mHealth

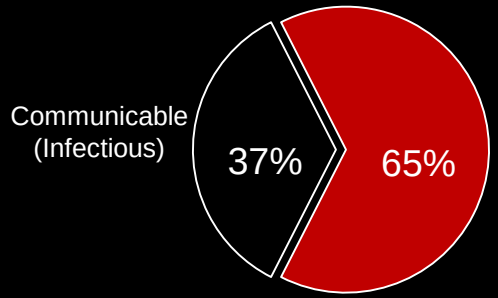
The Diabetes Programme

Michael Morgan-Curran

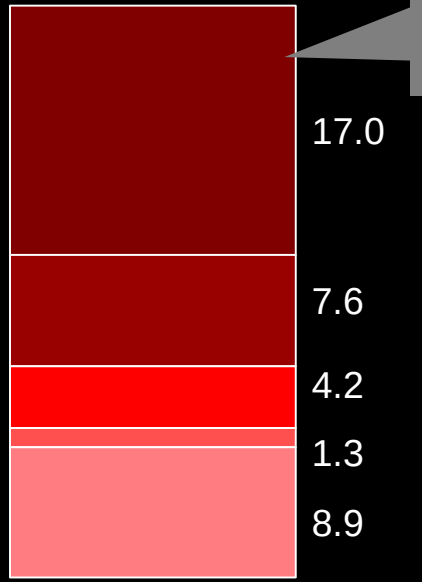
Chronic diseases - long duration and generally slow progression

More people die of Chronic NCD than communicable diseases

Causes of global mortality
(Total: 57 million in 2008)



*Includes maternal, perinatal and nutritional conditions



Risk factors
- Harmful use of alcohol
- Tobacco use
- Physical inactivity
- Unhealthy diets

17.0 Cardiovascular (e.g. hypertension, stroke)

7.6 Cancers

4.2 Respiratory, asthma and Chronic Obstructive Pulmonary Disease (COPD)

1.3 Diabetes

8.9 Other NCD

Source: WHO

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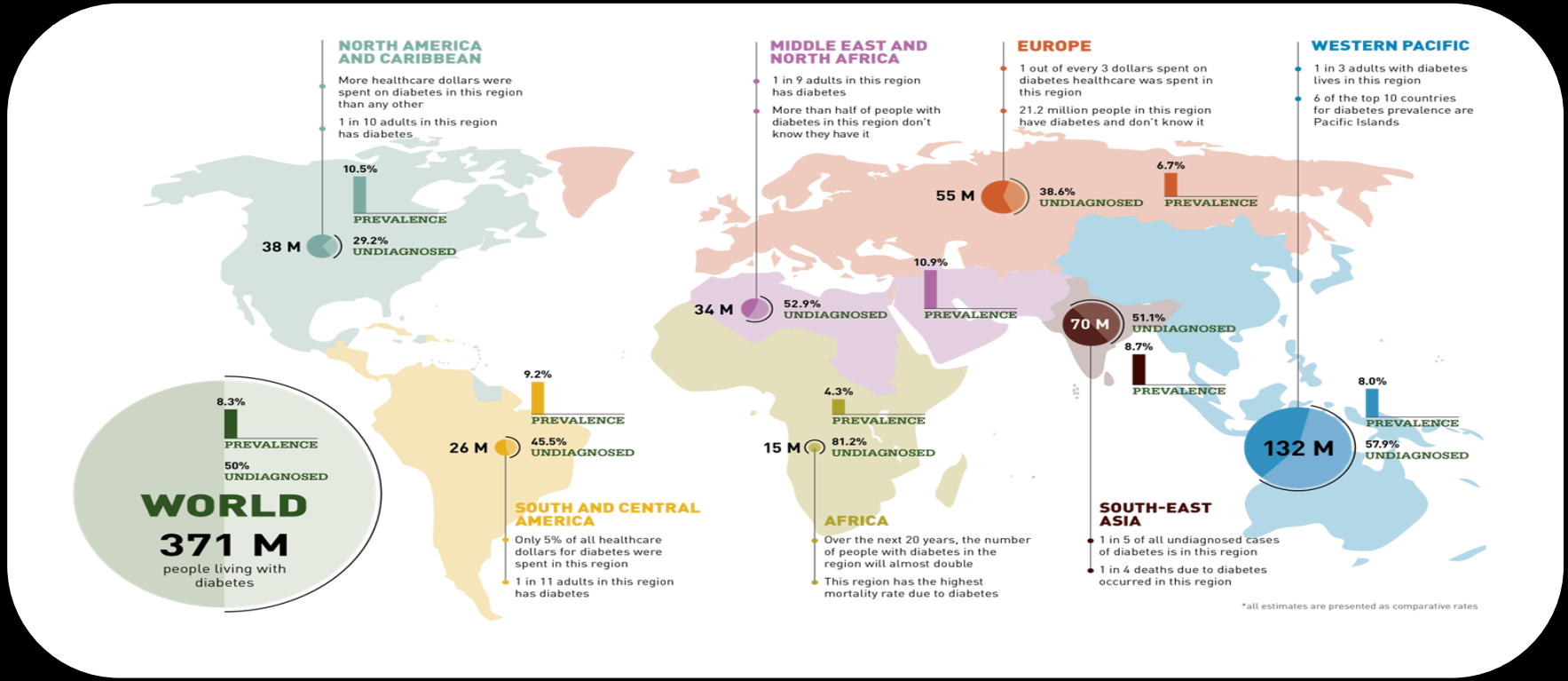
552 million individuals will suffer from diabetes by 2030 up by >150%



www.idf.org

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The majority of the world diabetes patients live in the region

- 202 million patients living with diabetes
- Will rise to 308 million by 2020
- 75.8 USD billion spend
- 2.8 million unnecessary deaths

Top 5 countries

- India 63.0 m
- China 92.3 m
- Indonesia 7.6 m
- Japan 7.1 m
- Bangladesh 5.5 m

IDF Atlas 5th edition

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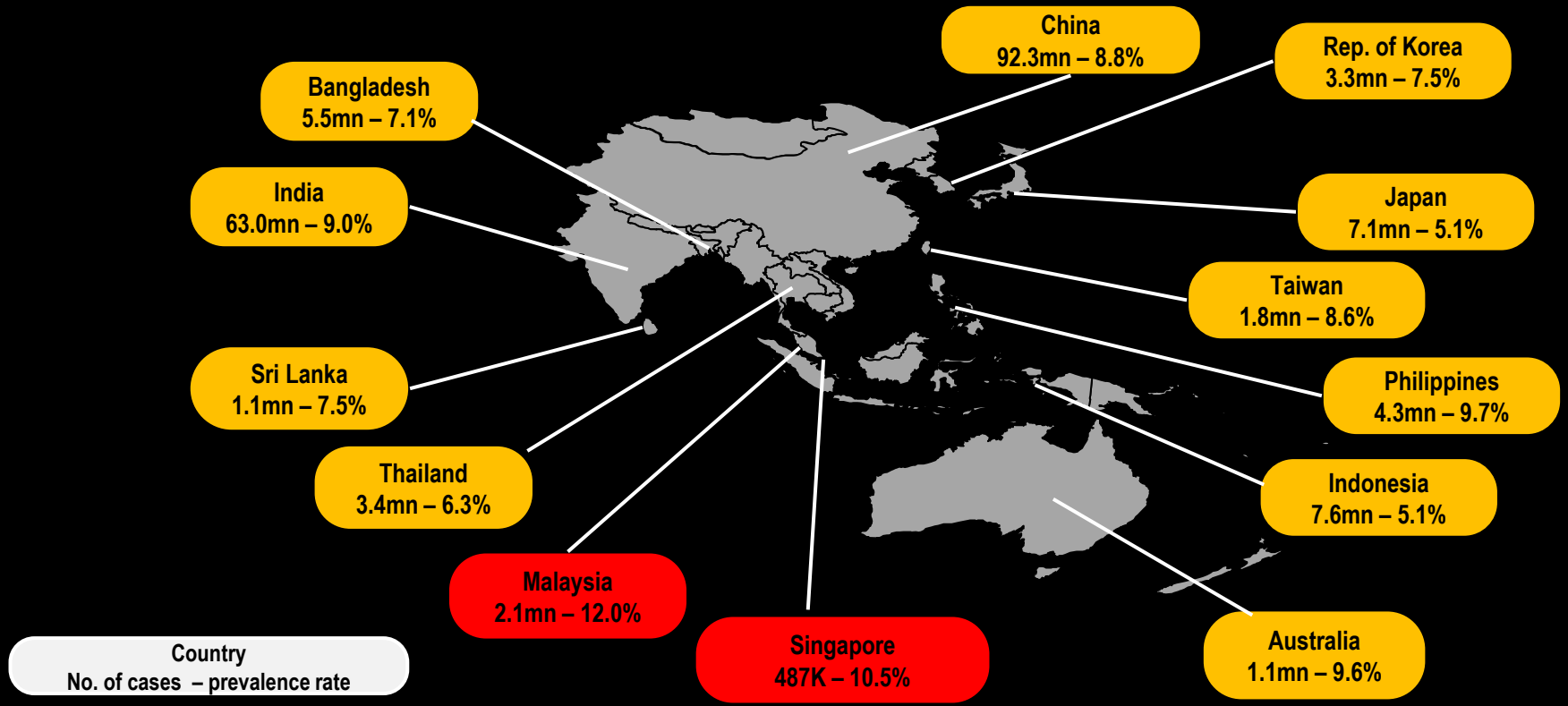
Diabetes: cases and prevalence across SE Asia & W Pacific



Source: IDF Diabetes Atlas 2012

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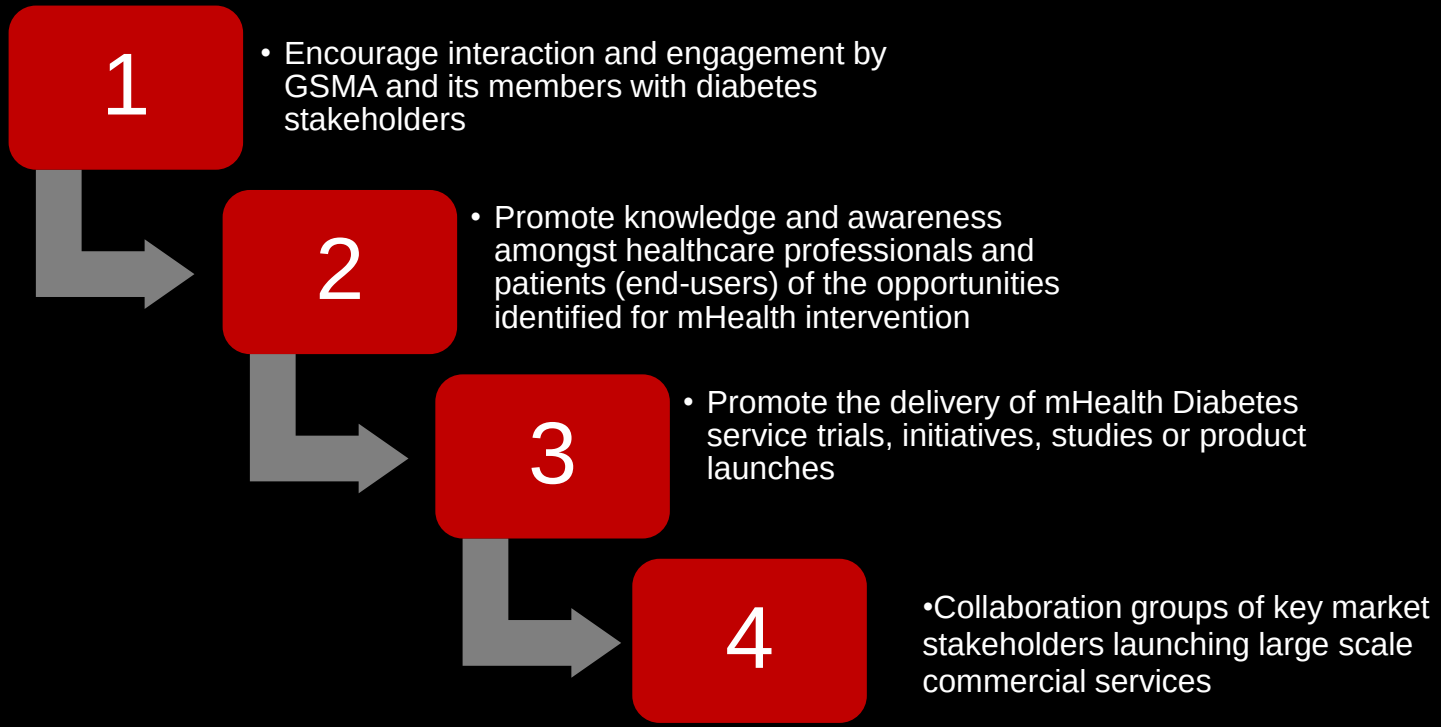
mDiabetes campaign objectives



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mDiabetes campaign

…..Act and collaborate locally

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Alignment with strategic partners

WHO & ITU launch m-Health initiative to combat non-communicable diseases - 17th Oct 2012

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ITU and WHO launch mHealth initiative to combat noncommunicable diseases

Plan to save lives and reduce costs agreed at ITU Telecom World 2012

Joint ITU/WHO news release

17 OCTOBER 2012 | DUBAI, UNITED ARAB EMIRATES - The International Telecommunication Union (ITU) and WHO today launched a new partnership called the 'mHealth' Initiative to use mobile technology, in particular text messaging and apps, to help combat noncommunicable diseases (NCDs) such as diabetes, cancer, cardiovascular diseases and chronic respiratory diseases.

Noncommunicable diseases are some of the leading causes of death and disease in both developed countries and emerging economies alike. They dominate health care needs and expenditures in most developed as well as most low- and middle-income countries. Of the 57 million deaths globally, NCDs contribute to an estimated 36 million deaths every year, including 14 million people dying between the ages of 30 and 70. Using mobile telephone technology mHealth practices can help save lives, reduce illness and disability, and reduce healthcare costs significantly.

World Health Organization

International Diabetes Federation

ITU

The Diabetes Education Study Group (DESG) of EASD, in collaboration with IDF--MENA Regional Committee for Diabetes and Ramadan (DAR) Diabetes And Ramadan (DAR) 1st International Forum

Source: WHO, 1st Intnl Forum, IDF

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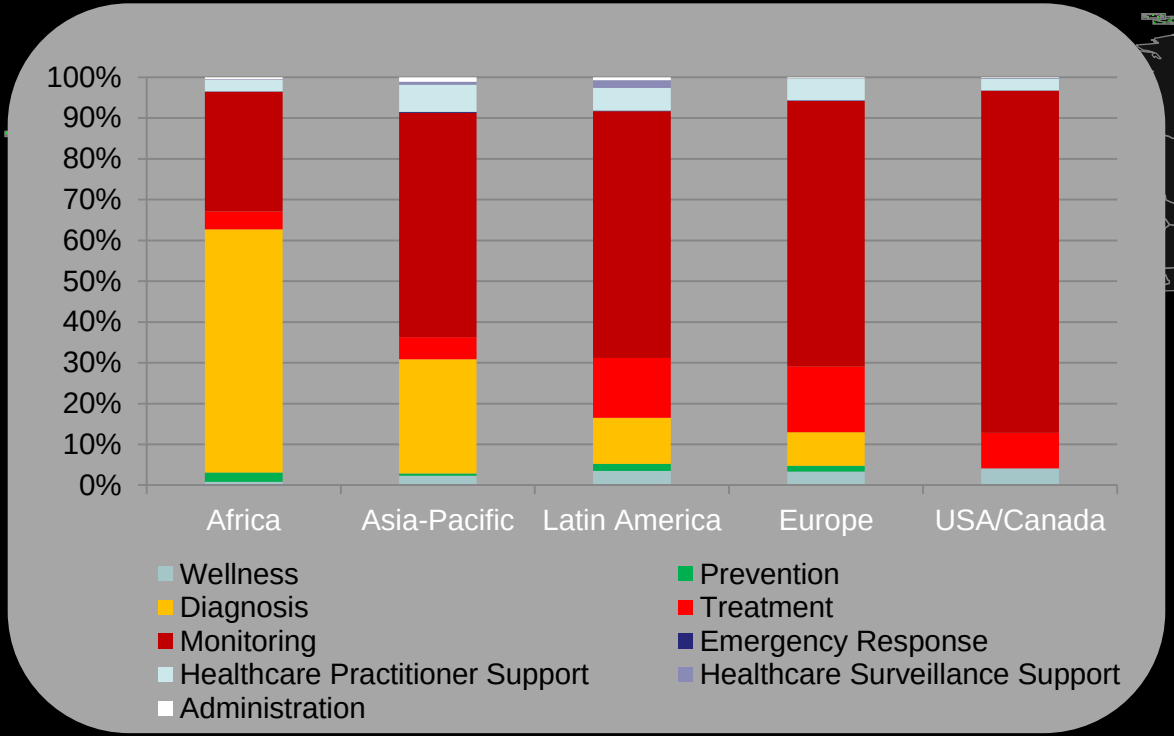
mHealth opportunities in Asia



Source: Touching lives through mobile health, PwC February 2012

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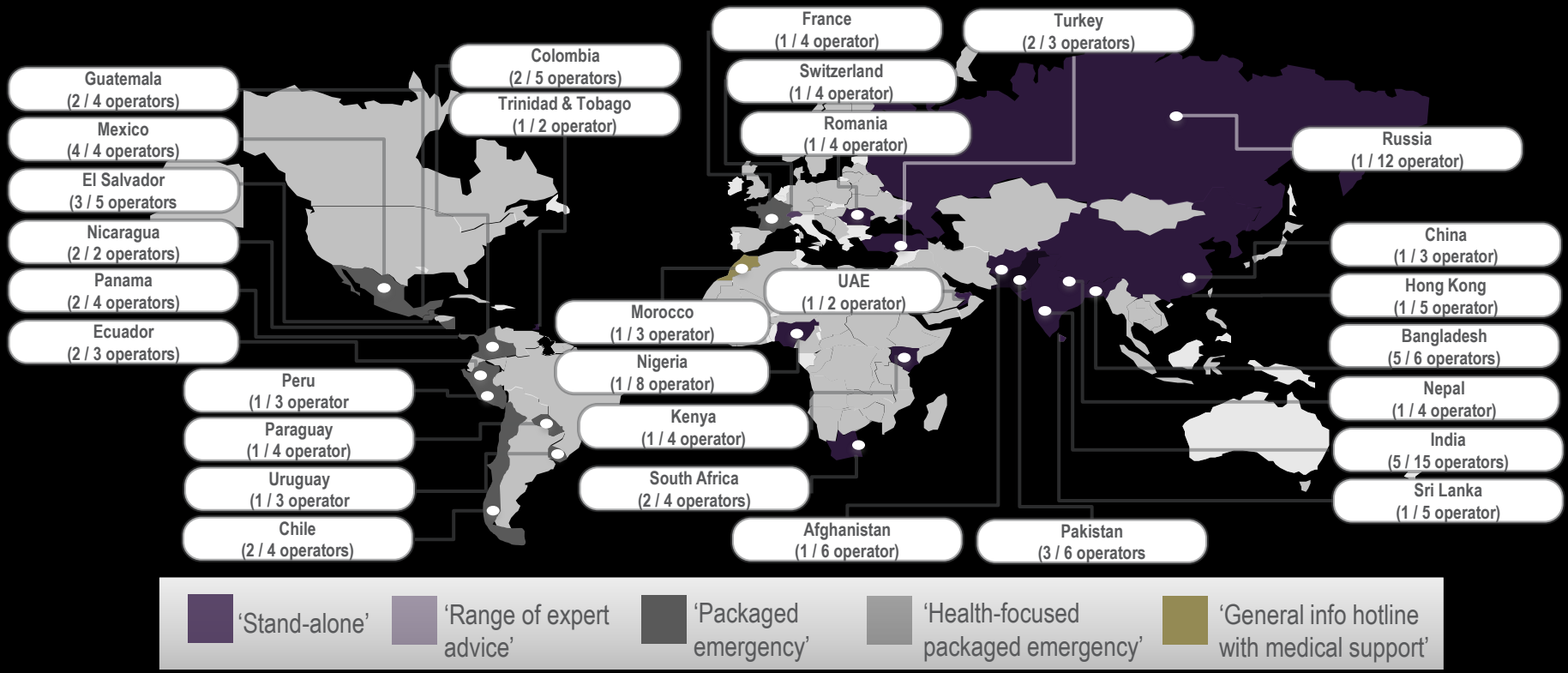
Health hotlines feature as a key prevention and diagnosis service

There are at least 53 deployments globally, with ‘stand-alone’ the most popular type



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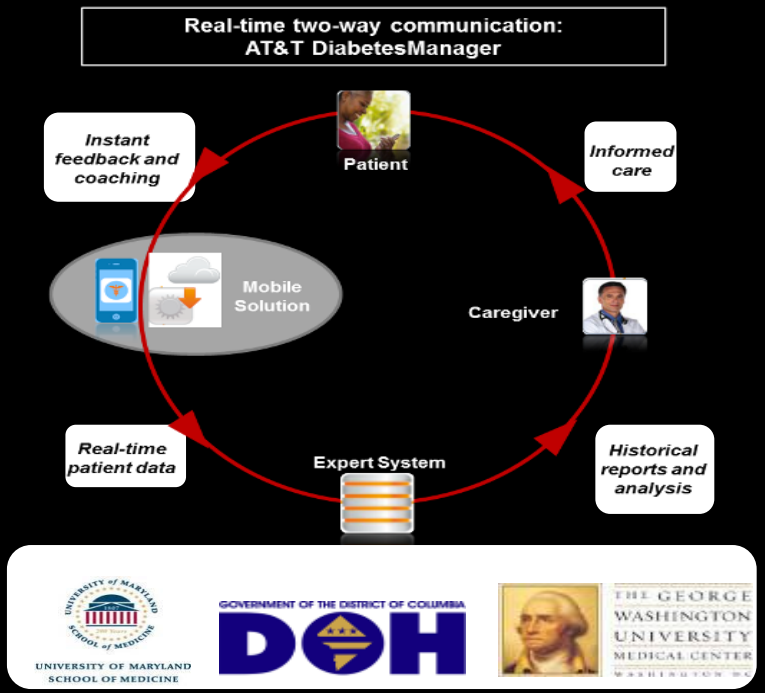
Case study: US - AT&T & WellDoc's 'DiabetesManager'

Integrated patient coaching and nurse case management system to improve diabetes care



Solution Features

- FDA approved
- Real-time, clinically-based feedback and coaching, instruction or intervention
- Promotes self-care
- Fully scalable solution backed by
- Secure network infrastructure
- Compliant with HIPAA Privacy and Security Rules

Benefits

- A1c levels reduced by **1.9**
- 37% decrease in loosing - limbs/blindness
- 14% decrease all-cause mortality
- 58% reduction in hospital stays
- 100% increase in self management
- On-going engagement and drives down costs

Source: WellDoc & AT&T

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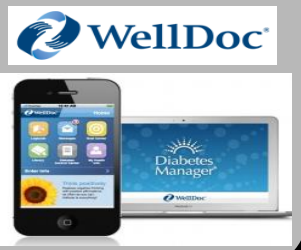
How the initiative was achieved

mHealth ecosystem

Inspiration	Ideation & Realisation		Enablement	
Customers	Technology	Funders	Industry Players	Policy



Source Progress in Cardiovascular Diseases 53 (2010)

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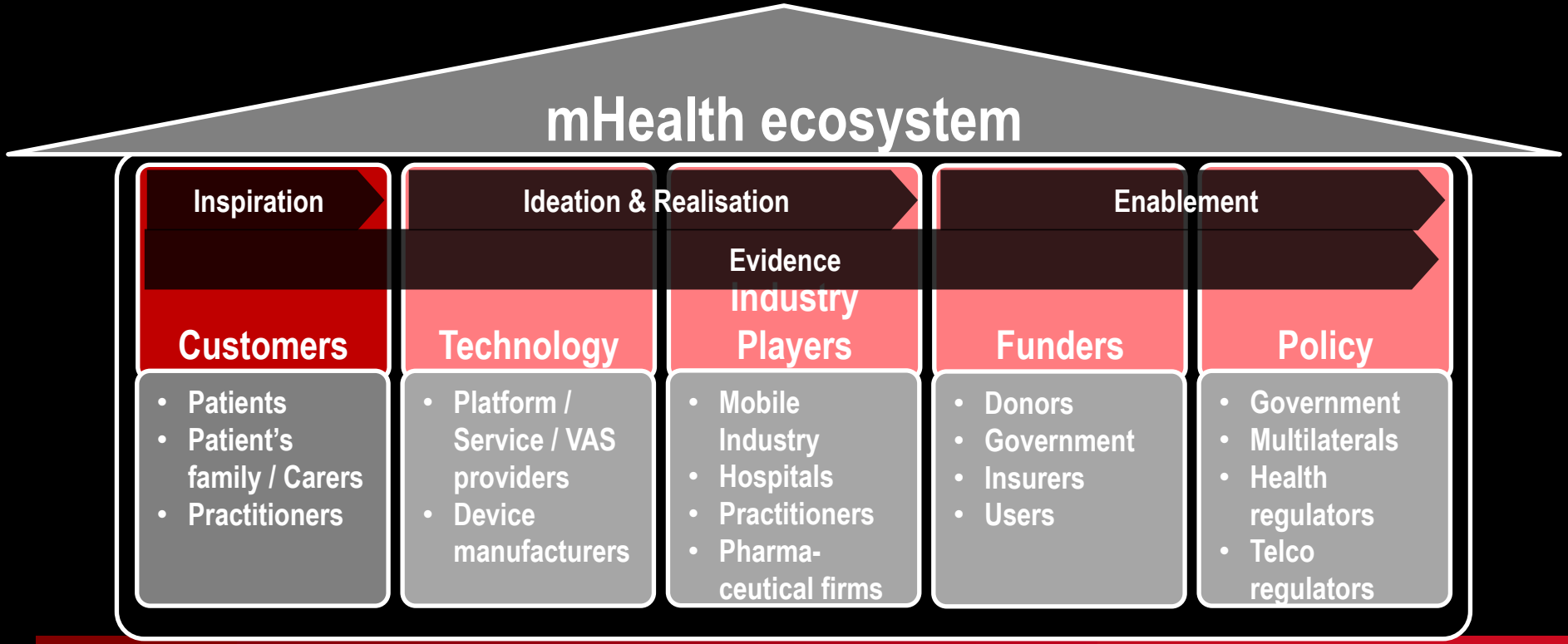
Lessons for success = collaboration of all stakeholders



Source: Adopted from the "Six forces that can drive innovation (in healthcare) – or kill it" framework of Regina Herzlinger of Harvard Business School

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