mHealth: From Hope to Hype and Back

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Proposed Flow

My mHealth Journey

The Journey to Today
- PM vision
- Timeline/History
- Key events and milestones
- Key lesson to take forward
  - Even when result is not what we planned, the needle is moving in unexpected and unanticipated ways

The Journey to Tomorrow
- Where are we today
- Where are we headed? What’s the way forward?
  - New partnerships
  - Global collaboration
  - Scaling
  - Region- Country
A GIRL AND A DREAM
THE GIRL AND THE DREAM

...and a 2-way radio
“It is important that students bring a certain ragamuffin, barefoot irreverence to their studies; they are not here to worship what is known, but to question it.”

Jacob Bronowski  The Ascent of Man
A medical school professor, giving a lecture on the harmful effects of mobile phones, while excusing himself to answer his mobile phone. (el-Akhar, 2002).
The Journey So Far
mHealth (also written as m-health or mobile health) is a term used for the practice of medicine and public health, supported by mobile devices. The term is most commonly used in reference to using mobile communication devices, such as mobile phones, tablet computers and PDAs, for health services and information, but also to affect emotional states.[1] The mHealth field has emerged as a sub-segment of eHealth, the use of information and communication technology (ICT), such as computers, mobile phones, communications satellite, patient monitors, etc., for health services and information.[2] mHealth applications include the use of mobile devices in collecting community and clinical health data, delivery of healthcare information to practitioners, researchers, and patients, real-time monitoring of patient vital signs, and direct provision of care (via mobile telemedicine).[3]
3 Catalytic Seeds
mHealth Conference
The Rockefeller Foundation Bellagio Center, Bellagio, Italy
GAME CHANGING. THINK BIG!

mHealth

Telemicine

mHealth

mHealth

eHealth

SOLUTIONS!

SERVICES!

Recovering the VALUE of ICT

mHealth

Cross Sector Participants in mHealth:

- World Health Org.
- Global Dev. Orgs.
- Natl./Local Governance
- Local/Multi-Natl. Corporations

Multiple Types of Applications:

- Education/Awareness
- Monitoring/Compliance
- Data Access
- Disease/ Emergency Tracking
- Health Information Systems
- Diagnosis/ Consultation

80% of the World's Population lives in areas w/ mobile phones coverage.
By 2010 → 85%

Challenges:

- No Common Roadmap
- No Clear Set of GOALS
- No Organizational Coordination
- Implementation is scattered

Challenges:

- Few Clear Trends
- Early Implementation

Coordinating DIVERSE Organizations

Dealing with an IMMATURE VERTICAL
We work on open source mobile applications for social change.
The Greentree Principles

We support the following principles, which will be realized through our collaboration:

• Recognizing and embracing the diversity of approaches and initiatives underway, we agree to coordinate our work, and collaborate on and/or share experiences to strengthen health systems. (Coordinated Approach)

• We will respond to capacity development needs articulated and driven by local constituencies to ensure appropriate support and partnerships, and development of local capacities. (Country Ownership & Capacity Development)

• We are committed to openness, including promotion and use of open architecture, industry-based standards, transparent, shared processes and methodologies, and open sharing of requirements and other technology knowledge components. (Openness)

• We will organize to extract reusable components from appropriate projects, and build new, shared components and platforms as required (Strategic Reuse)

• We will contribute to the body of knowledge that informs future investment through utilization-focused research and evaluation activities. (Research and M&E)
But what if I fail?

We all get to laugh at you.

@hugh
By 2011, there had been tremendous progress in the field...

“The explosion of mobile phone coverage in the developing world provides huge new opportunities, and is beginning to revolutionize medical communication.”

Ban Ki-moon, Secretary General of the United Nations

“mHealth is not a question of if or when, it is already happening. It is a must.”

Christian De Faria, SVP, Commercial & Innovation, at African operator giant MTN

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Source: Dalberg research and analysis from World Bank’s “Study on Mobile Applications for the Health Sector,” as presented in January 20, 2011 webinar – Mobile Applications: Case Studies and Business Model Analysis
...and much hype
But...

tiny ship of order

vast sea of chaos

mHealth Alliance
Mission

To catalyze the power of mobile technologies to advance health and well-being throughout the world, with a focus on low income countries

Goals

To mobilize the effective integration of mHealth into global health practices, programs and policies by building the mobile health commons.

Strategic Priorities

1. Evidence that links mHealth to improved health and operations benefits.
2. Technology integration and interoperability among mHealth platforms to support the continuum of care, including increased interoperability with mServices and eHealth
3. Sustainable sources of financing for mHealth—identifying and engaging the right funders at the right time
4. Global and national policies that support the use of mobile technology to improve health outcomes
5. Capacity to design and deploy mobile for health by health program and service implementers

It was time to focus and galvanize the community...

... and find the bright spots
Every Women Every Child Innovation Working Group
Catalytic mHealth Grants Program
Frameworks and Tools for designing, implementing and evaluating mHealth Interventions

Labrique et al.
From 500 to 4500 in four years and a change of heart for Bill Gates
The Journey Forward

Transformative power of collaboration

Problem
Co-opetition

Solution
Accelerated Health Outcomes
Moving from Global to National

1. Scale and Coverage
2. Enabling Environment
3. Capacity Building
Scale and Coverage

WELTEL

unicef
innovate for children

U report
VOICE MATTERS

GuRu
Digital
Bangladesh

MAMA
Mobile Alliance for Maternal Action

FEDERAL REPUBLIC OF NIGERIA

switchboard
networking global health

3000 health workers in Tanzania
4000 health workers in Ghana
1100 doctors in Liberia

Tanzania
Health Workers: 3000
Population: 45 million

Ghana
Health Workers: 4000
Population: 25 million

Liberia
Health Workers: 1100
Population: 4.5 million
**Figure C: Common mHealth Value Propositions™**

<table>
<thead>
<tr>
<th>Stakeholder</th>
<th>Public</th>
<th>Non-Profit</th>
<th>For-Profit</th>
<th>Health Worker</th>
<th>Individuals &amp; HH</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Comparative Net Utility</strong></td>
<td>• Improved health outcomes (e.g., longer life, higher quality of life)</td>
<td>• Efficiency gains and cost savings in achieving mission</td>
<td>• Increased sales/revenues</td>
<td>• Improved health outcomes</td>
<td>• Efficiency gains and cost savings in seeking health care</td>
</tr>
<tr>
<td></td>
<td>• Efficiency gains and cost savings for health delivery</td>
<td>• Increased donations/sales/revenues</td>
<td>• Efficiency gains and cost savings for health delivery</td>
<td>• Reputational benefits (i.e., standing in community)</td>
<td>• Reputational benefits (i.e., standing in community)</td>
</tr>
<tr>
<td></td>
<td>• Higher productivity levels for the overall economy</td>
<td></td>
<td>• Improved health outcomes</td>
<td></td>
<td>• Higher productivity levels for household</td>
</tr>
</tbody>
</table>

*Note: Improved branding/PR is not a driver for long-term participation*
Empower patients/clients
Empower health workers
Empower health system
Provide platform for shared accountability, inclusion, and equity

Wise words from mHealth Champion: Dr. Muhammad Ali Pate
Recommendations for the Future
#1 Country Leadership and Ownership
#2 Designing with and for Users
Gender Analytical Framework

Figure 1.
mHealth and MNCH: Addressing Gender and Women's Empowerment—A Framework for Analysis

mHealth Intervention Domains for Analyzing Gender Issues
- Development of technology and content
- Policy-making and implementation
- Providers of health services
- Clients of mHealth services

Critical Focal Issues
- Engaging men as partners; addressing gatekeepers
- Addressing GBV
- Addressing social and cultural norms

Achieving MDGs 4, 5 & 6
- MNCH
- HIV/AIDS
- TB and Malaria

Women's voices, access to and participation in mHealth
2013 mHealth Summit

Accelerating Global Health Outcomes through Collective Action

Igniting Solutions, Together

#3 Collective Action
The mHealth Opportunity

7 Billion People

By 2014
More mobile phones than people

Expanding the coverage and reach of critical health information and services and moving towards citizen-centered health and well-being
Thank you