

mHealth Deployments

-Role of the Operator



Haider Khan

Industry Vertical Proposition

ICT

Establish Public Executive Support

“One key focus for 2013 is the delivery of innovative solutions through applied technology – such as mHealth and mCommerce, M2M and cloud networking – and how they are helping to shape the future of the way we live and work and accelerate social development and economic growth.”

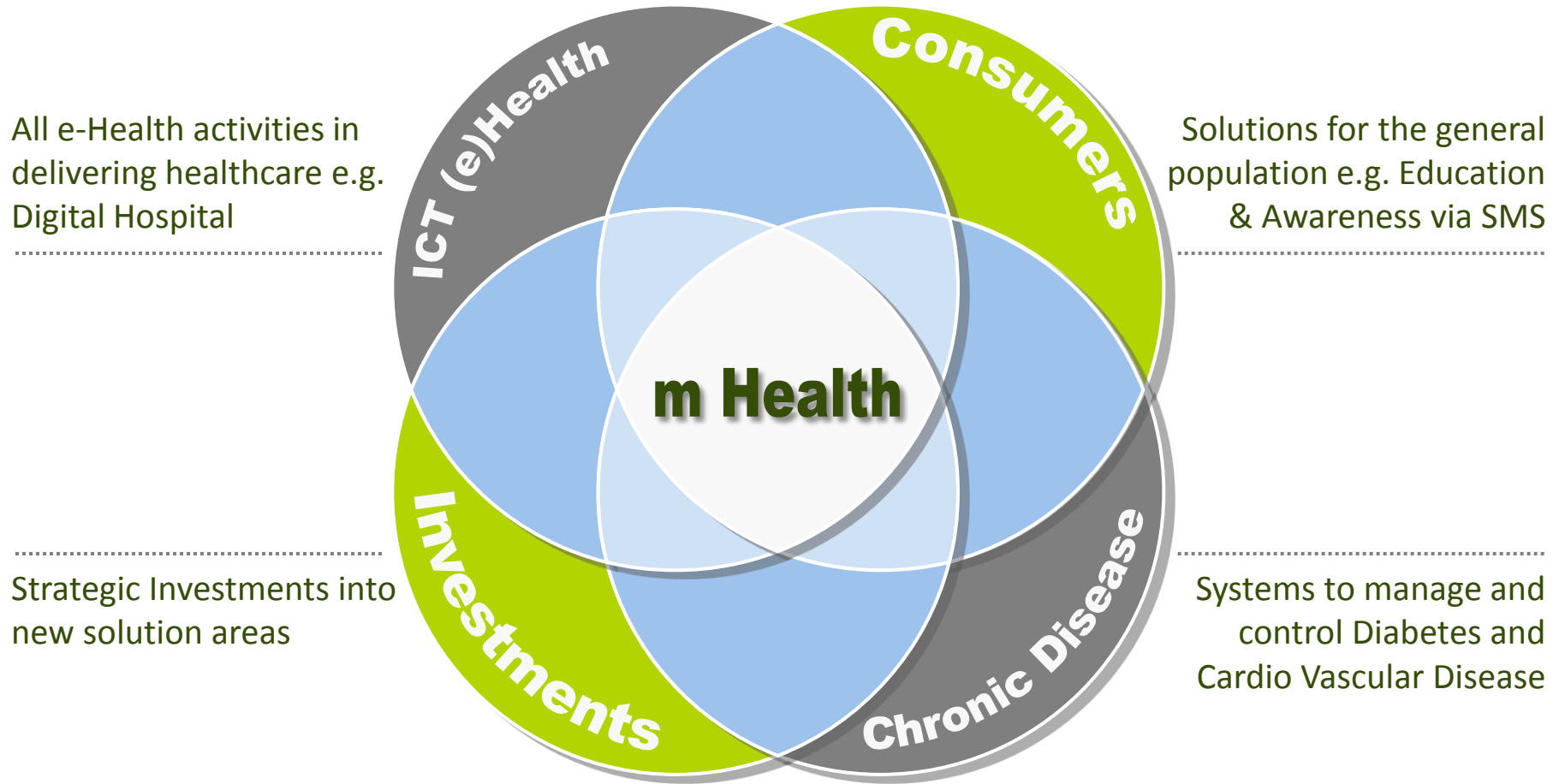
Respectfully yours,



Ahmad Abdulkarim Julfar
Chief Executive Officer
Etisalat Group



Have clear definition of mHealth



M Health Covers All Mobile Related Solutions

Know the trends



New games are being developed for this sub segment

Growth in Sports games like Wii etc.



Social Health Networks are growing

Can provide support and motivation to achieve goals



Etisalat is actively working in this segment across its footprint of 16 countries

Gamification

Health & Fitness

Motivation

Mobile Broadband

Branding

Smartphones



Currently, there are 40,000+ Available Healthcare Apps

Health & Fitness showing promising new innovations (CES 2013)

Consumer trend towards becoming aware of Health & Wellness



The use of Fast Mobile Broadband is opening up new possibilities



More Smartphones now are being launched with healthcare apps e.g. Nike Plus etc.

Prioritise your mHealth Solution



Diabetes and Cardio Vascular Disease (CVD)

- Require collaboration across multiple healthcare professionals
- Complex set of conditions requiring constant long term care
- Related to other conditions like smoking and obesity
- Technology can enable better control



Platform Solution

- A unified communications platform connects the various providers responsible for the continuous care



Governmental Priority

- Chronic Disease complications are the biggest burden on healthcare now and in the future
- This situation is not sustainable
- Good collaboration and IT systems can reduce costs and deliver a better quality of life

Are you 'Really' committed?



GSMA Connected Life 2013

According to the GSMA, mHealth can save over 1m lives in Sub Saharan Africa in the next 5 years.

Etisalat's own Mobile Baby service in Tanzania has saved lives both of Expectant Mothers and also New Borns.



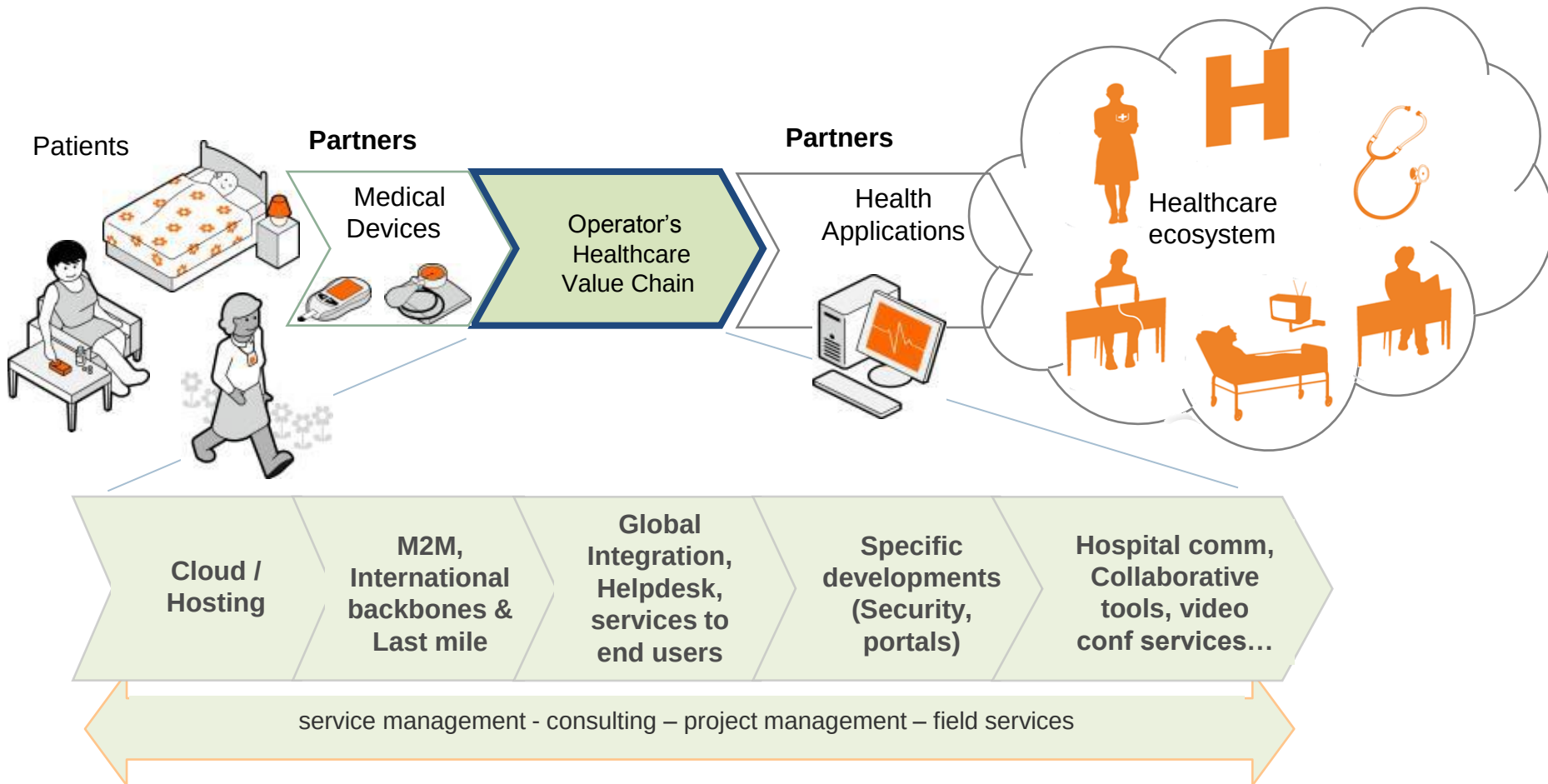
World Health Organisation and ITU Initiative for mHealth for NCD where Etisalat is a part



Etisalat part of Dubai ITU Launch of Initiative Oct 2012



Bring your Assets to bear



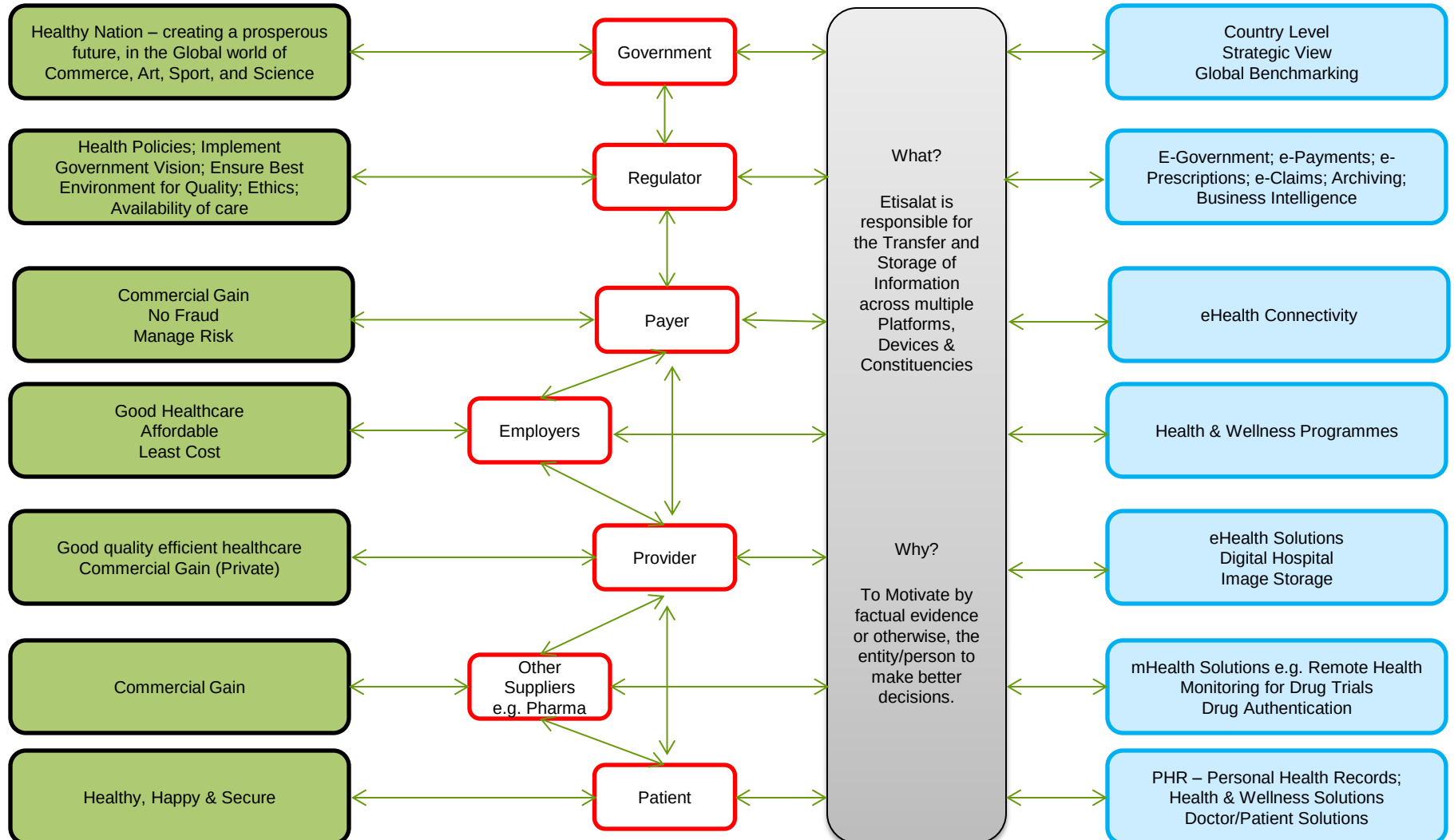
Summary

Goal

Value Chain

Etisalat

Solutions



Thank You

