MOBILE FOR DEVELOPMENT SUMMIT CAPE TOWN 2013

Enable the Future

Session Topic	**mHealth**
Session Name	**Defining the Business Model for Maternal and Child mHealth services: Lessons from South Africa**
Time	**15.15 – 16.45**
Date	**Monday, 11th November 2013**
Venue	**Vineyard Hotel, Cape Town, South Africa**

Background

The GSMA Mobile for Development Summit is the debut of an annual Thought Leadership event, taking place this year in Capetown at the Vineyard Hotel on the 11th& 12th November 2013.

This two-day event will feature an engaging series of keynotes, discussions, workshops and networking opportunities to highlight innovation, explore opportunities to harness disruption, share best practices in scaling services and catalysing partnerships to serve the underserved.

To date, GSMA Mobile for Development has partnered with 46 mobile operators, rolling out 83 initiatives, positively impacting tens of millions of people across 45 countries. Now, it will host the platform for a unique convening of senior leaders and industry experts from mobile operators, development organisations, investors and entrepreneurs, to enable the future of mobile for development.

mHealth Session

Of particular interest will be a session devoted entirely to the mHealth discussion, taking place on the afternoon of the first day of the summit.

Objectives

- Highlight the importance of cross sectoral partnership to catalyse the integration of mobile
- Promote a predictable and competitive environment for ICT investment and innovation to respond to growing health demands
- Define an approach to launching interoperable, sustainable and scalable mHealth services

Participants will leave with a greater understanding of what the key enablers are that help create an open environment that fosters mHealth growth and development. The session will provide sufficient opportunity for participants to share, learn about and reflect on the key drivers to stimulate investment in mHealth across emerging markets amongst the mobile industry, governments, development organisations and implementers of health care services.

Audience

This mHealth session is targeted at decision makers from Telecommunication and Health Ministries, mobile operators, health implementers, development sector organisations, technology vendors and industry experts.

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AGENDA

15.00 – 15.05 ***WELCOME***

15.05 – 15.15 ***OPENING REMARKS by Dr Craig Friderichs, GSMA***

15.15 – 15.45 ***PANEL DISCUSSION moderated by Dr Michael Mol, Hello Doctor***

Speakers –

Mr Maruis Conradie, Vodacom

Mr Andy Milne, Hello Doctor, South Africa

Dr Yogan Pillay, National Department of Health of South Africa

Mr Gustav Praekelt, Praekelt

Dr Chris Seebregts, Jembi Health Systems

Brief opening remarks from each panellist will be followed by a facilitated panel discussion focused on:

- The importance of cross sectoral partnership to catalyse the integration of mobile
- A predictable and competitive environment for ICT investment and innovation to respond to growing health demands
- An approach to launching interoperable, sustainable and scalable mHealth services

15.45 – 16.00 ***QUESTIONS AND ANSWERS***

Facilitated discussion between panellists and audience

16.00 – 16.25 ***PLANNING FOR SCALE ACROSS AFRICA***

Defining a list of high priority areas for the development of thought leadership and facilitated dialogue with health decision makers (regulators, government and payers of health care). Possible areas of interest are:

- Content standardization
- Technical interoperability
- Taxation
- Medico-legal regulation
- Conditional reimbursement

16.25 – 16.30 ***CLOSING REMARKS***