



Creating mobile health solutions for behaviour change

A study of eight services in the mNutrition Initiative portfolio

GSMA mHealth webinar
Thursday 24th May 2018





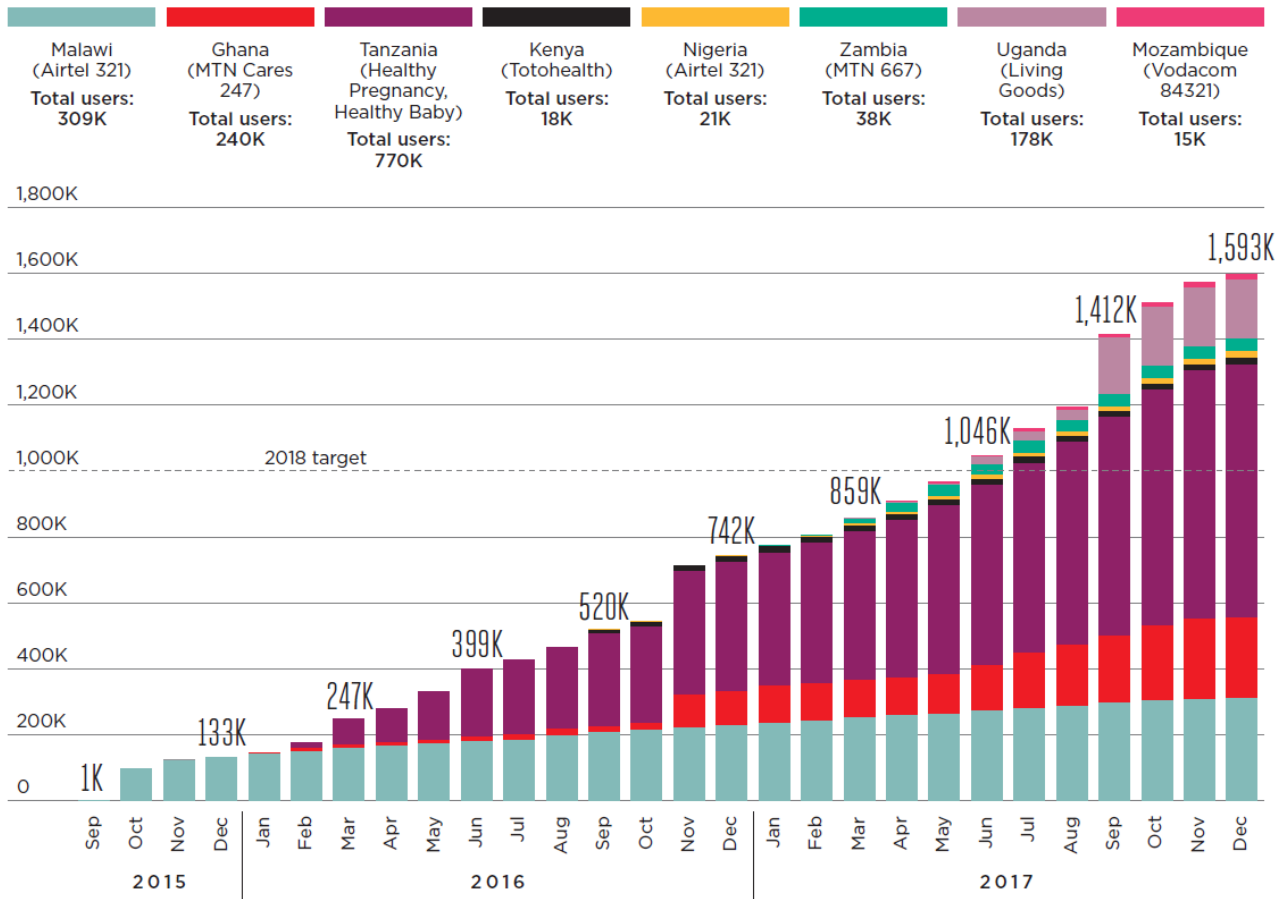
What we will cover in this webinar?

- Introduction to the mNutrition Initiative
- mNutrition Initiative learnings and results
 - Project implementation and life cycle
 - mHealth service design
 - Improved nutrition outcomes
 - Service sustainability
 - The future of mHealth services
- Questions & Answers



What is the mNutrition Initiative?

The GSMA mNutrition Initiative was launched in 2013 and is supported by UK Aid from the UK Department for International Development. It covers work-streams implemented under both mHealth and mAgri programmes at GSMA. The initiative aims to improve nutrition for underserved populations by promoting behaviour change through accessible mobile-based services, delivered at scale through sustainable business models.



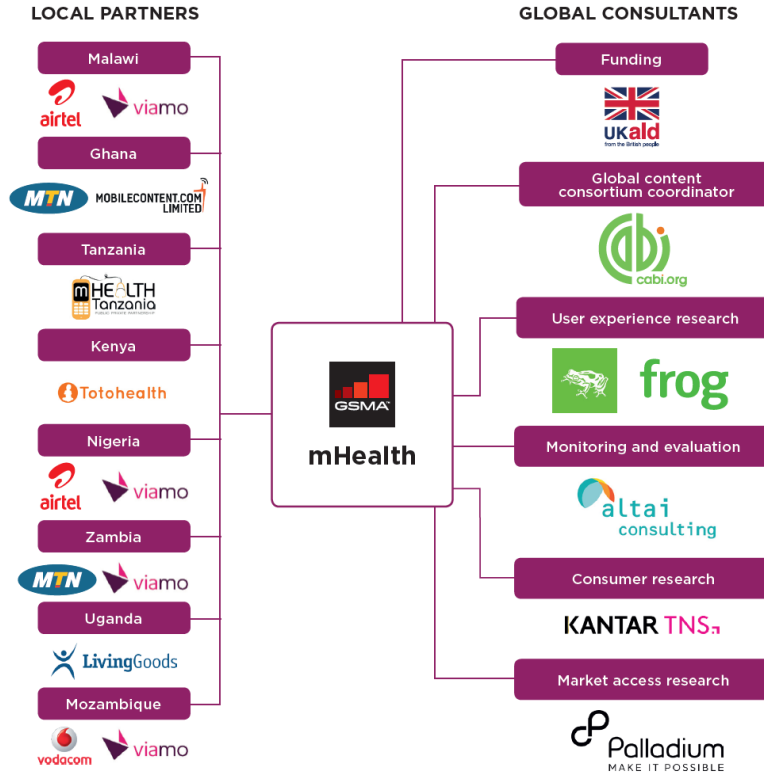
The number of users reached through each of the eight mHealth services, from the first service launch in October 2015 to Dec 2017.



mHealth programme implementation

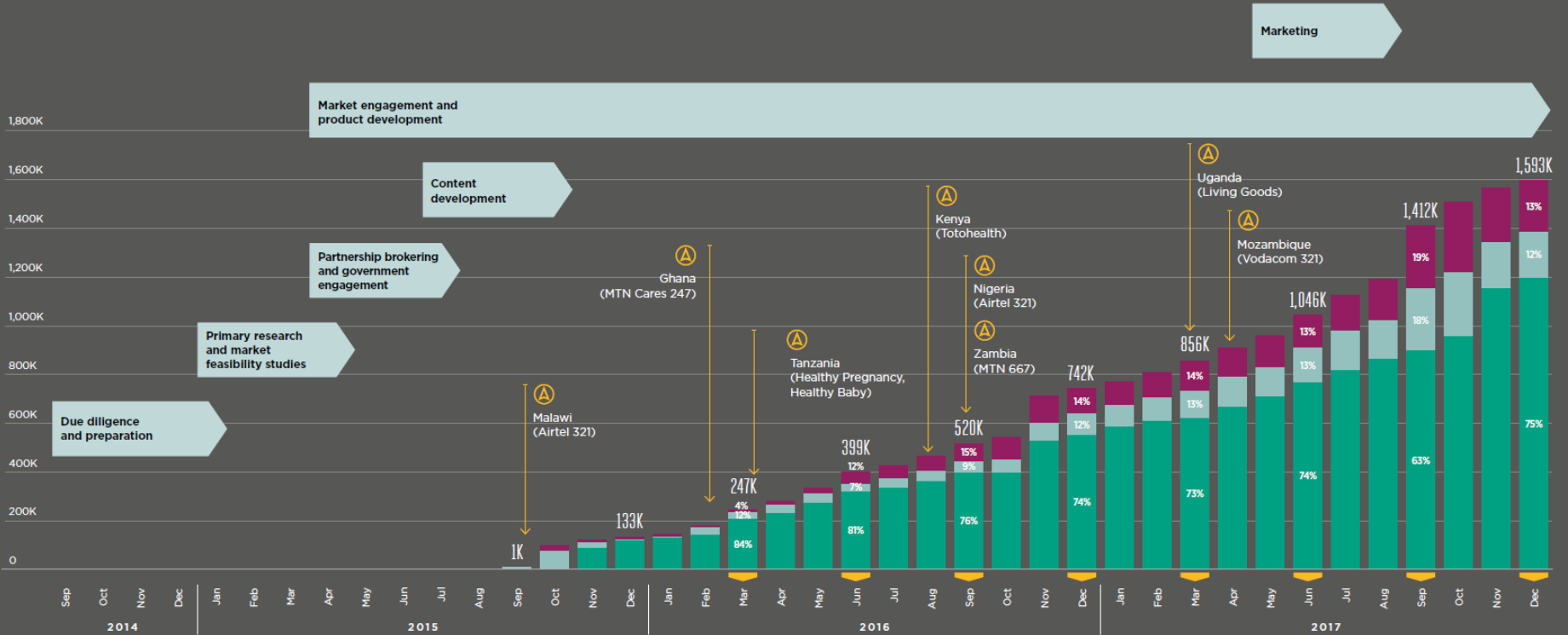


The global partnership structure





Project timeline and life cycle





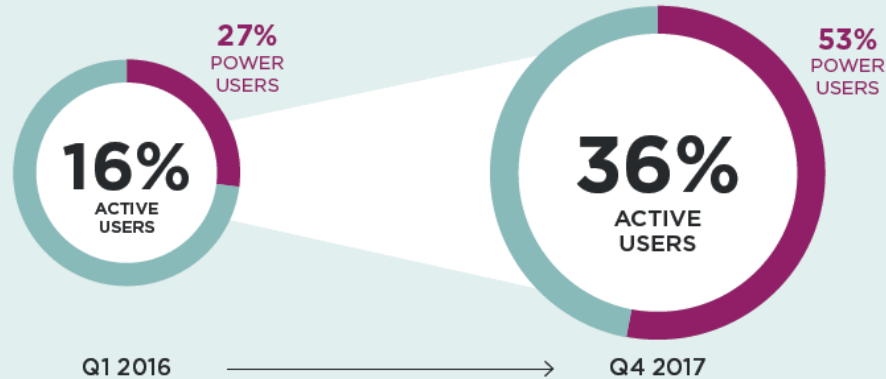
Key lessons on project timeline and life cycle

- Conducting robust due diligence and research is essential to the success of mHealth initiatives, especially when entering a new market
- It is important to engage governments early in the project
- Content development should be closely aligned with broader product development
- Marketing should only be conducted after the service is proven to be of satisfactory quality



Adopting a human-centred design approach drives higher user activity

Growth in active and power mHealth user segments across the mNutrition Initiative portfolio

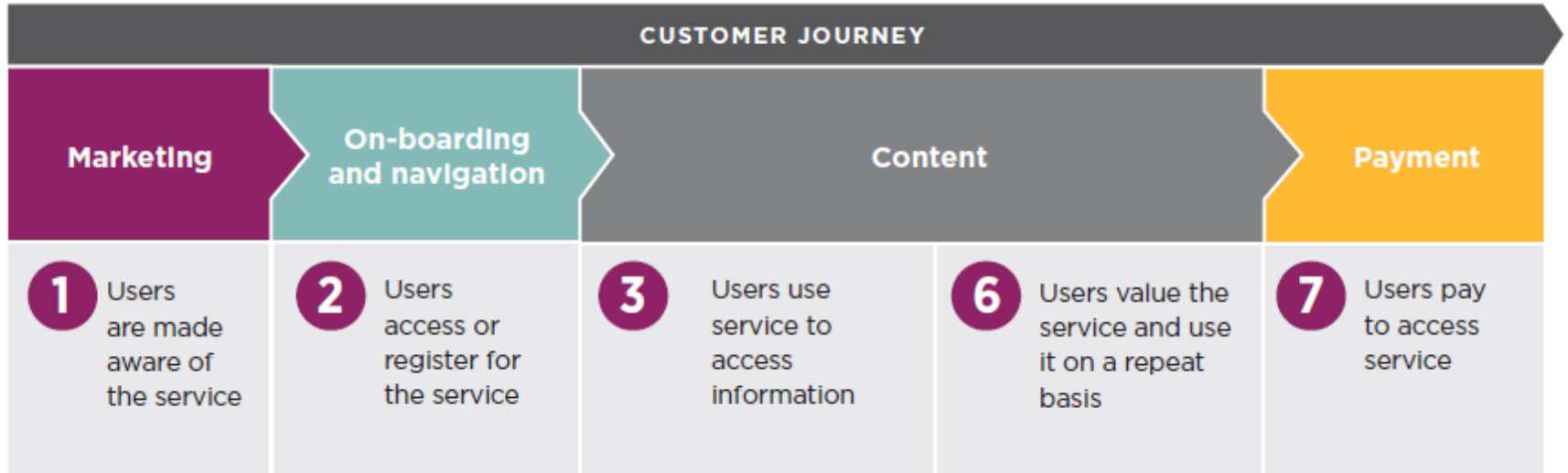




mHealth service design

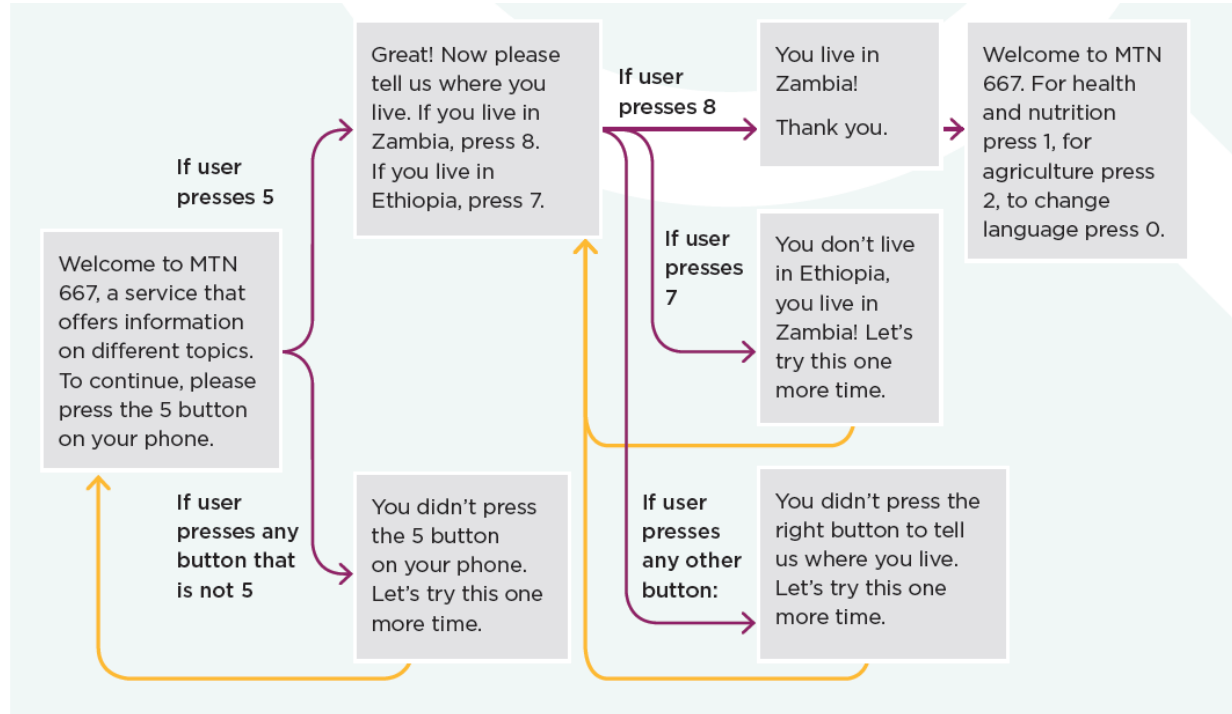


The customer journey forms the foundation of the product development process



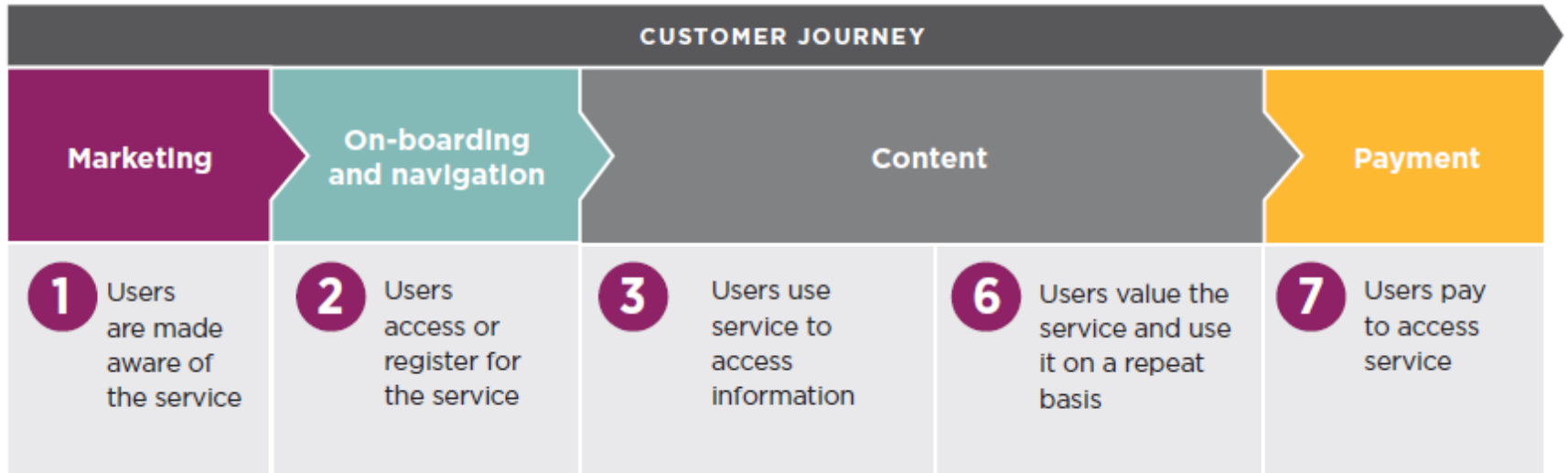


Spotlight: Interactive education increases onboarding success rates in Zambia





The customer journey forms the foundation of the product development process





Improved nutrition outcomes



Mobile is extending access to information among audiences who have no other sources

The mHealth service is the only source of nutrition information for

ONE IN THREE
users



With increased access to information, users are improving their nutrition knowledge



16%

improvement in knowledge about vitamin supplements among users*

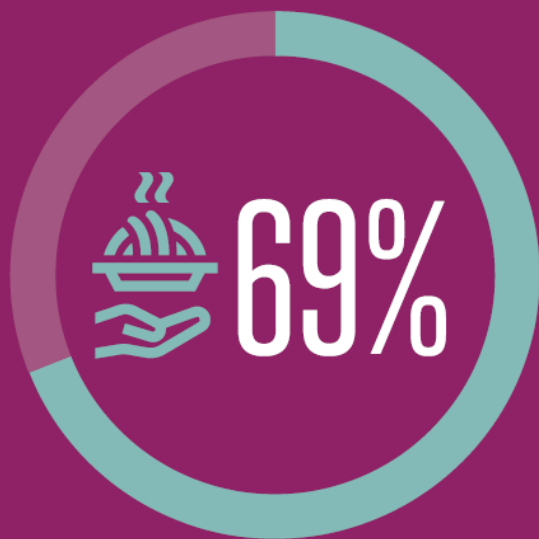


11%

improvement in knowledge about breastfeeding practices among users*

*Percentage point improvement

Improved knowledge is driving positive behaviour change among users



of mHealth service users are implementing appropriate nutrition practices

13% improvement
in behaviours over non-users*

*Percentage point improvement



*“I wanted to give the baby porridge once **but after** receiving the message from **Toto** I changed my mind. You see: **Toto** has made me change for the baby and the mother.”*
– Urban user, Kenya

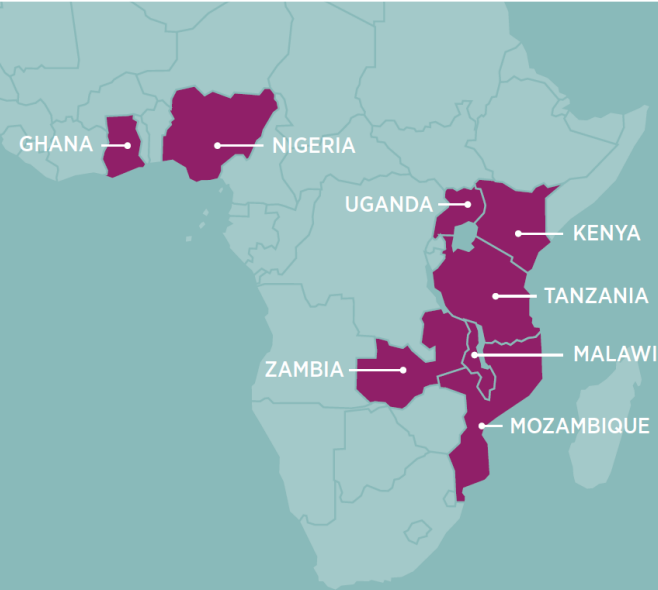


“Even when you are fed up and tired, the messages encourage you and make you feel special and even your own husband may not tell you that. It is very important to have someone who cares about you. They follow up and they do show that they care which encourages you to move on.”

– Urban user, Uganda



Positive user experience results in widespread sharing



1.59m

mHealth VAS users across 8 markets



43% share information with at least 4 OTHER PEOPLE

4.29m people reached





Service sustainability



Service sustainability

- **Potential to generate B2C revenue**, although the majority of the target market have low disposable income to pay for healthcare services
- Services which are **free** to end users **achieve market scale faster presenting opportunities for B2B or B2G revenues**
- Instead of relying on a single source of income, **successful services generate revenue from multiple sources**
- Health service providers subsidise digital solutions when those **optimise their core business and reduce costs**
- MNO partners can derive value, primarily through **indirect benefits of improved customer loyalty**

Select digital health use cases

		Digitisation of supply-chain management	Digitisation of patient information (vital event tracking)	Integrated digital platform for booking and payment	Personal data hosting and storage	Data analytics (e.g. disease outbreak risk)
B2G or B2B	Healthcare systems	Digitisation of supply-chain management	Digitisation of patient information (vital event tracking)	Integrated digital platform for booking and payment	Personal data hosting and storage	Data analytics (e.g. disease outbreak risk)
	Examples	Vodacom in South Africa: drug stock management and cold chain tracking	Millicom in Tanzania: birth registration	Dialog Axiata in Sri Lanka: doctor booking and payment	Orange in France*: accredited by MoH to host personal healthcare data	MNOs in S.Korea** and Orange in Senegal (solution for tracking epidemiological data)
	Healthcare centres	Digitisation of health centres	Remote patient monitoring	Remote diagnostics	Mobile health records	Imaging
Examples	Orange in Africa and Telefónica in LatAm	Telefónica in Brazil: monitoring chronic conditions	Millicom in Paraguay: Telemedicina	Vodacom in South Africa: end-to-end solution Nompilo	Telefónica in Uruguay: medical imaging management	
B2C**	Healthcare professionals	Digitisation of professionals and their interaction	Workforce management	Education and training	Telemedicine	Data collection and reporting
	Examples	Philips and Telkom Indonesia: pregnancy monitoring	Vodacom in South Africa: managing schedules, evaluating performance of health workers	Telefónica in Brazil: Axismed	Vodacom in Africa: mobile-based hearing screening	Orange in Mali and Senegal: paediatric telediagnosis
	Healthcare patients	A2P health and wellness information	P2P anonymous consultation	P2P medical advice	Digital payment for health purposes	Insurance
Examples	Telenor in Pakistan (My Health) and Bangladesh (Tonic)	Orange in Cameroon: HIV/AIDS and sexually transmitted infections	Telefónica in Brazil and Colombia: Saluspot	Airtel in Africa: payment for medical consultation through mobile money	Millicom in Guatemala, El Salvador and Costa Rica: micro-insurance	

Note: some solutions apply to more than one use case



The future of mHealth services

- Digital health stakeholders need to **demonstrate the value of digital solutions to drive greater government investment**
- Ecosystem collaboration is needed to **address current fragmentation** and create a **holistic digital health model**
- Industry collaboration is needed to **address current interoperability** issues and drive **healthcare data integration**



Want to learn more? Explore our resources

- mNutrition resource page:
 - <https://www.gsma.com/mobilefordevelopment/mhealth/creating-mobile-health-solutions-behaviour-change/>
 - *'Creating mobile health solutions for behaviour change'* – report and infographic
 - *'Living Goods Uganda'* – case study
 - *'Healthy Pregnancy, Healthy Baby'* Tanzania – case study
 - *'mHealth Design Toolkit'* – 10 principles to launch, develop and scale mobile health services in emerging markets
 - *'Developing high quality mobile health content'*
- 'Scaling digital health in developing markets':
 - <https://www.gsma.com/mobilefordevelopment/programme/mhealth/scaling-digital-health-in-developing-markets/>



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Thank you for attending the webinar!
For further questions please get in touch:
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