Objective

Addressing the world’s greatest challenges related to human resources for health (HRH) requires innovators and big thinkers in the fields of global health, technology, and business coming together to find new ways to spark innovations that will save lives in the developing world. It is these SwitchPoints – the unusual combination of people, organizations, tools, and ideas – that transform concepts into concrete work with real and measureable return on investment. At the center of these SwitchPoints are private sector innovators. This side event will highlight game-changing public-private partnerships like the following: J&J’s Mobile Alliance for Maternal Action (MAMA) that uses mobile technology to deliver prenatal and post-birth health information to new and expectant mothers (confirmed); IntraHealth International’s analysis of the unique business models of private education institutions to identify successful practices that may be replicated in public education institutions (confirmed); the Touch Foundation’s work to increase the number of health workers in rural areas in Tanzania through expanding training capacity of existing educational institutions (invited); the Kenya Health Care Federation’s work with governments and other relevant stakeholder to advocate for enabling polices that maximize the contribution of the private sector towards achieving quality healthcare (invited); the Vodafone Foundation’s Mobile for Good programs that use mobile communication technologies to address some of the world’s most pressing humanitarian challenges (invited); Intel’s World Ahead Health Care programs that use digital technologies to improve medical education and make PC adoption by healthcare workers easier – all to keep health workers in touch with medical knowledge and increase their skills and comfort with technology (invited)
Outcome

The goal of the side event is to share successful private sector innovations to spark real solutions that can foster entrepreneurship, open the door to new business initiatives, and prompt beneficial partnerships across sectors, cultures, and geographic borders.