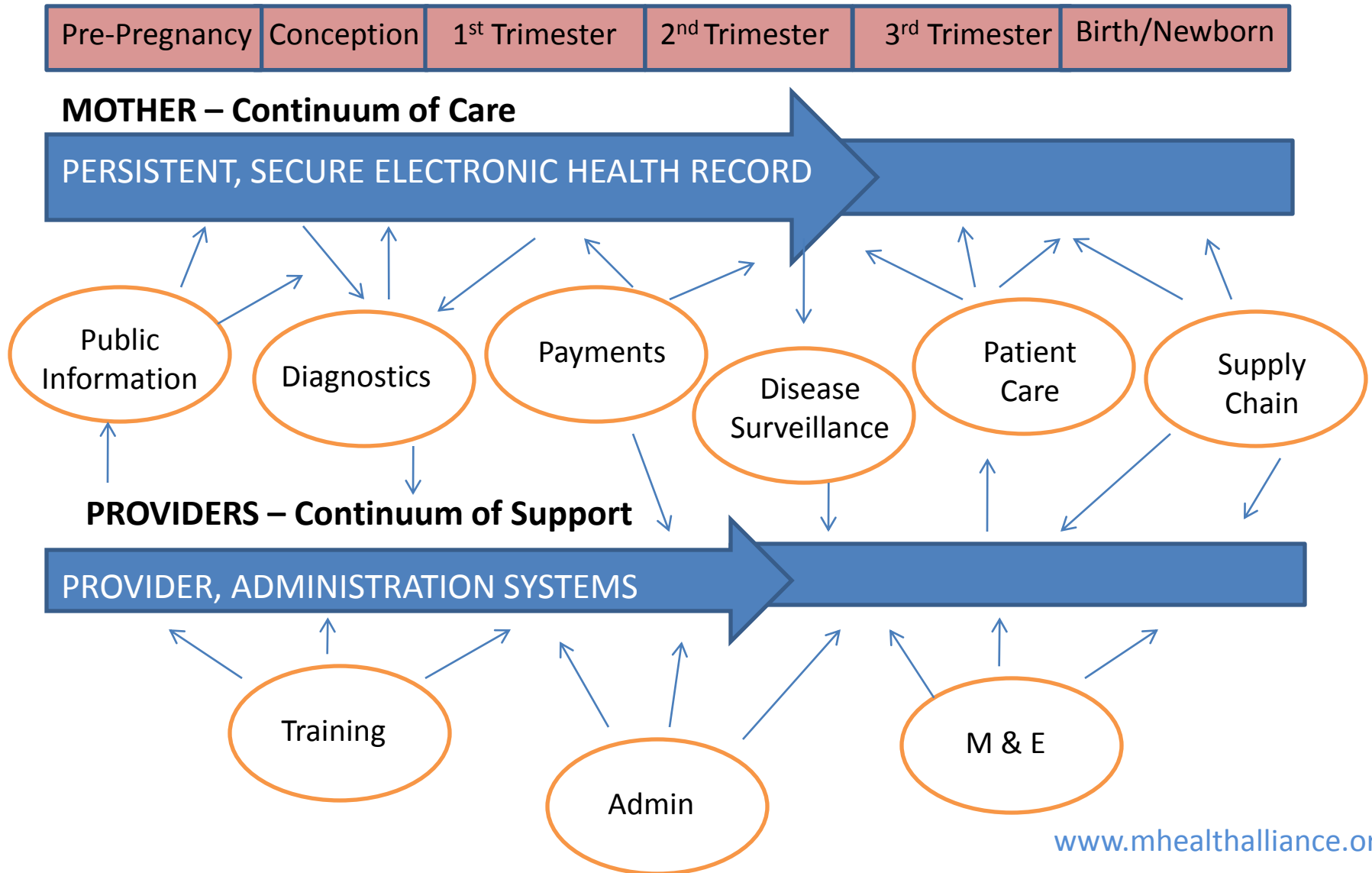7. **COMMUNICATE:** Conduct extensive knowledge sharing throughout

What can mHealth Do?

Information to and from people; integrate data between service/function modules:

- Public information
- Patient care
- Diagnostics
- Supply chain

- Administration
- Training
- Finance/payments
- M&E

Linked, but separate, mother and provider/admin information tracks

Future Possibilities:

- Innovative tools already exist in remote diagnosis, medical consultation, just-in-time training
  - Hand held ultrasound for $1000 connected to phone
  - Holograms of blood cells using phone camera for malaria, HIV/AIDs, anemia, clean water
  - Phones that listen to heart and lung sounds, coughs
  - Transfer of images: cervical cancer diagnosis
  - "Serious games" via handsets for training CHWs

Outreach

- Major forum and workspace in "Public Square"; connect to PMNCH Information Mgmt project

- MDG 5 as focal point of conferences

- Upcoming conferences:
  - May: Maternal eHealth e-conference with AID
  - June: Global Health Council, Women Deliver

    Pacific Health Summit on MNCH
  - September: UN MDG event
  - November: mHealth Summit, Washington DC

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