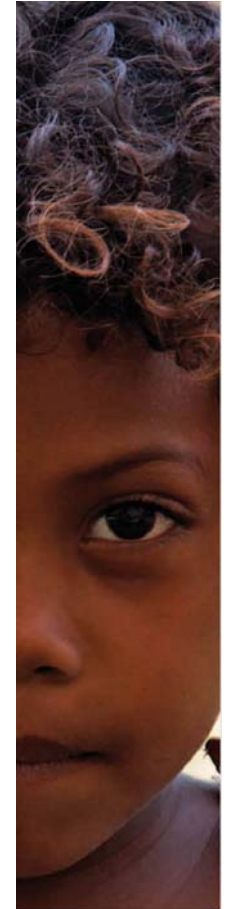


mHealth: New horizons for health through mobile technologies

Misha Kay
World Health Organization
Global Observatory for eHealth

GSMA mHA Mobile Health Summit, Cape Town 7 June 2011

mHealth New horizons for health through mobile technologies



mHealth

New horizons for
health through mobile
technologies

Based on the findings of the
second global survey on eHealth

Global Observatory for
eHealth series - Volume 3



Funding support



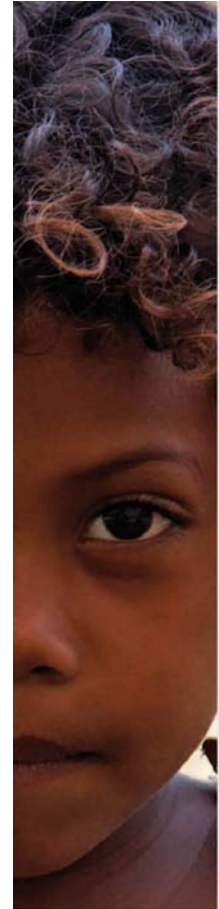
**Vodafone
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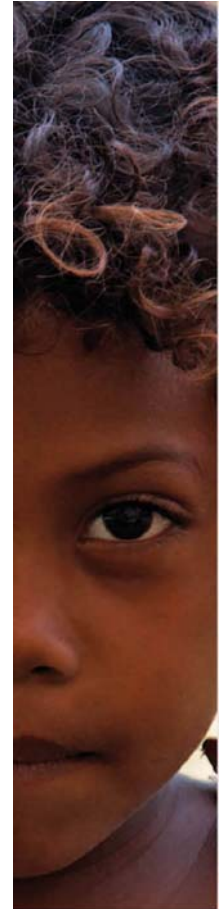
mHealth Alliance[™]

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Content collaboration

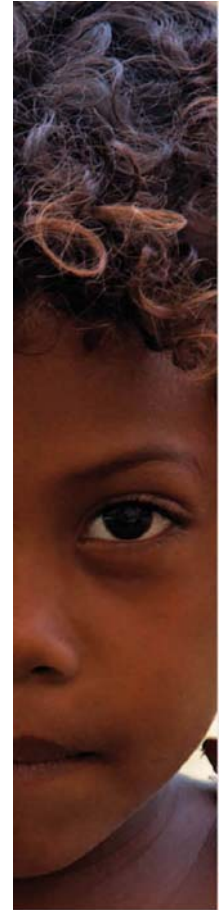
Patty Mechael, Nadi Kaonga, Hima Batavia
Earth Institute, Columbia University



Mission

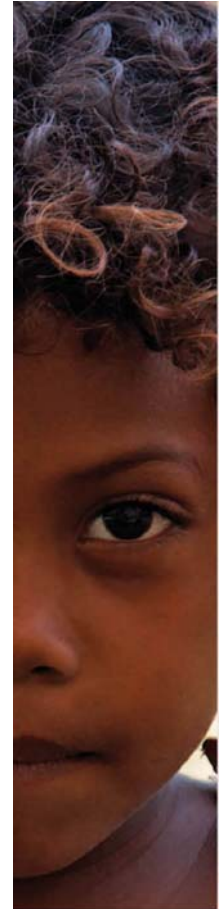
Global Observatory for eHealth

To improve health by providing Member States with strategic information and guidance on effective practices and standards in eHealth



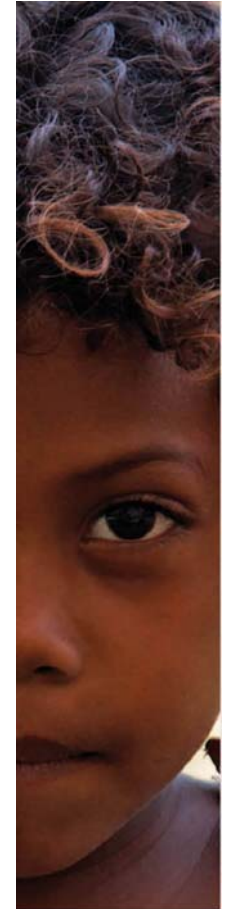
G0e operations

- Conduct global surveys on eHealth through a network of over 700 expert informants worldwide
- Process and analyze data
- Publish reports and eHealth country profiles
- Currently publishing the G0e eHealth Series 2010 – 2011, 7 volumes



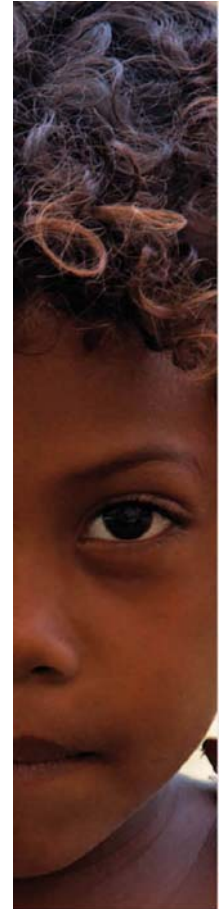
Second global survey themes

- mHealth
- Management of patient information
- eLearning
- Legal issues in eHealth
- Foundation policies for eHealth
- iPharmacies



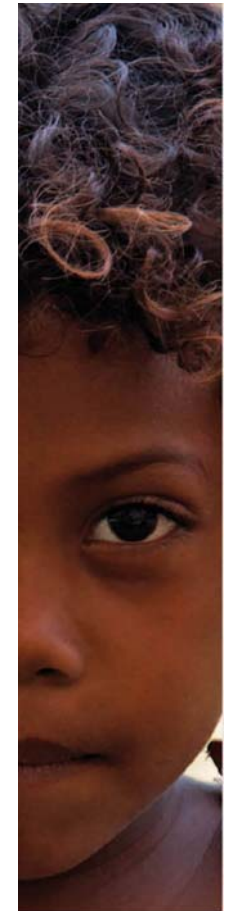
Scope of study

- Adoption of initiatives by mHealth types and phases of maturity
- Barriers to mHealth implementation and scale
- Evaluation

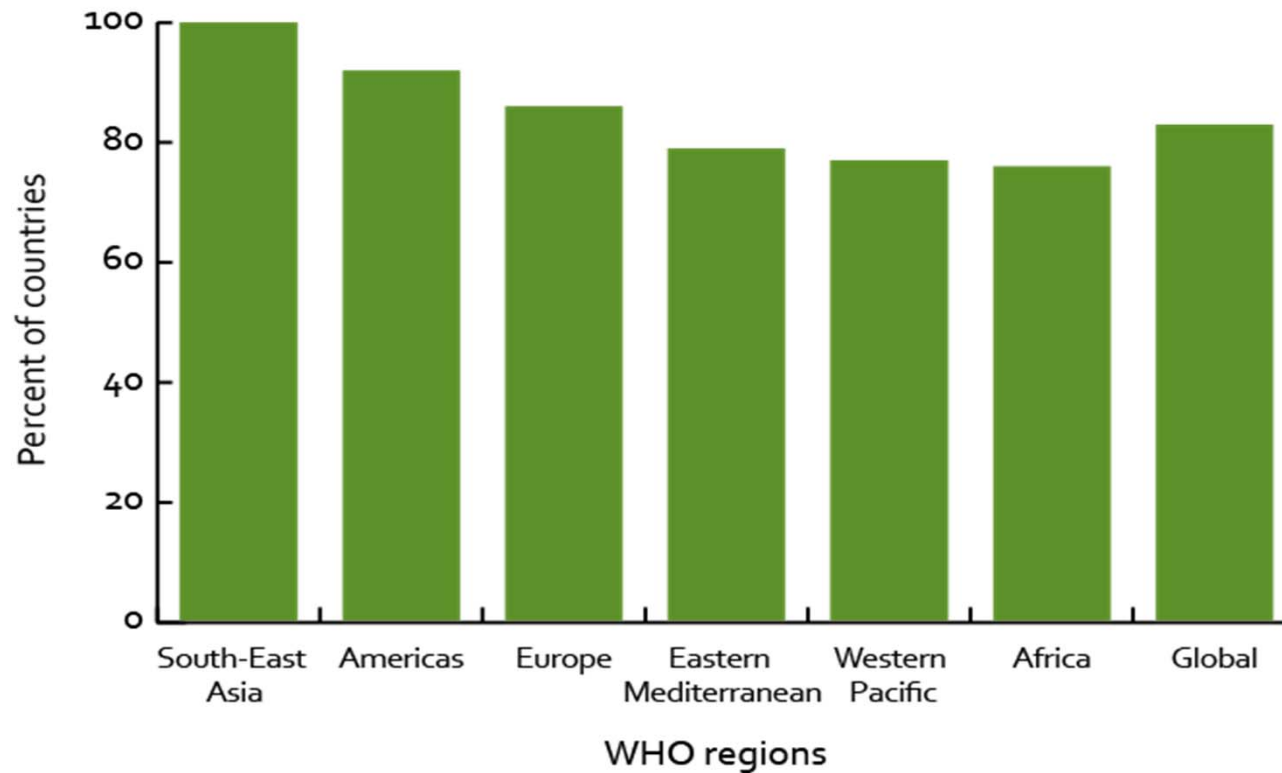


Adoption of mHealth, globally

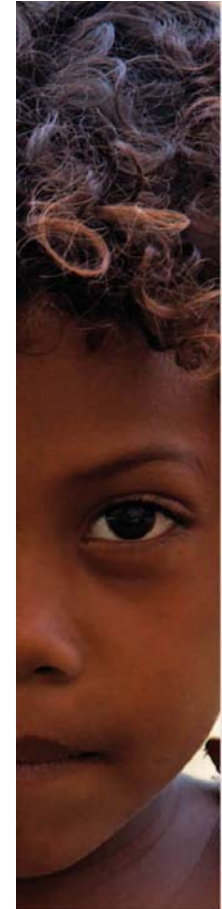
None reported	17%
At least one initiative	83%
1 – 9 initiatives	70%
10 or more initiatives	30%



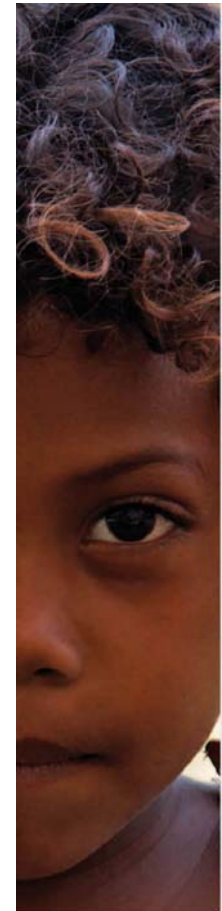
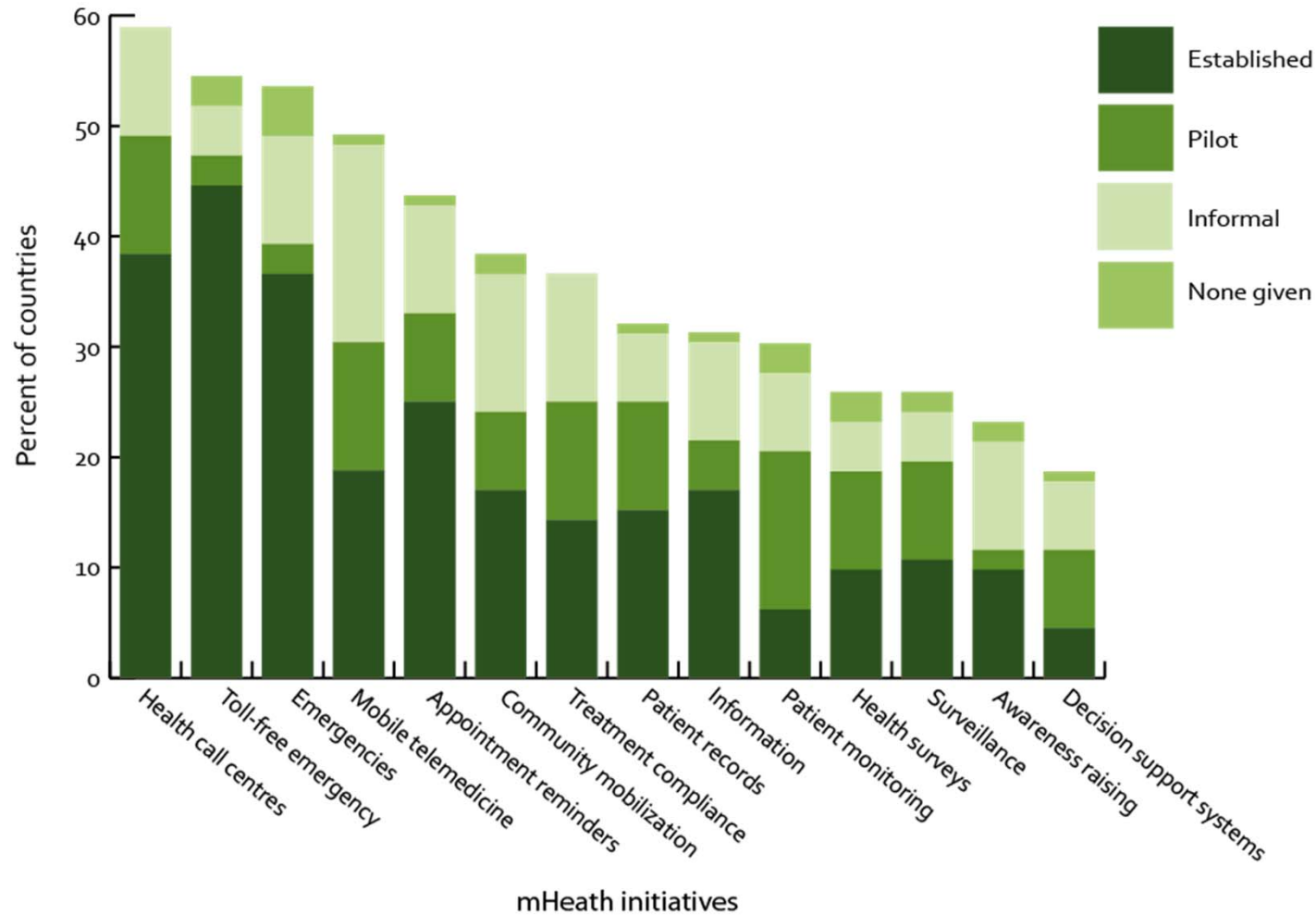
Member States reporting at least one mHealth initiative by WHO region



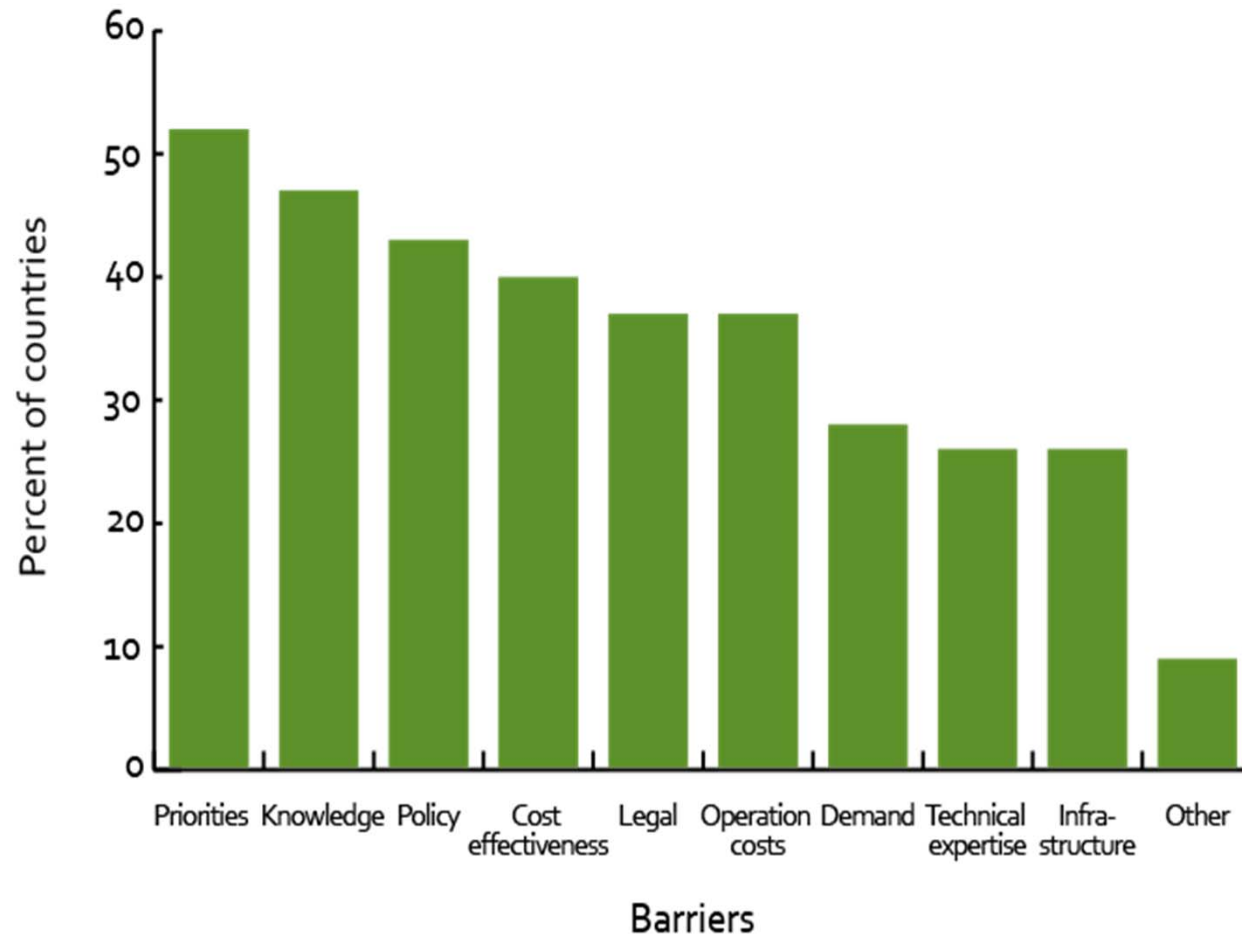
mHealth New horizons for health through mobile technologies



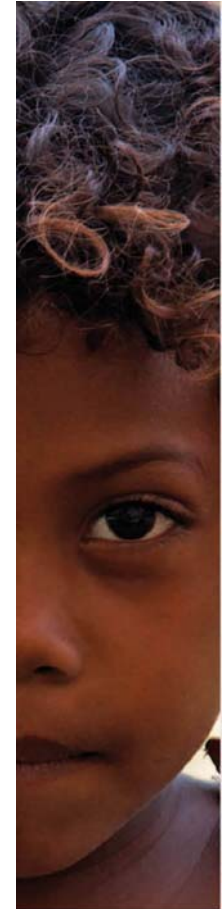
Adoption of mHealth initiatives and their phases, globally



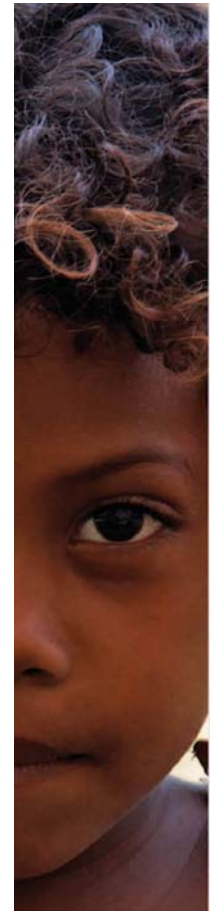
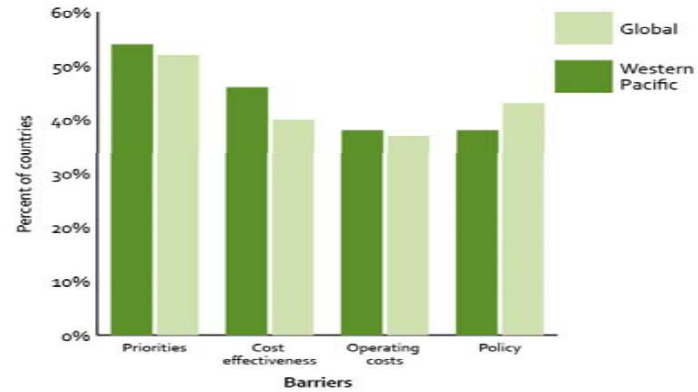
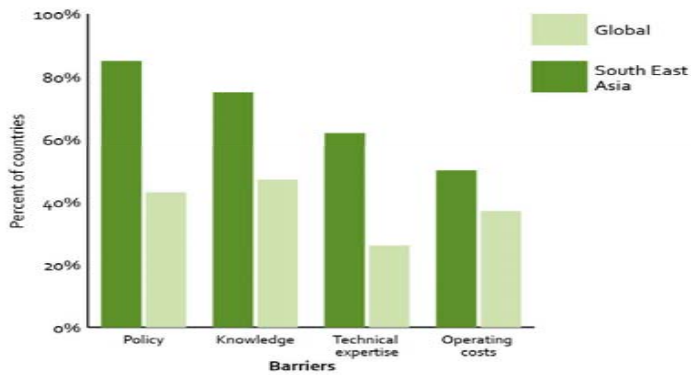
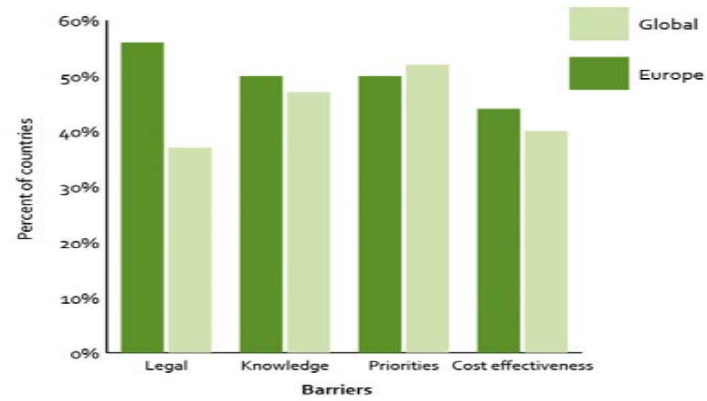
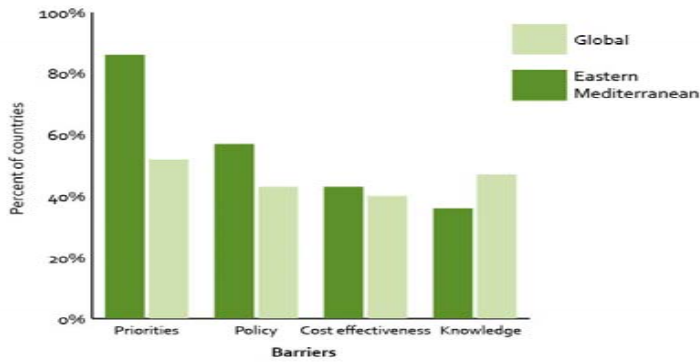
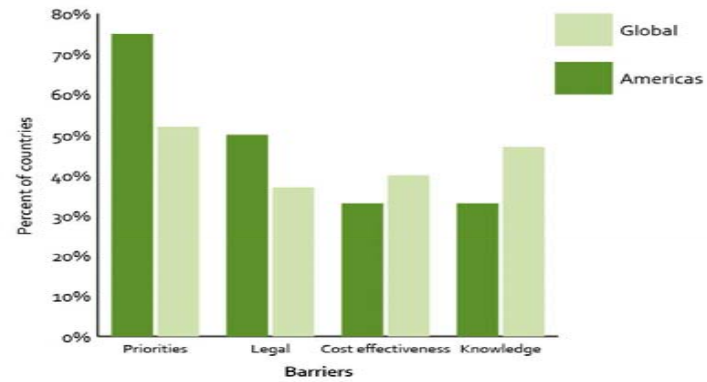
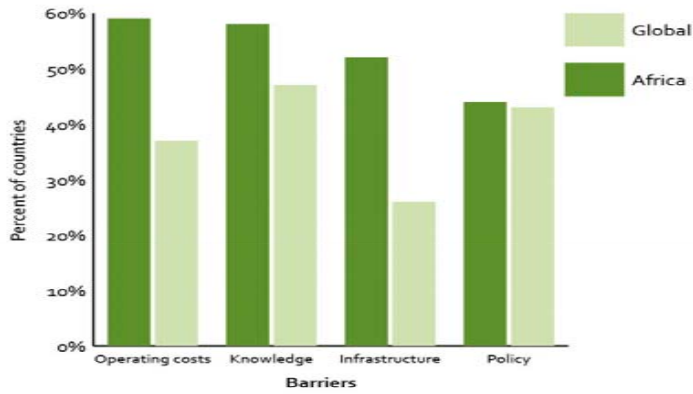
Barriers to mHealth implementation, globally



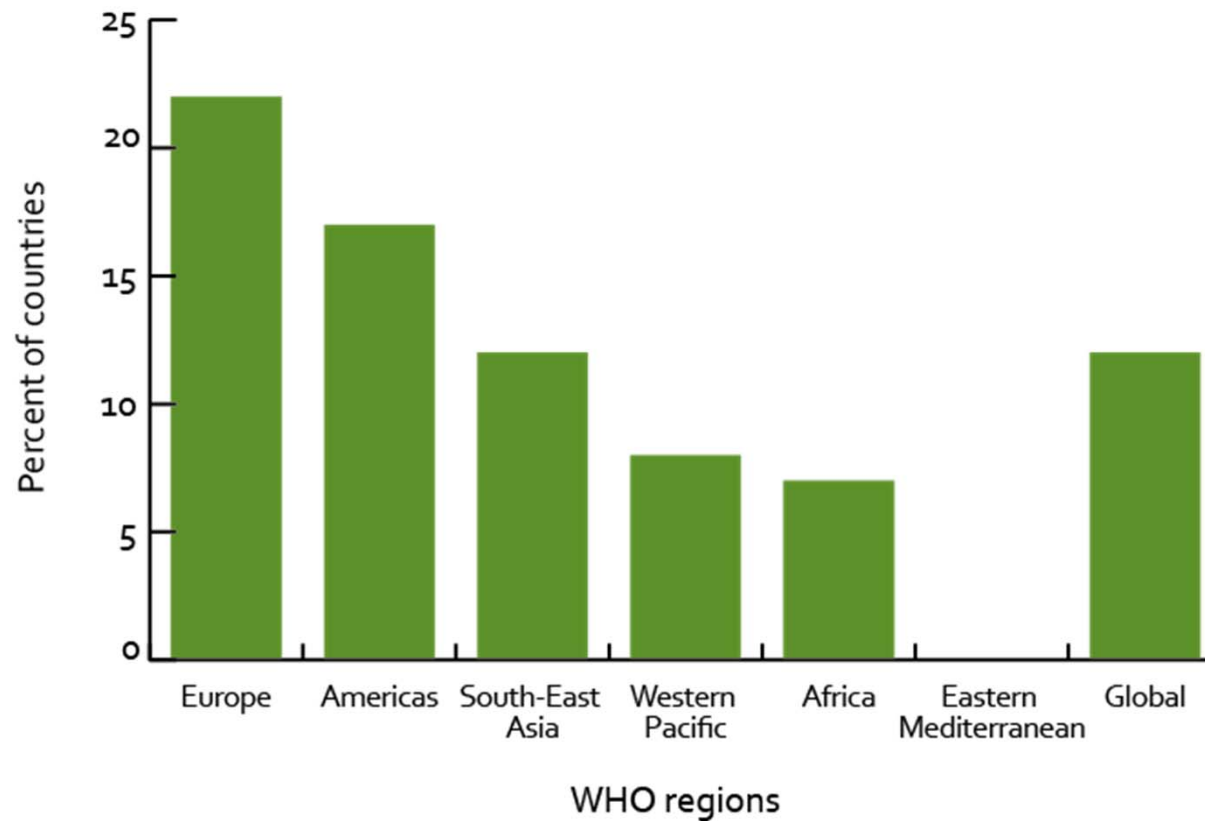
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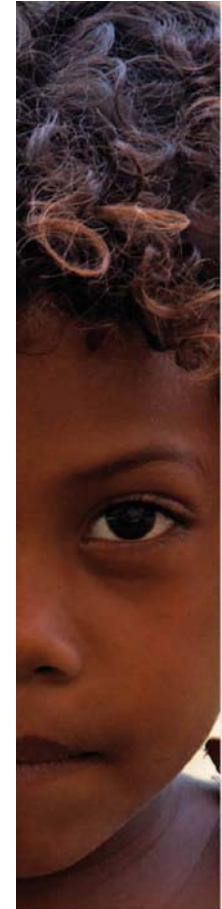
Top four barriers, by WHO region



Evaluation of mHealth initiatives, by WHO region

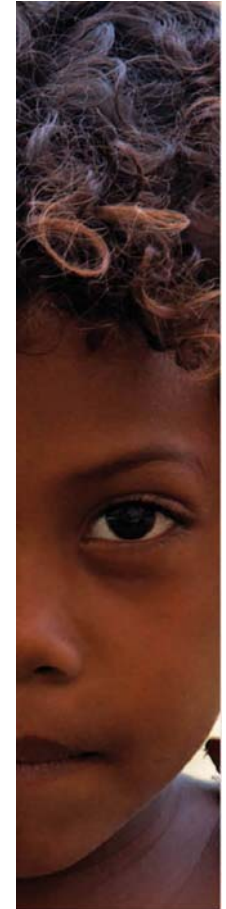


mHealth New horizons for health through mobile technologies



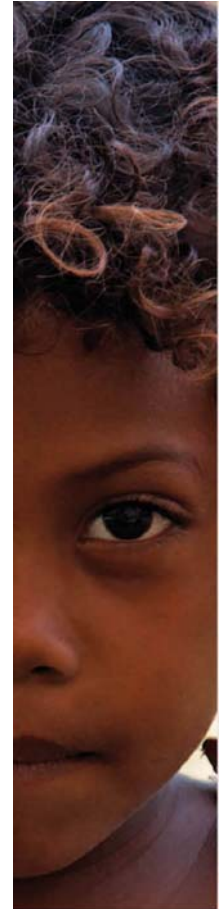
A path to integrated, scalable mHealth

More strategic approach needed to
planning, development and evaluation to
increase impact of mHealth



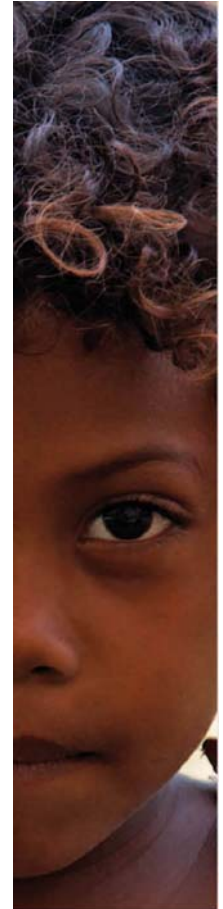
Information and knowledge

- WHO and partners will develop a site on global mHealth best practice based on national and local experiences
- Evaluation information and cost-benefit analysis will be included



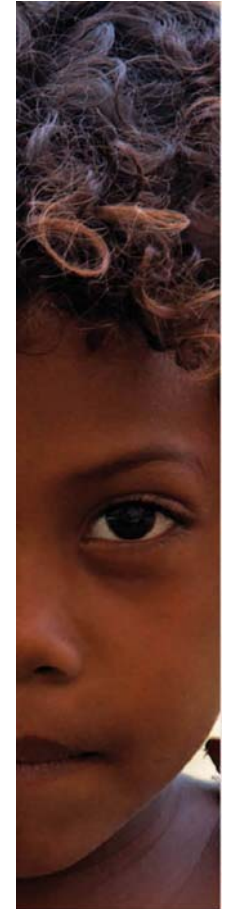
Policy and strategy

- WHO and ITU are creating a "National eHealth Development Toolkit"
- First comprehensive guide for Member States to support development of eHealth national strategy development based on health system priorities



Data privacy & security

- WHO and ITU will provide guidance to Member States on data privacy and security policy for mHealth



ATLAS eHealth country profiles

Based on the findings of the
second global survey on eHealth

Global Observatory for
eHealth series - Volume 1



2010

TELEMEDICINE Opportunities and developments in Member States

Report on the second
global survey on eHealth

Global Observatory for
eHealth series - Volume 2



2010

www.who.int/goe/publications

Thank you and enjoy the
conference!

Please take a USB key with the
report on it too.

Misha Kay
WHO, Geneva

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