

A background collage of various people of different ages and ethnicities, some looking at mobile devices, others in conversation, all overlaid with a blue tint and a grid pattern.

Mobile based
Health Information
Staying Healthy for Staying Productive

Nokia Life

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GSMA– Connected Living – 25th June 2013



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Nokia Life in Brief



- World's **FIRST** and largest Livelihood & Life Improvement platform built for emerging markets
- **100+ Million** User base; Service Live in India, China, Indonesia, Nigeria, Kenya
- **Information services** focused on verticals of **Education**, Health, Agriculture, Entertainment, Entrepreneurship and Women
- **Hyper-local and personal** information in 18 languages
- **Pre-embedded** in millions of Nokia devices and Works anywhere with GSM coverage

Content and Knowledge Platform



Education



Learn English
Exam Preparation
General Knowledge

Health



Live Healthy
Parenting Advice
Pregnancy Advice

Agriculture



Market Prices
Weather
News and Advice

Entertainment



Music
News
Sports

Entrepreneurship



Finance & Accounting
Communication
Networking & Marketing

Women



Small business
Health
Life Skills

Personalization

| User data and demographics applied to make information personal

Localization

| 12 Million + unique messages delivered daily in 18 languages

Content

| Relevant, reliable, profound, customized and fresh content information

Knowledge

| Pedagogic framework to deliver easy to understand messages

Strong Ecosystem



Knowledge Partners

Information Sources



Editorial Desks



Accreditors

Accreditors



Developmental Agencies



90+ Knowledge partners, 18 languages

20 Operators across 5 Countries



Health Services Portfolio

Focused on Health Information for a Productive Life



Generic Services

Live Healthy

- Get tips on personal and household hygiene, common ailments, fitness, diet and well being
- Gender and age specific health tips to help you stay fit
- Daily content delivered in local language

Parenting Advice

- Holistic child development information catering to physical, cognitive and social developmental needs
- Get information on important milestones related to child growth
- Being a Parent information



Gender Specific Health

Pregnancy

- Be informed on what to expect from pregnancy and parenthood
- Get information on important milestones related to child growth in pregnancy
- Understand nutritional and development needs of self and child

Men's Health

- General Health Knowledge Designed for Men.

Women's Health

- General Health Knowledge Designed for Women.



Specialized Topics

Health Topics

- Be informed on select health topics most relevant for your country
- Topics like Diabetes, Healthy Heart, Respiratory Health, Hepatitis, HIV, etc.
- Get tips that reduce the risk factors the onset of or help you to cope with certain health conditions

Behavioural change through information



Constant need for information in all health conditions



Nokia Life touch points to drive consumer reach and engagement



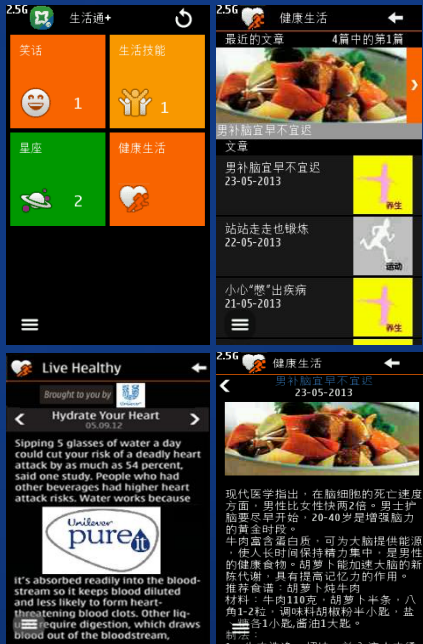
Life SMS



Life+ WAP



Life+ Webapp



Relevant, life-enhancing information

Delivered via easy to adopt and consume experience

Gets people to richer mobile internet, in data efficient manner

mHealth Initiatives from Nokia Life

Creating the first wave of awareness aimed at behavioural change



mDiabetes programme in collaboration with Aarogya world and Clinton Global Initiative – to create the first wave of awareness among masses towards behavioural change



User feedback:

- More than 90% said they found the information valuable, and 85% said they would share the messages with friends.

Campaign started on November 2012

- One million consumers enrolled; 185,691 consumers already completed six months programme in May 2013
 - Over 45 million text messages have been sent
 - Pre-intervention, interim and post-intervention evaluation



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mHealth Initiatives from Nokia Life

Field Force Learning & Performance Support



Info Bidan – Info Bidan, which literally means Information for Midwives, is a creative pilot program to boost the capacity of Indonesian midwives through a series of Nokia Life messages on maternal and child health.



User feedback:

- Messages helpful – 100% of users
- Messages read and comprehended clearly – 98% users
- Messages communicated to patients – 97% users

Started on July 2012 until end of June 2013



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mHealth Initiatives from Nokia Life

Public Health Innovation through Collaboration



Ministry of
Health



China
CDC



U.S. CDC



H.H.S.



NIH

Public-Private Partnership: Text Messaging to aid Quitting Smoking in China

Gain access to hard-to-reach low income/rural populations

Develop innovative and effective means to deliver public health interventions

in a highly efficient way. And gains better understanding of priority public health problems and the solutions



Study commenced on April 2013 and
currently on-going

Methodology

1. Recruit adult smokers from Nokia Life users
2. Participants randomized to control and test arms
3. Status on quitting smoking checked at different stages of the program
4. Analyze the influences of difference factors to the final outcome



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Successful engagements drive value



**Preventive
diabetes
information in
India**

1 Million
Indians Reached

85%
found info useful and
easy to understand



**Info Bidan:
Helping Midwives
in Indonesia**

**2 major
provinces**
All midwives
reached

100%
Found messages
useful and 98% of
them shared with their
patients

Nokia Life alignment with MDGs and more

Focused & targeted reach with relevant information to Millions - each as an Individual



Life Skills and
Financial Literacy

Encourage Micro
Entrepreneurship

Hygiene, sanitation,
tobacco control and
fitness



Functional
English Skills

MDG 5: Improve
Maternal Health



MDG 2: Universal
Primary Education

Prevent Non-
Communicable
Diseases



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MDG 3: Gender Equality
and Women
Empowerment

MDG 6: Combat HIV,
Malaria and other
diseases



President
of
Indonesia



MDG 8: Develop Global
Partnership for
Development

MDG 4: Reduce
Child Mortality



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Recognitions and Awards



Global telecom Business Innovation Awards – 2012 & 2013

“Consumer Service Innovation Award” in the “Emerging Markets Service Innovation” category



UNESCO's Policy Guidelines for Mobile Learning & World Economic Forum Global Agenda Council: “Nokia Life is a successful initiative in large scale adoption of mobile learning by over tens of millions of users”



REVIEWS & MENTIONS: MIT Sloan Review, USAIDS mAgri, Forbes review,
Center for Health Market Innovations (CHMI)



ACCREDITATIONS: UNICEF, PLAN and FSC have been involved in content pedagogy and content accreditations



ASSOCIATIONS: UN Women, FSC, UNDP, GSMA mWomen, Cherie Blair Foundation
Part of the change leadership and integral technology partners.

Nokia Life:
Scalable Platform to Reach & Engage
the “Next Billion”