

Public Sector Engagement Strategy for mHealth in Brazil

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Current National Scenario

Brazil Government has major eHealth and mHealth programs underway, including implementing EMR, digitalizing hospital, primary and community care systems.

Brazil is faced with increasing burden on healthcare system and escalating costs, and shortage of skilled workforce.

It's an opportunity to use ICT & Health IT solutions to deliver services to the Health System.

The Family Health Program (PSF – Programa da Saúde da Família), has been entirely paper based, where approx. 350k Community Health Workers serve both urban and rural areas doing:

- Home visits
- Basic health screens,
- Patients health education on family planning and hygiene



mHealth Solutions Opportunities



We saw mobile health solutions & services presented as a business opportunity to Telefonica.

With a wide 3G and 4G infrastructure across the country we saw an opportunity to deliver health care solutions in a national context.

In a partnership with Intel, Telefonica Vivo, Global Data and São Paulo Medical University we created a solution to help the Government to reduce costs and improve the reach of its social workers to backwater locations.

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mHealth Solutions Challenges



Main Challenges are:

- ❑ Locating family homes in a vast geographic area.
- ❑ Time consuming system of scheduling visits & follow-up.
- ❑ Lengthy process of scheduling referrals.

Escope

Offering a Mobile Android Intel based tablet device with software to support scheduling and referrals, the social workers were able to use GPS for location based services using ASUS FONEPAD.

It is a truly exciting initiative that's changing healthcare in Brazil.

✓ Devices Supplied by INTEL: 32 Asus-7 Phone pads, Android 4.1, Connection 3.5 G, Wi-Fi & Bluetooth, Intel processor and 2 Classmate PC Beach point Net books

✓ Features:

Educational Content for professional update and family orientation

Patient Information cards collected by Community Health Agents

Appointment Scheduler

Geolocation

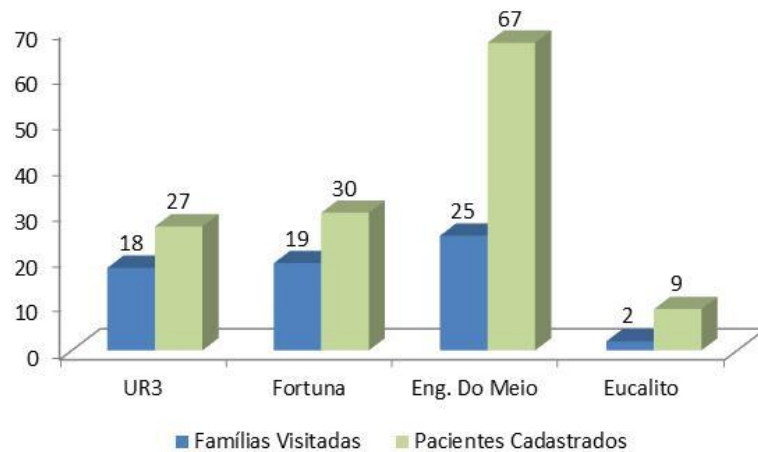
Family Health Units' Drugs and Material Management

E-Patient Database

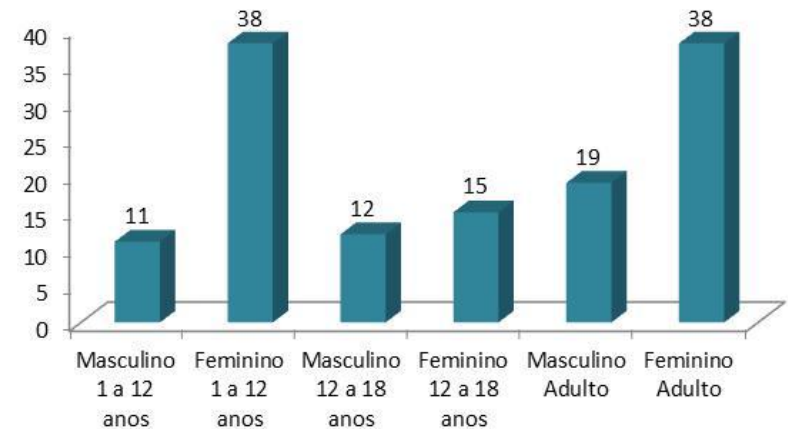
Productivity Control Report

Results

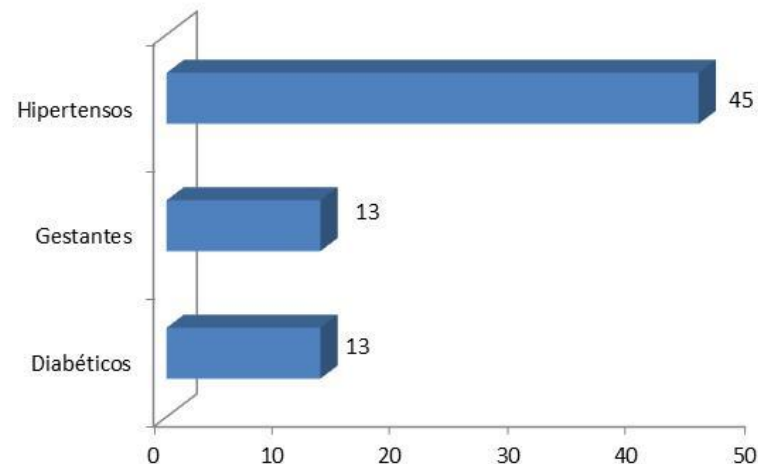
Visits using devices – Sept, 23rd to Oct, 26th



Visits by age group and gender



Population Profile – Special Files



Feedback

“There was an initial difficulty to access the system, but nowadays it’s easy. It speeds data collection and the tablet is easy to handle and carry around.
This solution deserves a 10!...”

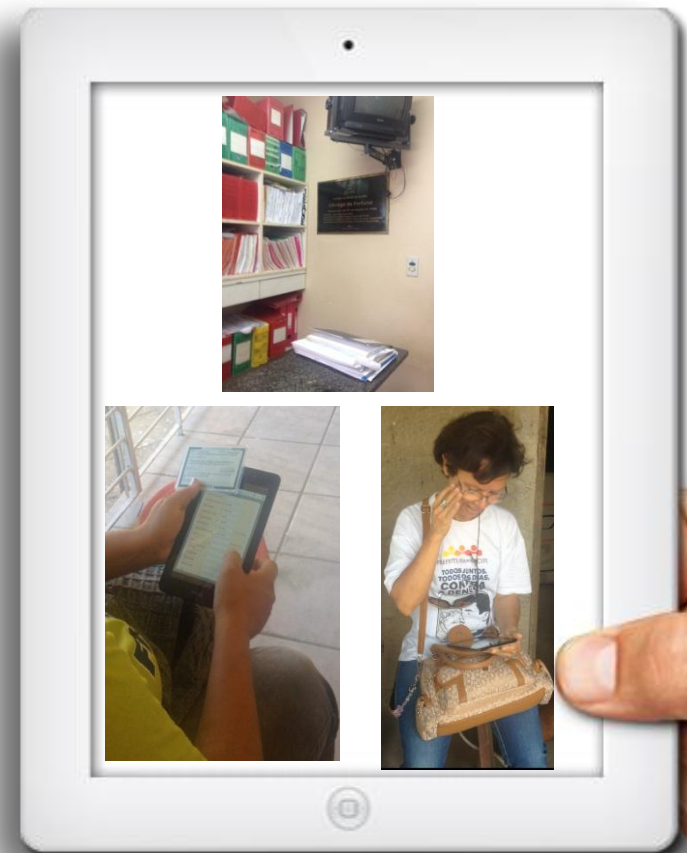
Elza – ACS UR3

“ We became faster and don’t lose documents anymore.
It’s important to share the software with other members of the team, not only the agents...”

Milene – ACS Eng. do Meio

“ Nowadays I’m very comfortable using the tablet.
With practice, our day will be more productive. The way it was before, by the time the information arrived where the patient was, they could be already dead...”

Rosemere – ACS Fortuna



Conclusion

Connectivity can really improve the coverage of healthcare, presenting solutions that offer a better service to patients and the population in general while making it easier and more effective for social workers to deliver a superior quality service.

Ours partners' content, expertise and devices aligned with our knowhow and net infra structure made this project a successful case study.

Telefonica's network and its partners have means to participate actively in changing the reality of areas that are backwater and isolated providing them with access and infrastrurure where it lacks it the most.

- Positive feedback:
 - ✓ ACS's testimonials saying the solution met its goals.
 - ✓ Health Data being available to the project developers.
 - ✓ Correct data collecting, avoing misinformation and mismatch
 - ✓ Optimization of data collection and the availability of it where it is needed the most



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