Health at your fingertips

The research-based pharmaceutical industry and mHealth

6 billion
people have access to a mobile

Connecting with the general public, patients, and healthcare professionals at home or on the move, at the local dispensary, pharmacy, or hospital through SMS and applications

Partnering with governments, NGOs, academia, patient groups, information and communication technology (ICT) companies to

- *Promote general health*
- *Manage infectious diseases*
- *Prevent and control non-communicable diseases (NCDs)*
- *Address mental disorders*
- *Improve women's and children's health*
- *Support emergency aid*

mHealth and the final push to meet the

Millennium Development Goals (MDGs)

- *mHealth gives women better access to health information and services and empowers them to make better choices for their families (MDG 3)*
- *mHealth delivers vital health information to new and expectant mothers and help boost immunization rates (MDG 4 & 5)*
- *mHealth improves early diagnosis, adherence to treatments, and reduces stock-outs of essential HIV/AIDS, tuberculosis and malaria medicines (MDG 6)*

mHealth and the NCDs challenge

- *mHealth helps measure long-term risks of developing chronic diseases and helps make better lifestyle choices, by avoiding common risk factors – tobacco use, unhealthy diet, physical inactivity and the harmful use of alcohol.*
- *mHealth offers assistance to patients to manage lifelong conditions such as diabetes, hypertension, and other chronic diseases.*

- *mHealth supports task-shifting (from physicians to nurses and other health workers) as a promising approach to expanding access to NCD services.*
- *mHealth supports diagnosis and documentation of cancer cases.*

IFPMA

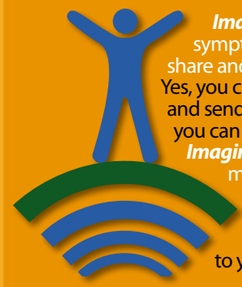
mAwareness mBehavior change

Raise awareness, **increase public knowledge** *of health risks and induce behavioral changes*

Imagine... smokers having a companion available every day at every hour to help them quit smoking... Yes, we are sending supportive messages and tailored images to smokers...15,392,340 cigarettes were not smoked!
Imagine... if you could measure your health in just a few simple steps and learn how small changes can lead to a healthier life?... Yes, it's possible: answer seven questions about health indicators and habits and you will know how healthy you are and what you can do to lessen the long term risk of developing chronic diseases such as diabetes, cancer and heart disease.

mDisease management

Empower patients *and provide them with health solutions to help them manage their conditions*



Imagine... if you could track symptoms you're experiencing and share and discuss them with your doctor?... Yes, you can now register your symptoms and send a report to your doctor so that you can discuss appropriate solutions.
Imagine... if you could keep track of your medications... taken or missed?... Yes, you can setup medication and healthcare appointment reminders to improve adherence to your treatment.

mHealth solutions
that are happening
right now

mTraining

Training healthcare professionals *and support task-shifting*

Imagine... healthcare workers trained to manage hypertension and diabetes... Yes, we are supporting healthcare workers with trainings and real-time advice in dispensaries in Kenya.
Imagine... if caregivers would be better prepared to treat patients with mental disorders... Yes, we support best practices in the treatment of schizophrenia and transfer of knowledge from psychiatrists to caregivers in clinics in Mexico.

mMonitoring mScreening

Improve health coverage and **strenghtening health systems** *and facilities*

Imagine... if all mothers could receive SMS telling them about vaccines against common childhood diseases and when to schedule an appointment with health workers... Yes, we are testing it in 100 clinics in Mozambique.
Imagine... it there was a free text number that tells you whether the medicine you bought is genuine or fake... Yes, it exists and more than 100,000 users have used this service in Nigeria.