mHealth

Addressing the Global Diabetes Epidemic through mHealth

Lauren Sarno, Marketing Manager mHealth, GSMA 10 December 2012

The impact of diabetes

12.3% of all deaths
in Latin America
are due to diabetes

11% of global healthcare costs
Impacts the poorest areas
Places heavy burden on socioeconomic development

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The opportunity for GSMA members

- 30% of mHealth deployments tracked are led by MNOs
- US$23 billion global market for mHealth
- MNO share will be 50%
- Greatest opportunity in chronic disease management and remote monitoring

mHealth source of revenue for MNOs 2017

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The GSMA mDiabetes Campaign

- Three year vision: mDiabetes to become an accepted and integral part of the care pathway for the management of diabetes patients
- Campaign objectives
  - Encourage GSMA members to develop mobile solutions for diabetes care, based on sound commercial models
  - Facilitate interaction and engagement between GSMA members and other stakeholders in diabetes care
  - Generate an increased level of knowledge and awareness amongst end users
  - Encourage the delivery of mHealth service trials, initiatives, studies or product launches that provide diabetes related value added services

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mHealth Innovation Groups (mIGs)

- Forming mIG in each region for collaboration on addressing the local diabetes challenge
  - Middle East, Asia Pacific, Latin America, North America and Europe
- Bringing together key stakeholders
  - Healthcare organisations and companies, academic units, clinical trial centres, diabetes key opinion leaders and diabetes patient advocacy groups
- Aligning ourselves with relevant and influential mHealth initiatives being investigated by other global and local organisations

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mIG update

- Kicked off Middle East mIG in Dubai on 27th November
  - As many as one in five people in these countries has diabetes
- 30+ attendees
  - Qtel, Mobily, Etisalat , Du, GSM Arab World RIG, WHO, key diabetes institutes from Saudi, Qatar and UAE, patient associations, Novo Nordisk and several mHealth suppliers
- Agreed
  - Create MoU / agreement statement
  - Work together to increase awareness and acceptance of mHealth solutions in the Middle East
  - Engage as a collective with health ministries and regulators to address barriers to approval and implementation

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The mHealth Grand Tour

Brussels to Barcelona
13 days of cycling
2,100km total
22,000m of climbs

mHealth Grand Tour

One global disease challenge

International Diabetes Federation Europe

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mHealth Grand Tour

- Demonstrate ground breaking innovation and highlight thought leadership in diabetes care
- Generate widespread press and media attention on diabetes and mobile health care
- Catalyse and promote collaboration and partnership across mobile and healthcare sectors
- Support diabetes charities and diabetes research by raising significant funds for their activities
- Connect the diabetes and cycling communities to participate in an unforgettable team building experience

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We invite you to become involved

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Mobile Health

Thank you

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