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
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
mHealth: Doing Good While Doing Well

http://www.youtube.com/watch?v=f69KEjpaBUw
• 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
Today one billion people have access to the internet; 4.6 billion have mobile subscriptions.

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 you, 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
David Aylward

Executive Director

mHealth Alliance

daylward@unfoundation.org