GSMA Mobile World Congress

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Solving a global problem
mHealth for non-communicable diseases NCDs

"Making mHealth works for NCDs"

Hani Eskandar
ITU, Telecommunication Development Bureau
ICT Applications Division

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mHealth: Current state

Enabling Environment
- Regulatory vacuum and legal uncertainty for care professionals and patients.
- Security, Privacy and confidentiality are still BIG issues.
- Difficulty to follow technological development
- E and m Health are not yet part of overall health plans

Evidence
- Growing body of evidence, but
- Still weak perception about evidence
- With weak evidence, investments tend to be done elsewhere.
- Short funding cycles lead to small pilots with weak emphasis on evaluation

Economics
- Unclear Business models and costs/benefits ratios
- Remuneration based on number of nights and field visits rather than on results
- Lack of clear reimbursement policies for remote consultations and treatment
- Limited financial incentives to adopt technology
- Perception that mHealth might increas cost, not reducing it.

Cross-sector Collaboration
- No cross-sector platform or forum exists and multi-dimensional issues are not effectively addressed within any one organization.
- Each stakeholder operates within a specific sector (e.g., agriculture or health), while various mobile solutions use similar tools and components to deliver their different sector-specific services.
- More willingness to work together and create innovative partnerships across sectors.

Technology
- Patchwork of incompatible solutions
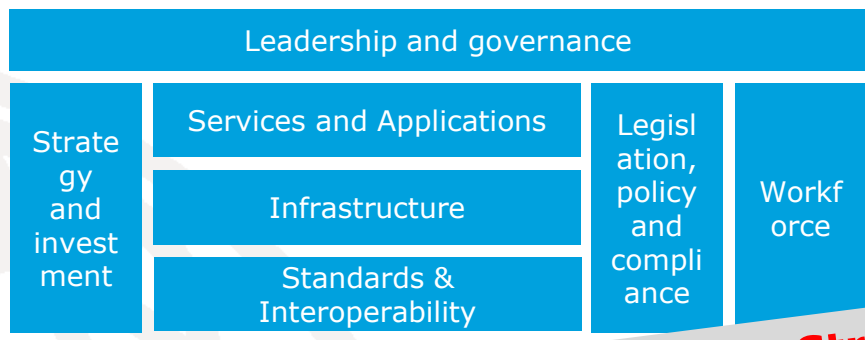- Lack of commitment to common standards.

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mHealth: Next Steps

Enabling Environment

Leadership and governance		

Strategy and investment	Services and Applications	Legislation, policy and compliance	Workforce
	Infrastructure		
	Standards & Interoperability		

eHealth Strategy

Evidence

- Methodological Cost/Benefits studies
- Clear M&E Framework and agreed-upon metrics to evaluate impact based on health outcomes.

M&E Framework

Economics

- Key role for Telecom operators as well versed with scaling up services, managing customer relationships, responding to customers' needs and handling sensitive information.
- Align incentives; incentives based on outcomes
- Reimbursement policies that cover remote interventions

Clear Business Model

Cross-sector Collaboration

- National approach to e and m Health
- Clear governance structure that deal with e and m Health at national level
- Strong mutli-stakeholders engagement with this governing body with clear engagement approach

Cross-sector Collaboration Platform

Technology

- Standardized information exchange and interfaces
- Re-usable components
- Devise a reference implementation of an architecture based on early pilots

Standards for mHealth

mPowering Development Initiative

- Aims to unleash the transformative potential of mobile communications to improve the lives of every citizen, everywhere

- Capitalizes on the current mobile revolution for sustainable development through m-education, m-disaster management, and m-health.

ITU-WHO mHealth for NCDs Initiative

- NCDs make the largest contribution to mortality and disease burden

- First joint UN workplan for NCDs

- A partnership platform to address NCDs burden through scalable mHealth solutions.

- A partnership platform to address mHealth barriers to scale.

- Global and country level activities

- Target 8 countries in 4 years in areas of Prevention, Treatment and Enforcement

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Thank you