WHO ITU joint agreement on mHealth for NCDs
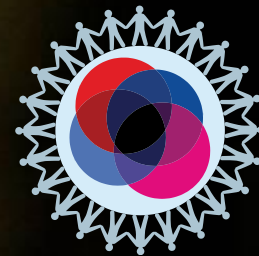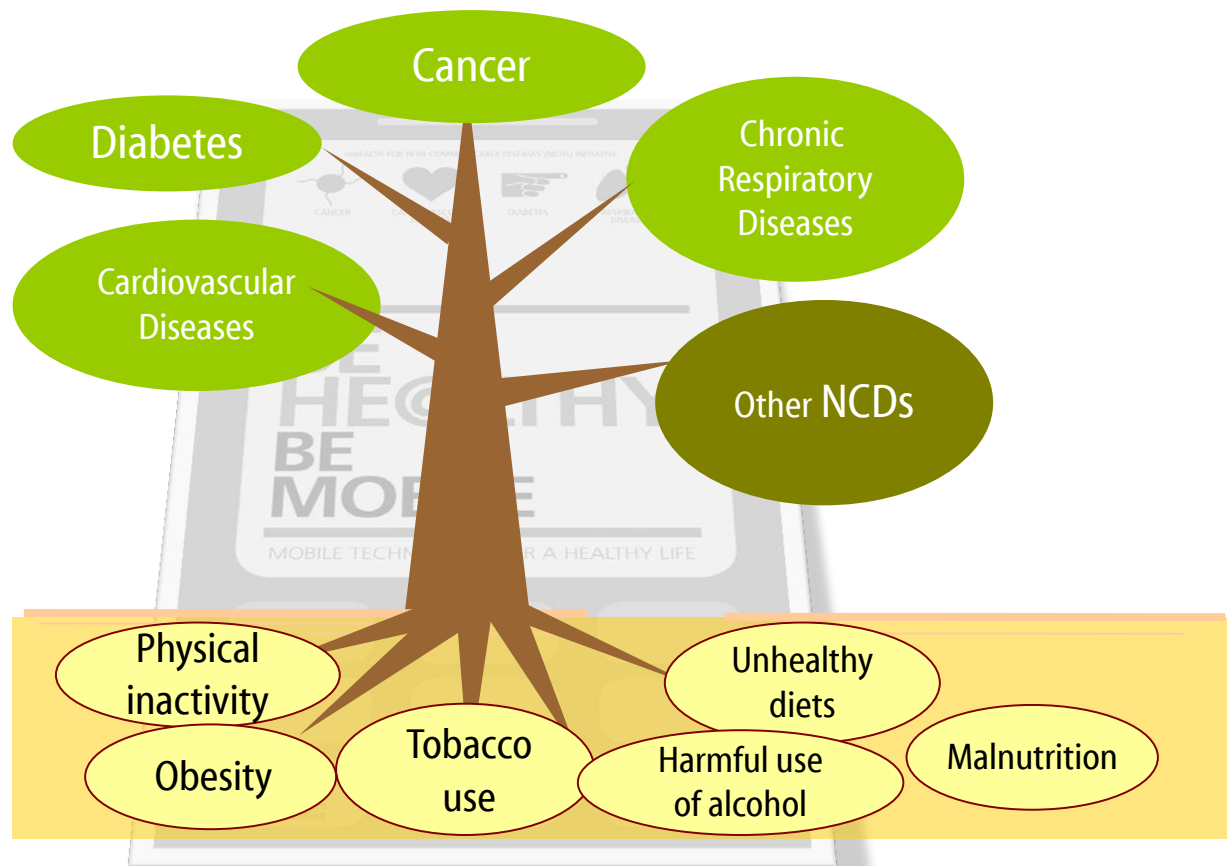
"This is the second health issue ever to be addressed at a special meeting of the United Nations General Assembly.
We should all work to meet targets to reduce NCDs.
WHO's best buys serve as excellent guidance"

Ban Ki-moon • UN Secretary-General • 19 September 2011 • High-level Meeting on NCDs •New-York

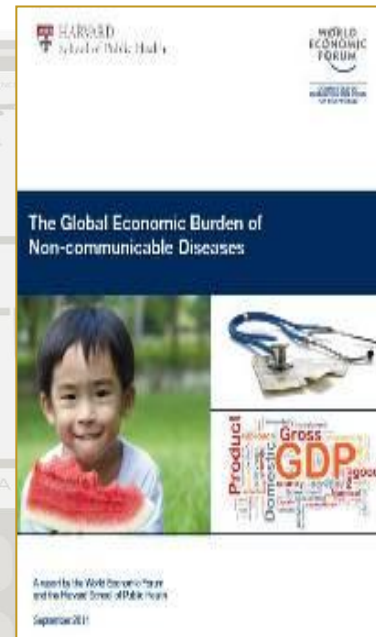# Non-Communicable Diseases(NCDs) and the causes

Cost of action vs inaction
Fifteen years / 2011/2025
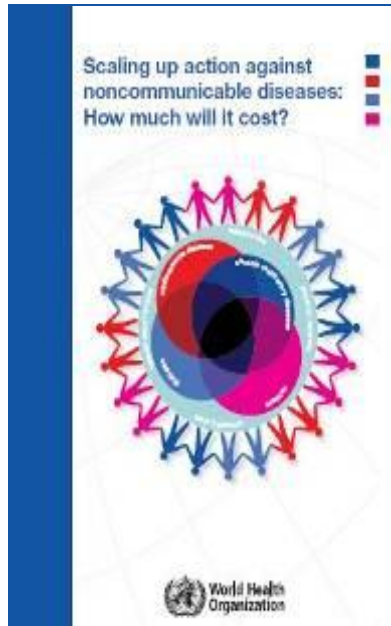
US$ 170B

is the overall cost for all developing countries to scale up action by implementing a set of "best buy" interventions, identified as priority actions by WHO

US$ 7T

is the cumulative lost output in developing countries associated with NCDs between 2011-2025

Scaling up action against noncommunicable diseases: How much will it cost?

World Health Organization

HARVARD School of Public Health

WORLD ECONOMIC FORUM

The Global Economic Burden of Non-communicable Diseases

A report by the World Economic Forum and the Harvard School of Public Health

September 2011

57 million total deaths of which 36 million are due to NCDs in 2008

ITU

Why is mHealth important?

Figure 1. Technology and health-related statistics for developing countries (millions).[4]

Mobile phones reach further into developing countries than other technology and health infrastructures.
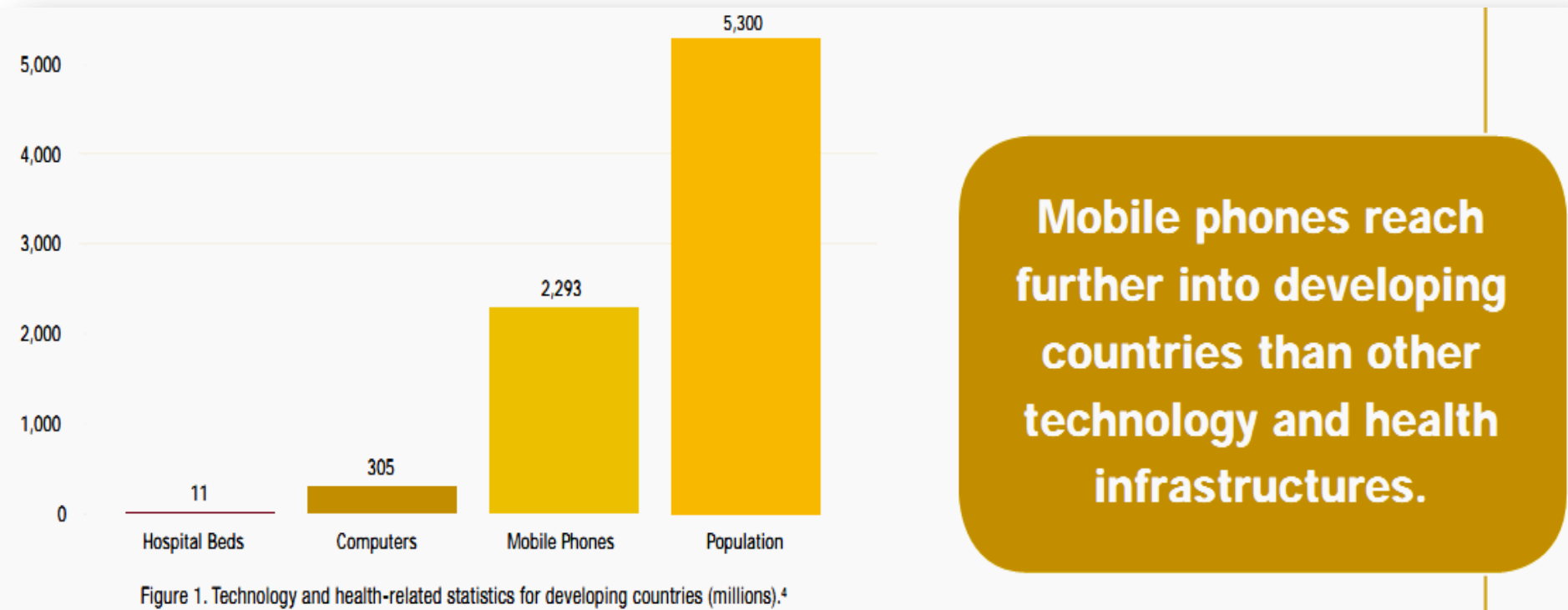
Source: "mHealth for Development: the Opportunity of Mobile Technology for Healthcare in the Developing World", 2009

More mobiles than humans in 2012, says Cisco

Mobile devices will outnumber humans this

Figure 20. Global IPv6-Capable Mobile Devices Reach 4.2 Billion by 2017

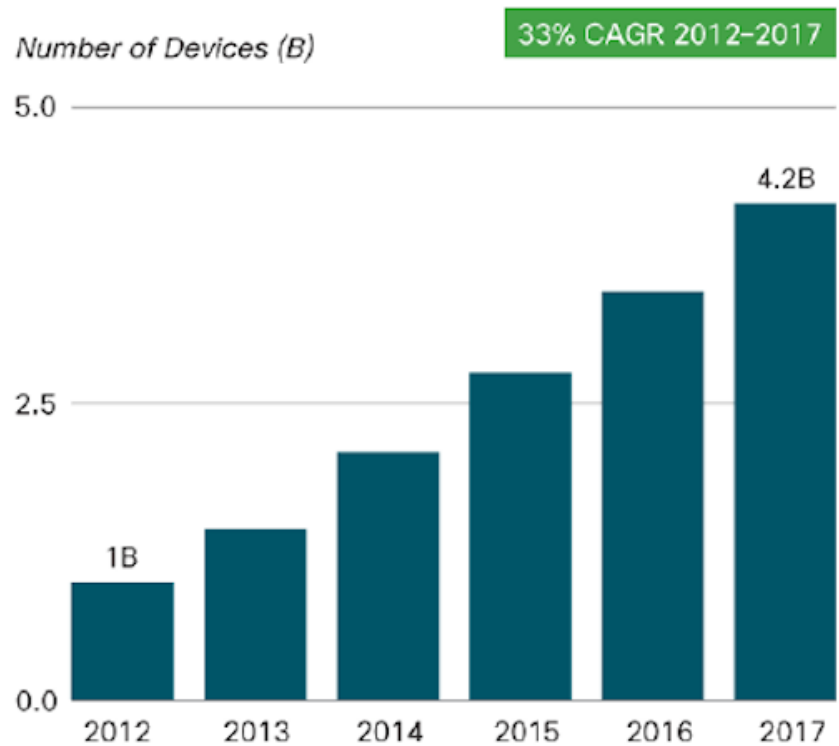GSMA's latest report :

saving of $400 billion in healthcare costs in OECD countries from mhealth services,

In developing countries, mHealth could help save over one million lives in sub-Saharan Africa.

Number of Devices (B)

33% CAGR 2012–2017

5.0

4.2B

2.5

1B

0.0

2012   2013   2014   2015   2016   2017

Source: Cisco VNI, 2013

There are a number of challenges with mHealth

Scattered pilots

Evidence

Costs not analyzed

Closed technology

No evaluation/review

Scale

Expensive technology

Pilotitis

No integration of systems

Business model?

World Health Organization
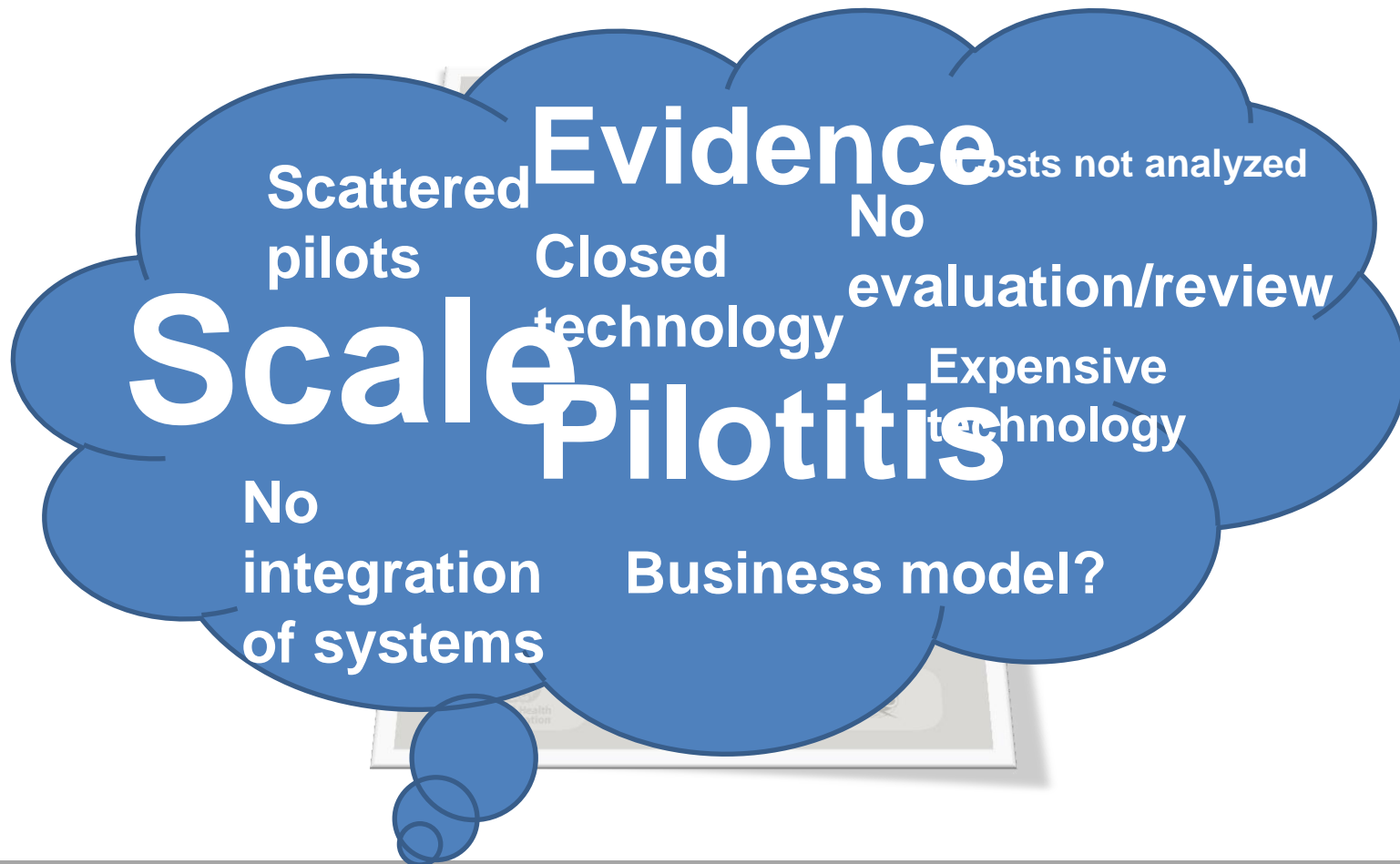
Importance of transparency and accountability

- We are aware of best practices in terms of donor reporting and relations
- Partners will be recognized on ITU website and receive audited reports
- Donors can potentially track in real time the impact of their funds on end users due to the use of mobile in the project

UNITAID — INCREASING TREATMENT COVERAGE FOR HIV/AIDS, MALARIA AND TB THROUGH MARKET SOLUTIONS

WHO WE ARE HOW WE WORK WHAT WE DO RESOURCES CONTACT US search...

ONE OF THE FIRST GLOBAL HEALTH ORGANIZATIONS TO USE MARKET INTERVENTIONS TO SAVE LIVES

NEWS

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13 February 2013
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25 January 2013
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GAVI ALLIANCE

Heartfile
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Through Heartfile Health Financing, we focus on protecting the poor from medical impoverishment

World Health Organization

We have reached out to a number of foundations, governments, private companies, individuals

Why is mHealth important? Next 5 years

Mobility United States »

Bill Gates Says that mHealth's Time Has Come

In his column for the Project Syndicate portal, translated into Spanish and republished by Clarin.com, the founder of Microsoft and Co-President of the Bill and Melinda Gates Foundation reveals his newly optimistic outlook for the digital empowerment of users and says that it is time that healthcare reaps the associated benefits.

[04 Jan 2013 | Comments]

His column begins: "A decade ago, many people believed that the proliferation of mobile devices in Africa would mean a short leap to digital empowerment. It didn't. Digital empowerment is a long and ongoing process, and the mere existence of cellular technology does not immediately change how poor people meet their basic needs."

He goes on to recognize that the situation has improved and we can begin to benefit significantly from the proliferation of smartphones. "But now, after years of investments, digital empowerment is underway, owing to a confluence of factors, including growing network coverage, more capable devices, and an expanding catalogue of applications. As more people obtain access to better and cheaper digital technology, an inflection point is eventually reached, at which the benefits of providing digitally services like banking and health care clearly outweigh the costs. Companies are then willing to make the investments required to build new systems, and customers are able to accept the transition costs of adopting new behaviors." he says.
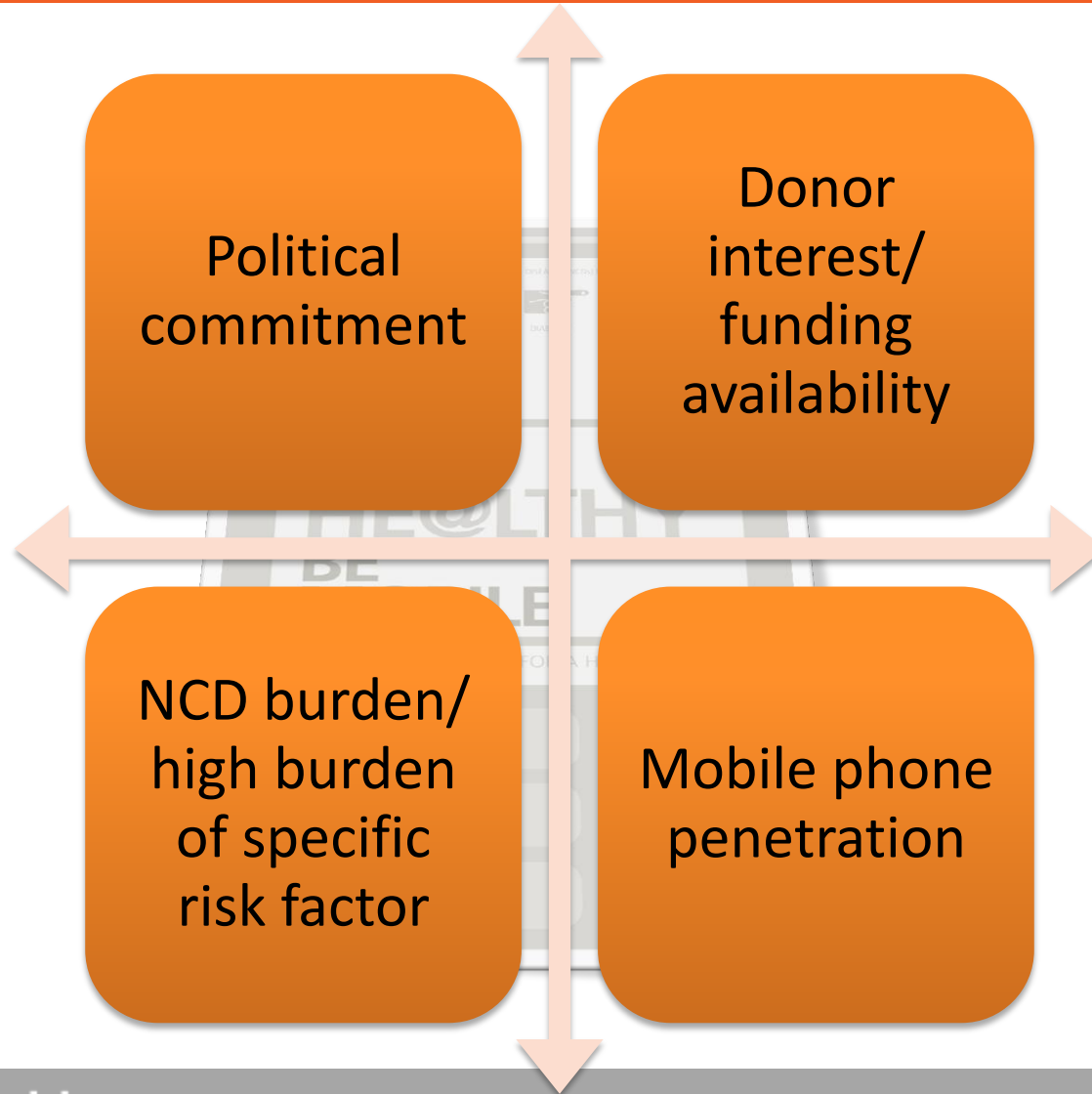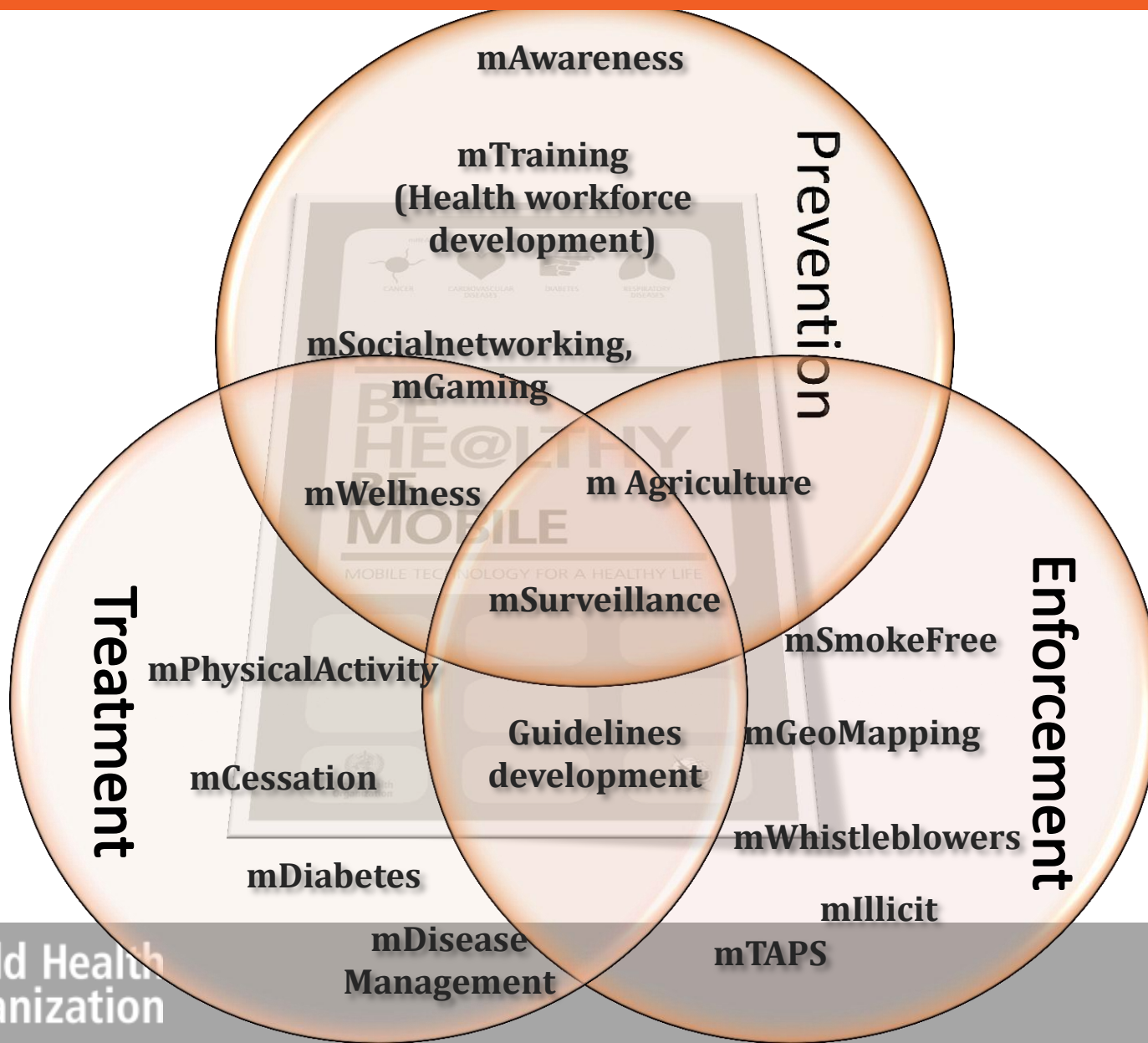
Initiative on mHealth for NCDs

"The WHO ITU joint initiative on mHealth for NCDs is a promising innovative intervention to see how to use new technologies to better health outcome"

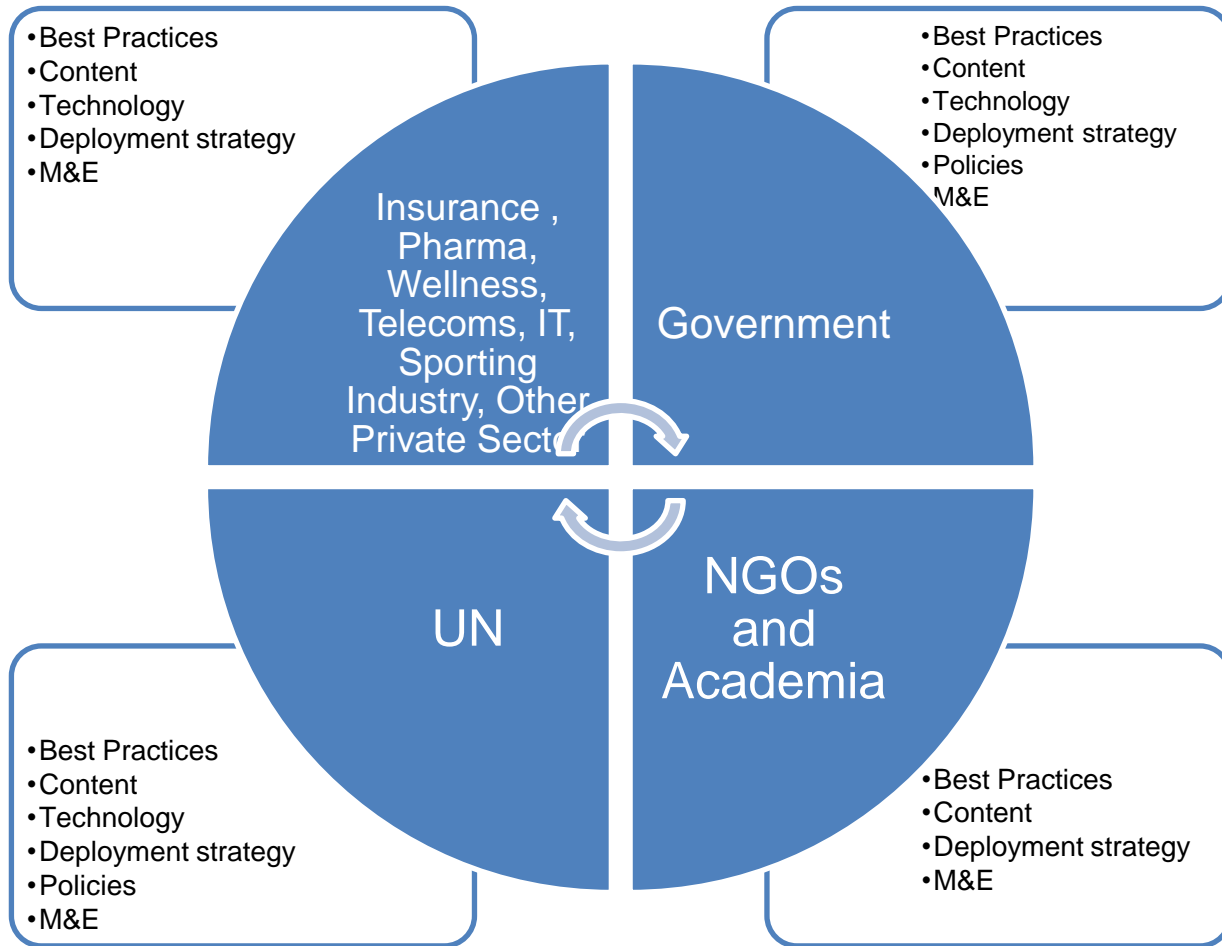**Helen Clark • UNDP Administrator • 31 January 2013 • Harvard School Public Health• Boston, Massachusetts**

What is needed

Political commitment

Donor interest/ funding availability

NCD burden/ high burden of specific risk factor

Mobile phone penetration

World Health Organization

mHealth for NCDs:
(PREVENT, TREAT, ENFORCE)

Prevention

mAwareness

mTraining
(Health workforce
development)

mSocialnetworking,
mGaming

mWellness

m Agriculture

mSurveillance

Treatment

mPhysicalActivity

mCessation

Guidelines
development

mDiabetes

mDisease
Management

Enforcement

mSmokeFree

mGeoMapping

mWhistleblowers

mIllicit

mTAPS

World Health
Organization

Cross sectoral partnership model

- Best Practices
- Content
- Technology
- Deployment strategy
- M&E

- Best Practices
- Content
- Technology
- Deployment strategy
- Policies
M&E

- Best Practices
- Content
- Technology
- Deployment strategy
- Policies
- M&E

- Best Practices
- Content
- Deployment strategy
- M&E

Insurance , Pharma, Wellness, Telecoms, IT, Sporting Industry, Other Private Sector

Government

UN

NGOs and Academia