Mobile!
Mobile Boot Camp

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Overview

defining mHealth
why mobile?
mHealth applications
regional focus
success stories
looking ahead
globally, more people have access to mobile phones than toothbrushes or roads
eHealth

digital health

mHealth

Telehealth

health 2.0
mHealth is part of eHealth

WHO Global Observatory on eHealth: *medical or public health practice supported by mobile devices*

mHealth includes telehealth

University of Cambridge: *service or application that involves voice or data communication for health purposes between central point and remote location*

eHealth, health 2.0, connected health, telehealth are all part of digital health
features leveraged for health

voice
short messaging service SMS or text
browsers
global positioning system GPS
apps
bluetooth
QR codes
sensors
mobile technology is transforming access, delivery, and management of health care for the underserved
“no power, no internet, no problem”

extend the reach of health care globally
increase effectiveness & reduce cost
improve public health monitoring & surveillance
provide diagnostic treatment and support
educate health workers and consumers
mHealth success stories

MoTeCH Ghana
- Quantity and quality of neonatal care
- Wired mothers project, Zanzibar
- Skilled birth attendants at births
- Operation ASHA, India
- Default rate for TB patients using SMS
Maternal and Child Health

- Birth registration via text
- Prenatal care through community health workers connected to clinics
- Data collection, education and triage with community health workers
- Health messages via text
- Sensors for prenatal care
Text4Baby

She's one smart mom
She's got text4baby

Text BABY to 511411
Get FREE messages on your cell phone to help you through your pregnancy and your baby's first year

Es una mamá inteligente
Utiliza text4baby

Free 4b alert: An early tip for pregnant moms: Coin-sized batteries (in electronics) are a danger to babies if swallowed. Get safety info at 202-625-3333.

Feb 14, 2012 9:31 AM

Free msg: Medicaid pays for pregnancy check-ups & delivery. If your income is less than $35,300 per year (family of 3), call 877-543-7669. Ask to sign up.

Mar 28, 2012 10:38 AM

Free msg: We want you to know what U love about

Send
Opportunity: Patient-centered Diabetes Care and Chronic Disease Management
Center for Technology and Aging: mHealth Diffusion Grants

- CalOptima: Patient monitoring
- Family Services Agency of San Francisco: Self-test via touchscreen kiosks
- Front Porch Center for Tech Innovation and Wellbeing: Medication adherence
- HealthInsight (Utah Beacon Community): SMS-based intervention for diabetes
- Sharp HealthCare: Remote monitoring and care COPD patients
mobile and the underserved in the U.S.
U.S. Smartphone Penetration by Ethnicity

Read as: In Q1 2012 67.3 percent of Asian American mobile subscribers owned smartphones.

Source: Nielsen
“please, no more paper!”

promotoras want text-free digital tools “on their phones”
farm workers are sophisticated users of mobile
health information via cell phone is highly desirable

no one had heard of it, most would even pay for it

nutrition advice, healthy reminders, talking to a doctor
global mHealth landscape

fragmented & small-scale
not yet mainstream
lack of evidence & evaluation
small and uncoordinated funding streams
large investment from business & active market
no standards
no game-changers, but some success stories
mHealth challenges

security & privacy
costs of service
network availability
no standard
limited evidence
funding
literacy
the grand vision: low-cost, real-time healthcare anywhere

evidence and evaluation
dissemination of health information
mHealth coupled with mobile money
connected health care workers
remote decision support
mHealth needs

- ideas
- strategy
- outreach
- field data collection
- behavior change

PHI resources

- innovation consulting
- consumer & market data
- technical resources
- study design
- program design
- evaluation
Need mobile or social?

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