



## GSMA Programme on Connected Living: mHealth

Alexis Arancibia, Sao Paulo, 26 June 2012

# mHealth can deliver patient and health system benefits

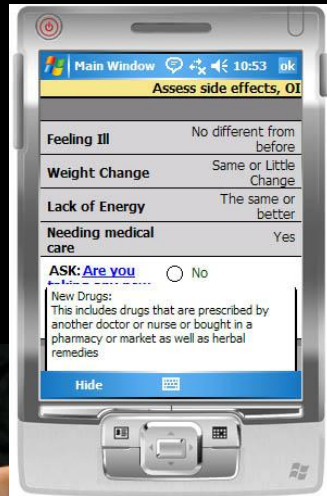


Prevention

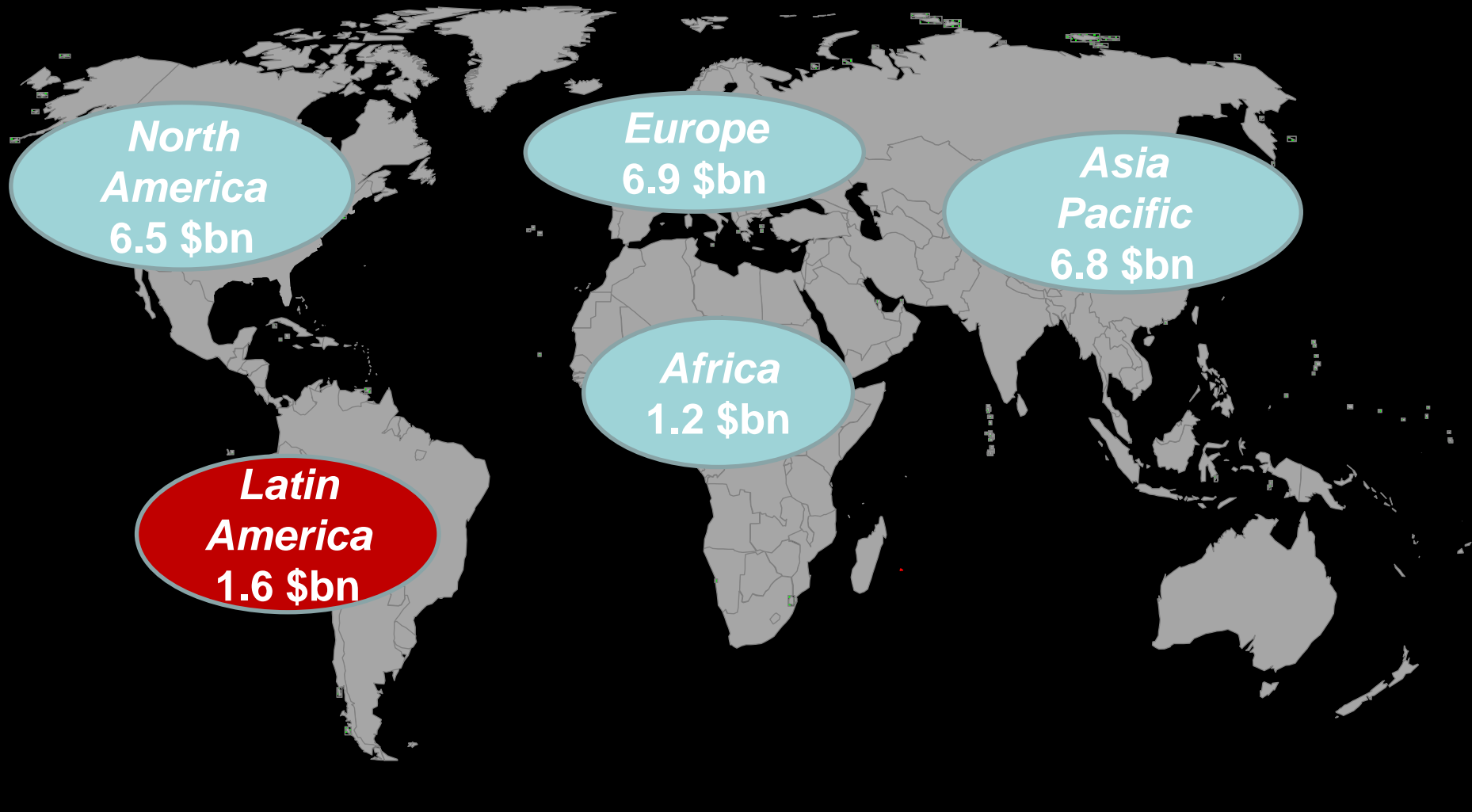
Diagnosis

Treatment

Monitoring



# Global revenue opportunity estimated at \$23bn by 2017



Source: Touching lives through mobile health, PwC/ GSMA, February 2012

# Counting over 70 deployments in Latin America today



**movistar**  
**Tips de vida**



**antel** la empresa de comunicación de los uruguayos

**Support \*2010**



**VESAG**  
*Personalised Health Support, Anywhere*



Source: Wireless Intelligence, mHealth tracker, June 2012

# Working together to catalyse the global mHealth market



## GSMA Objectives:

- Showcase mobile health opportunity and drive cross-industry knowledge sharing
- Demonstrate the outcomes and impacts on individuals, healthcare systems and society
- Foster new relationships and partnering between the healthcare and mobile sectors
- Stimulate scalable and replicable solutions based on interoperability
- Promote supportive policy and regulatory principles for growth and innovation



# Agenda: making mHealth happen



- Key Note:
  - **Dr. Sylvain Nahum Levy**, Ministry of Health, Brazil
- mHealth opportunities for Latin America
  - **Geraldo Neto**, Qualcomm
  - **Camila Crispiniano**, Vivo
  - **Dr Caio Regatieri**, SanaMobile
- Panel discussion and Q&A
  - Chair: **Jeanine Vos**, GSMA
  - Participants: all speakers