Mobile Web Initiative

Application: M-Health

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What is M-Health?

the provision of health-related services via mobile communications
M-Health ‘Breakthrough’

Mobile phones can do it all: train community health workers; connect them to the clinics; make possible an emergency response system; report disease outbreaks; monitor aid flows; provide telemedicine; and much more.

With the advent of third-generation mobile telephony, offering broadband wireless connectivity even to the most remote villages of the world, the opportunities for highly connected, information-rich health systems in poor rural areas is moving from dream to reality.

JEFFREY SACHS
Crisis with a cure | 25 March 2009  FINANCIAL TIMES
Opportunity?

Mobile phones are more pervasively distributed than other technologies and health infrastructures in low-income countries.

Source: mHealth for Development | Vodafone and UNF
mHealth Examples

Communication and Training for Healthcare Workers

Disease and Epidemic Outbreak Tracking

Diagnostics and Treatment Support

Remote Data Collection

Education and Awareness

Remote Monitoring
mHealth Examples

**Peru**
Cell-Preven. Health workers use mobile phones to send SMS messages with real-time data on symptoms experienced by clinical trial participants. Enables immediate response to adverse symptoms.

**Uganda**
Text to Change's SMS-based HIV/AIDS awareness quiz led to an increase of nearly 40% in the number of people coming in for free HIV/AIDS testing.

**South Africa**
Project Masiluleke's SMS message campaign promoting HIV/AIDS awareness resulted in nearly a tripling of call volume to a local HIV/AIDS helpline.

**Philippines**
Phoned Pill Reminders for TB Treatment. TB patients were given mobile phones and called daily with reminder to take their TB medication—90% did.

Source: mHealth for Development | Vodafone and UNF
Presenters

Katherine de Tolly (Cell-Life)
Innovative use of cellphone technology for HIV/AIDS behaviour change communications

Josh Nesbit (FrontlineSMS:Medic)
Mobiles in Malawi

Molly Bogan (D-Tree International)
Improving standards of care with mobile applications in Tanzania
Katherine de Tolly has spent over a decade working on web-based projects. She is representing Cell-Life, a non-profit based in Cape Town, that uses technology to improve the lives of people with HIV.

http://www.cell-life.org
Josh Nesbit is the Executive Director of FrontlineSMS:Medic, a non-profit organization committed to empowering community health workers worldwide using appropriate mobile technology.

http://medic.frontlinesms.com/
Presenters

Molly Bogan is a Program Manager for D-tree International in Tanzania, a non-profit organization that uses mobile technology to empower health workers and managers to deliver high quality care at low cost.

http://www.d-tree.org/