mHealth

The Diabetes Programme

Michael Morgan-Curran

mDiabetes Campaign Objectives

1

- Encourage interaction and engagement by GSMA and its members with diabetes stakeholders

2

- Promote knowledge and awareness amongst healthcare professionals and patients (end-users) of the opportunities identified for mHealth intervention

3

- Promote the delivery of mHealth Diabetes service trials, initiatives, studies or product launches

4

- Collaboration groups of key market stakeholders launching large scale commercial services

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mDiabetes campaign approach

- Global breadth – focus on global partnerships and that will influence local markets
- Local depth - prioritised regional focus on the delivery and implementation of Diabetes Solutions
- Clinical expert groups – Position on mHealth and clinical frameworks

mIG = mHealth Innovation Group

Middle East

Asia Pacific

Latin America

Will focus on setting up mHealth Interest Groups

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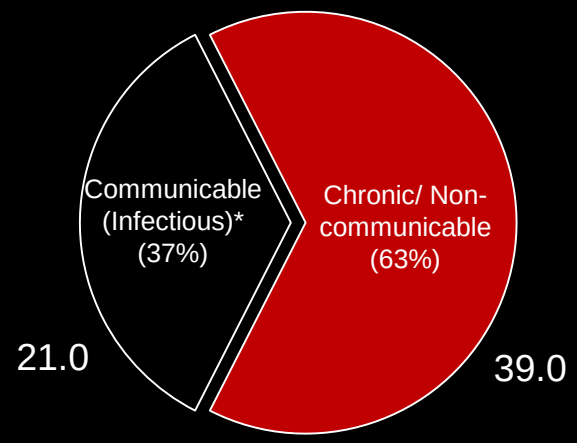
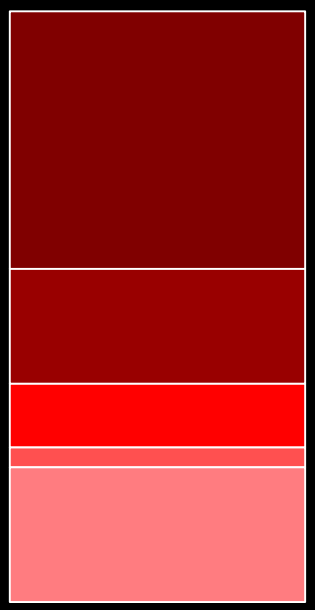
Chronic diseases are diseases of long duration and generally slow progression

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

Source: WHO

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Our objectives align with many partners

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

World Health Organization

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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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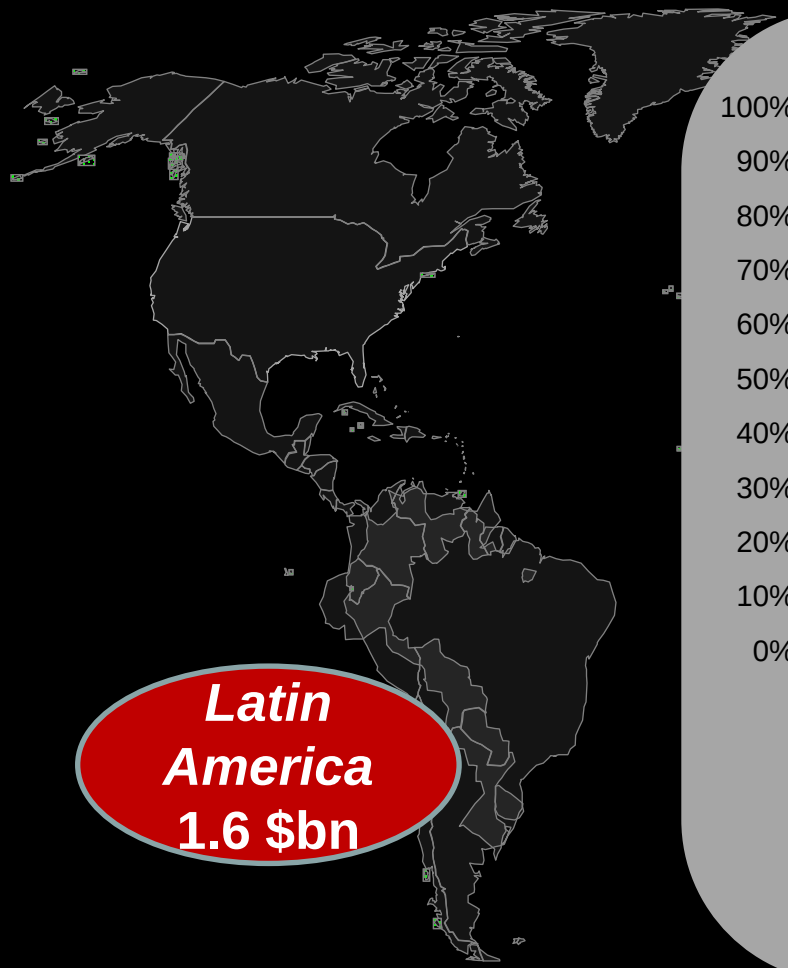
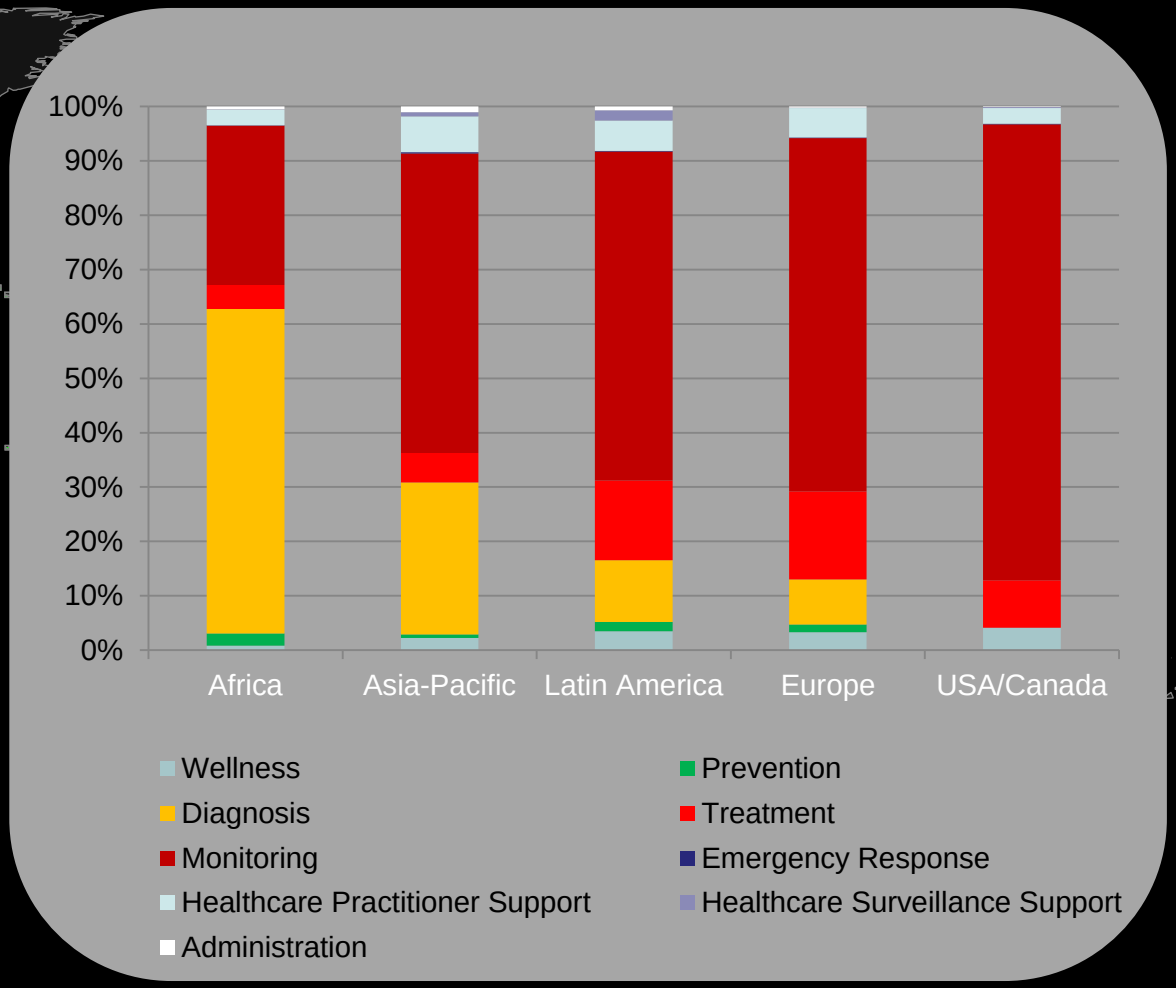
mHealth Opportunities in Latin America





Source: Touching lives through mobile health, PwC February 2012

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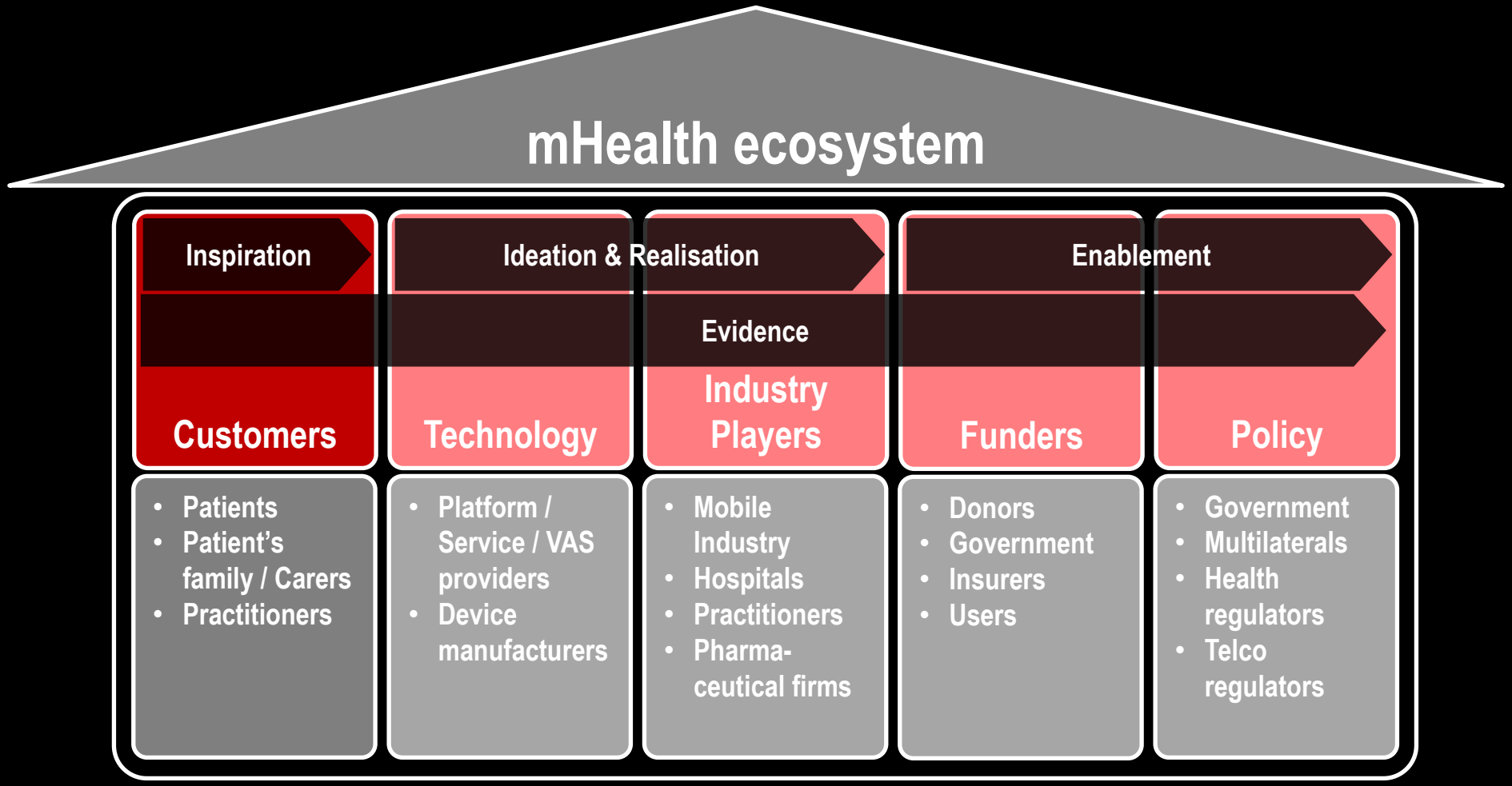
Success can only be achieved through the collaboration of all stakeholders involved in the ecosystem



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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