Mobile Health



Market Entry Toolkit

Background

The GSMA believes that Mobile Health innovation needs to follow customer needs rather than traditional technology push strategies. In addition, the ability to correctly size market opportunities and address enablers necessary for scalability and sustainability can significantly increase the likelihood of success.

In order to help the mobile industry understand key considerations for successful entry into the Mobile Health market, the Development Fund's Mobile Health programme will deliver a Market Entry Toolkit (MET) designed to capture new developments, best practices and areas of innovation in Mobile Health across a variety of interconnected thematic areas.

MET Overview

The MET is a "how-to" guide to Mobile Health, covering a series of topic areas in the form of thought leadership papers, case studies and implementation guides that both describe and facilitate Mobile Health deployments at scale.

Topic areas include:

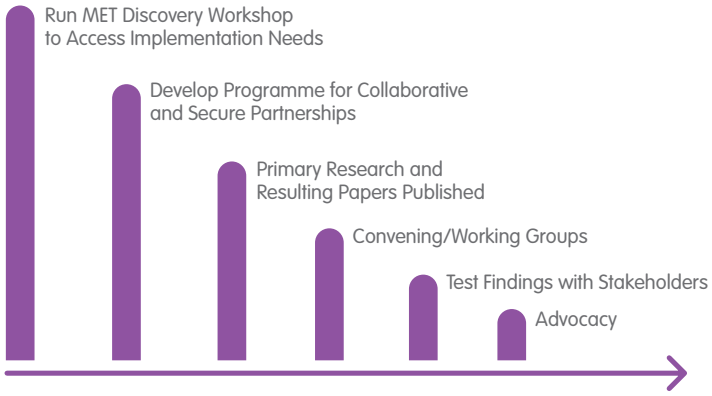
- **Customer Insights and Service Development** profiling of different Mobile Health services and how they fit into specific consumer health needs as well as corporate value chains.
- **Technology and Architecture** description of the components of an enterprise architecture which support a functional Mobile Health service.
- **Policy and Regulation** analysis of policy and regulatory concerns and how they can enable and/or constrain Mobile Health service development, both globally and in specific countries.
- **Marketing Strategy** case studies and analysis of pricing, promotion and distribution strategies utilised in Mobile Health deployments globally.
- **Evidence** examination of the strategies and methodology behind the collection of evidence during Mobile Health deployments which may be used in reimbursement as well as in measuring the impact of deployments.
- **Reimbursement** analysis of the different reimbursement models within healthcare and the relevance for Mobile Health.
- **Capacity Building** development of a strategy for healthcare capacity building in countries where scarcity of healthcare workforce is a critical issue.
- **Business Models** case studies and best practices of different business and partnership models within the Mobile Health ecosystem.

There is acknowledgement that each topic area is tightly connected with another – product design choices impact enterprise architecture, which in turn impact regulation, and so on. The development of an approach to market entry needs to be iterative and holistic, so as to form an approach where all the elements are internally consistent.

The MET presupposes that the Mobile Health Service Provider has gone through a process of evaluating the Mobile Health opportunity in their market. It also pre-supposes that the Mobile Health Service Provider has a high level idea of the types of Mobile Health services it would like to bring to market, and would like to develop a detailed business case for those services as well as an implementation plan for market entry.

MET Process

The GSMA's Mobile Health programme engages in a number of activities with respect to the development of the MET including workshops, primary research, testing of findings and advocacy. These activities are outlined in the following diagram.



Participating in MET Research

The Mobile Health programme works closely with strategic partners to develop and deliver the MET. The roles and responsibilities of the GSMA and the strategic partners are as follows:

Roles & Responsibilities	
	GSMA ■ Research guidelines & project management ■ Primary research ■ Co-develop output document ■ Test findings with stakeholders ■ Convene key decision makers & stakeholders
	Strategic Partner or funded component of research ■ Provision of in-country resource(s) ■ Secondary research ■ Co-develop output document ■ Facilitate future in-country Mobile Health work

Current MET Resources

The following MET publications are currently available and can be found on Mobile Health Live at: www.mobilehealthlive.org/publications/

Customer Insights and Service Development

- Key Design Considerations for Mobile Health Service Development
- Overview of Mobile Health in the Pharmaceutical Industry
- Overview of Mobile Health in the Health Insurance Industry Sector

Technology and Architecture

- Overview of Mobile Health Architecture
- A Practical Framework for Technology Assessment for Mobile Health

Marketing Strategy

- An Examination of Current Approaches to Branding, Pricing and Promotion

Policy and Regulation

- Policy and Regulation for Innovation in Mobile Health

Reimbursement

- Mobile Health: Who Pays?

About the GSM Association

The GSMA represents the interests of mobile operators worldwide. Spanning 219 countries, the GSMA unites nearly 800 of the world's mobile operators, as well as more than 200 companies in the broader mobile ecosystem, including handset makers, software companies, equipment providers, Internet companies, and media and entertainment organisations The GSMA also produces industry-leading events such as the Mobile World Congress and Mobile Asia Congress.

About the Development Fund

The GSMA is uniquely positioned to capitalise on the growing global penetration of mobile and to convene key stakeholders to accelerate service delivery to previously underserviced populations. Within the GSMA, the Development Fund works to catalyse economic, social and environmental development through the use of mobile technology at the Base of the Pyramid.

The Development Fund leverages the industry expertise of the GSMA and its members, and the development expertise of international agencies and non-profit organisations to accelerate mobile services, with a focus on health, agriculture, mobile money for the unbanked, green power and community power, learning and access to life-enhancing services for women.

Together with our partners we incubate, replicate and scale new mobile services in communities where they can make a positive difference.

For more information on the GSMA's Mobile Health Market Entry Toolkit, please email mobilehealth@gsm.org

GSMA Development Fund

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