



m-Health

Lessons learned from global solutions that work

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Fortune 500 Company

Celebrating more than 25 years of driving the evolution of wireless communications

Making wireless more personal, affordable and accessible to people everywhere

World's largest fabless semiconductor company, #1 in wireless

Member of the S&P 100 & 500 Indexes



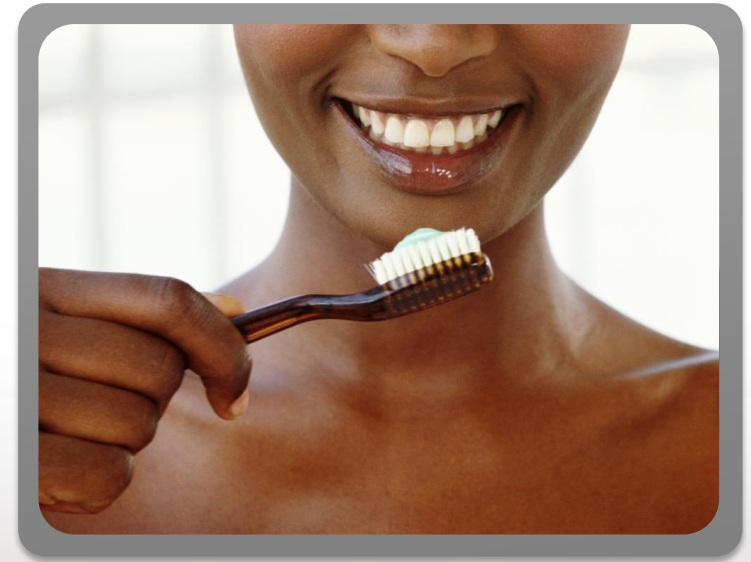
Institutional Investor

2011 All-America
Executive Team
Award Winner



Mobile Technology: World's Most Ubiquitous Platform

More people have access to cell phones than drinking water, electricity or a toothbrush.



Mobile devices to overtake worldwide population by end of 2012

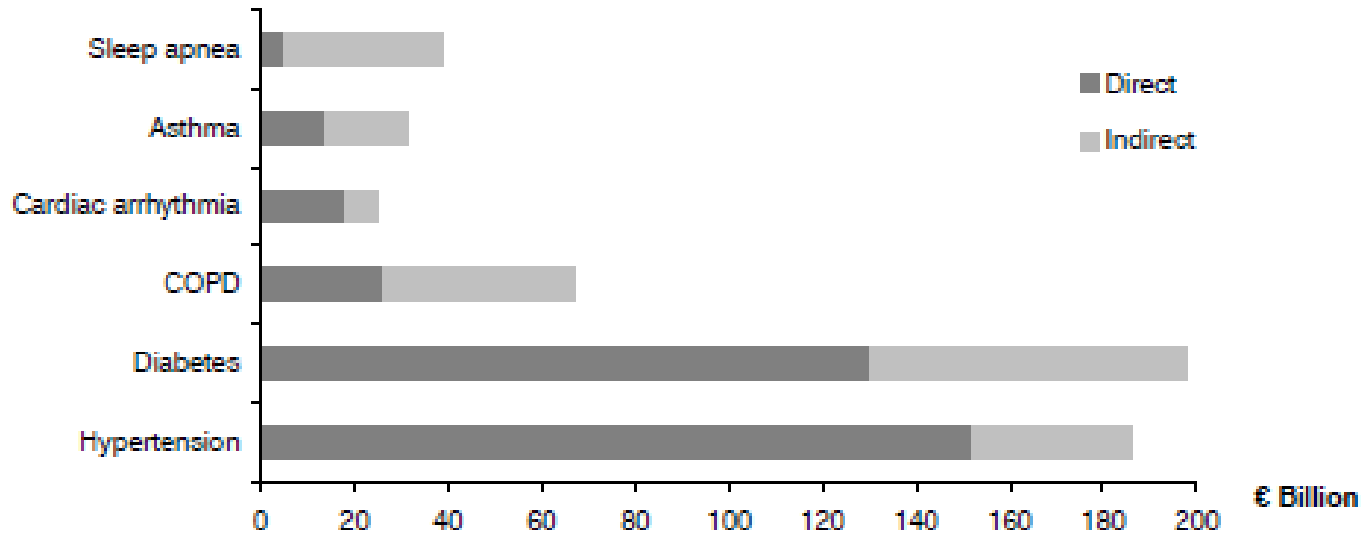
Healthcare is a Critical Global Issue

 Disease	 Affected (Brazil)	 Wireless Solutions
Obesity	17M	Smart Scales, Glucose, Calories In/Out, Activity
Hypertension	50M	Continuous BP, Med Compliance
Sleep Disorders	87M	Sleep Phases, Quality, Oximetry, Apnea, Vital Signs
Diabetes	10M	Glucose, Hemoglobin A1C
Asthma	15M	RR, FEV1, Air Quality, Oximetry, Pollen
Depression	10M	Med Compliance, Activity, Communication
COPD	6M	RR, FEV1, Air Quality, Oximetry
Heart Failure	7M	Cardiac Pressures, Weight, BP, Fluid Status, RR
Alzheimer	1M	Vital Signs, Location, Activity, Balance
Breast Cancer	50K/year	Ultrasound Self-Exam

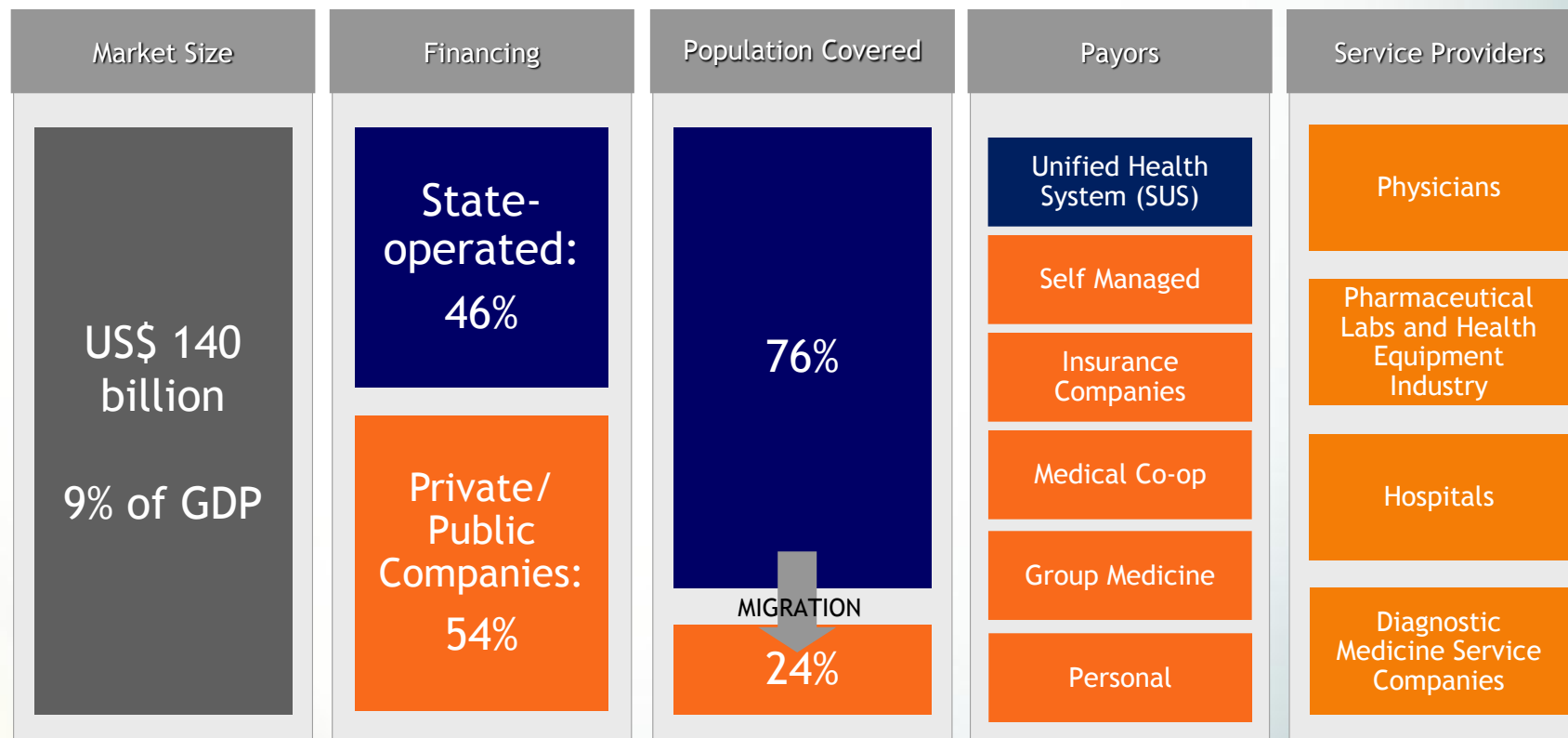
m-Health Opportunities

Target High Cost Diseases

Figure 1.2: Direct and indirect costs of chronic welfare diseases in the US and EU

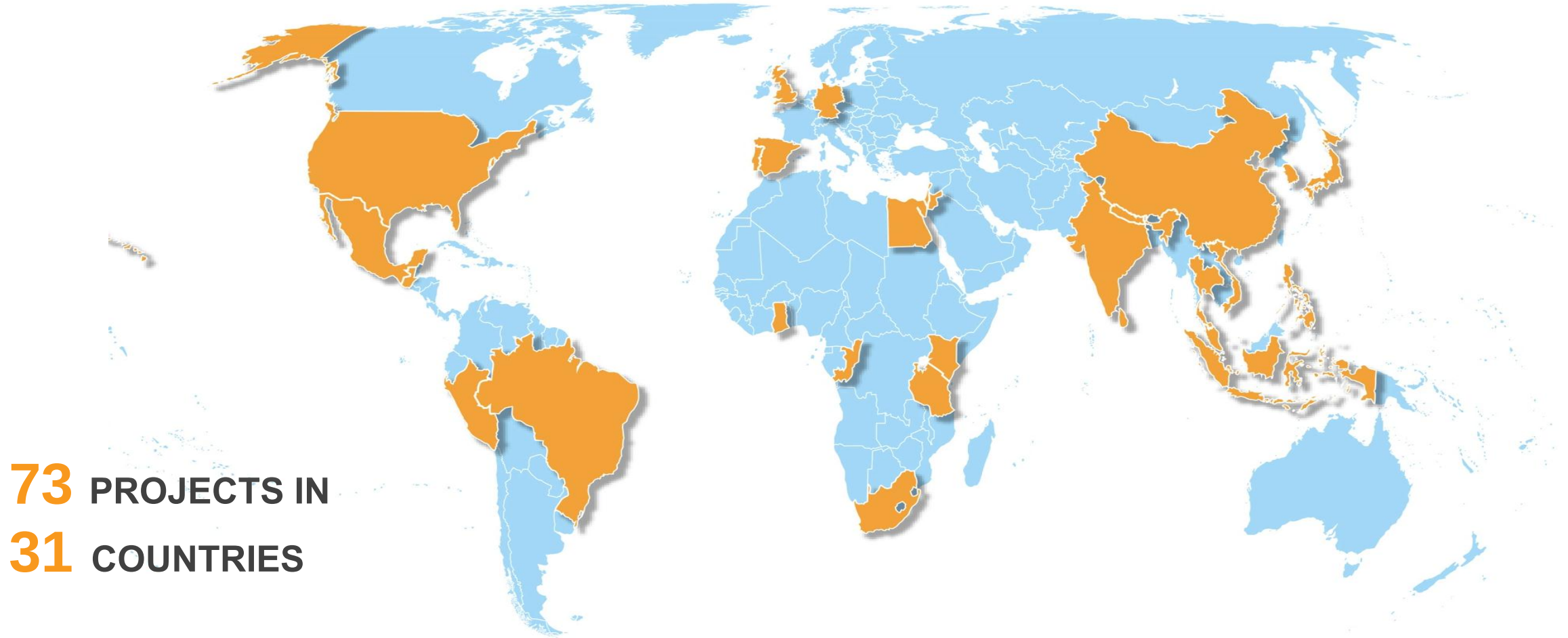


Healthcare in Brazil



Closing the Digital Divide

▶ Our Wireless Reach Initiative Reaches Out to Underserved People & Communities



Japan: Home Treatment via Wireless

Life Signs Monitor with 3G



Peru: Extending the Doctors Reach for a Rural Clinic

Connecting Peru to Doctors in the US



Transforming Health & Medicine

m-Health Tools Enable Consumers to Take Charge of their Health



BLOOD PRESSURE,
PULSE, GLUCOMETER

SMART PILLS
OR INTERNAL
SENSORS

PEDOMETER

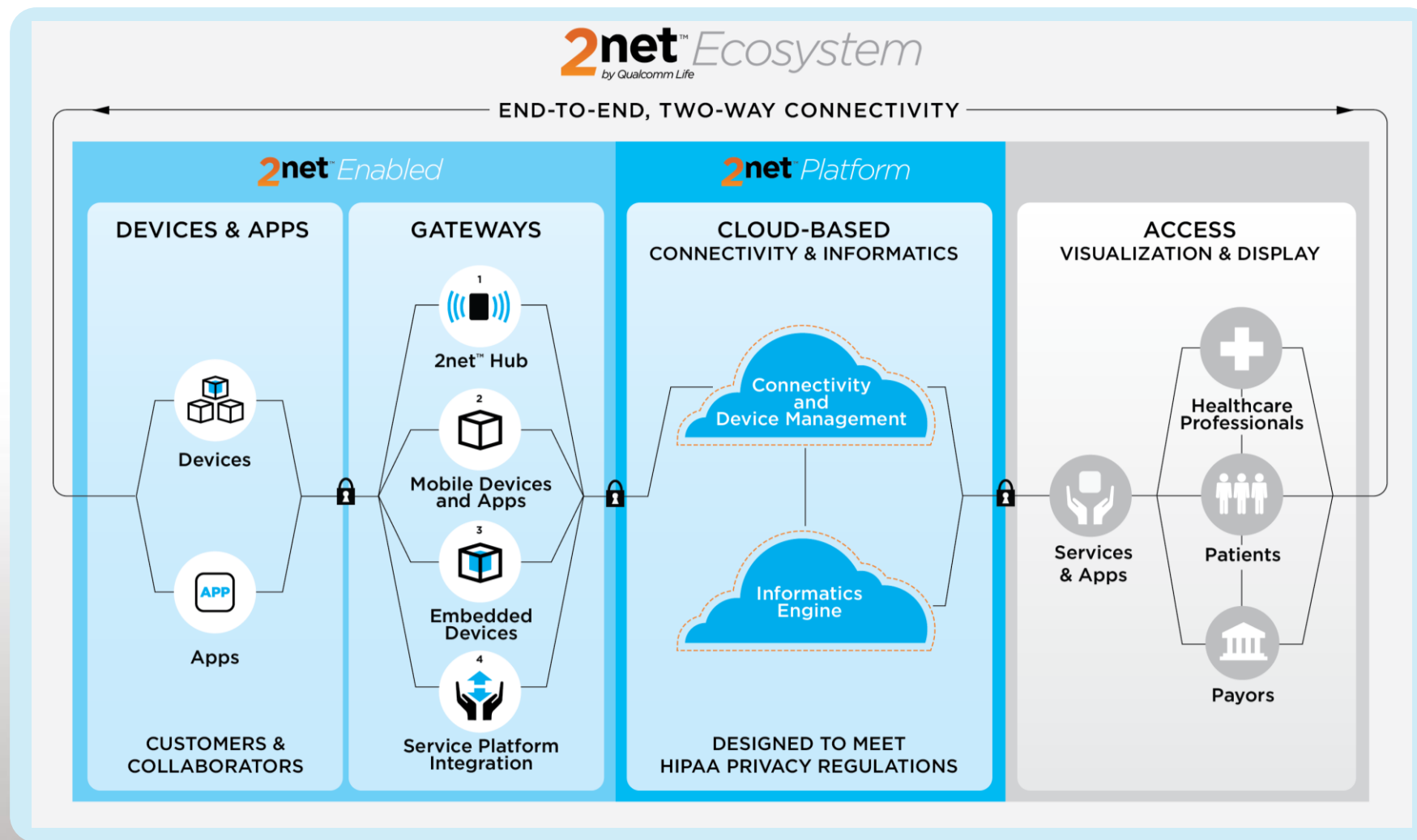
ECG , SMART
BANDAGES

WEIGHT BODY
COMPOSITION,
ENVIRONMENTAL
SENSORS



Qualcomm Life

4 Gateways to the 2net Platform



Qualcomm: Building The Wireless Health Ecosystem

Zephyr



Cardiac
Management

Sotera
WIRELESS



TEL CARE



Glucose
Monitoring

BODYMEDIA



Sleep
Monitoring

Conclusions

- ▶ Cellphones today are ubiquitous and have great processing power
- ▶ m-Health brings together the advantages of 3G connection to the different possibilities for personal health evaluation
- ▶ There still needs to be standardization, but Qualcomm is working to make different systems transparent to the end user
- ▶ m-Health has already started to revolutionize the Healthcare system, bringing new treatment possibilities
- ▶ The main issues to be addressed in the Latam market is how to localize the solutions
- ▶ The solutions need to focus on preventive care and cost reduction

Thank you!

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