



Mobilizing Innovation for Global Health

mHealth and Maternal Continuum of Care

Woodrow Wilson Center's Global Health Initiative

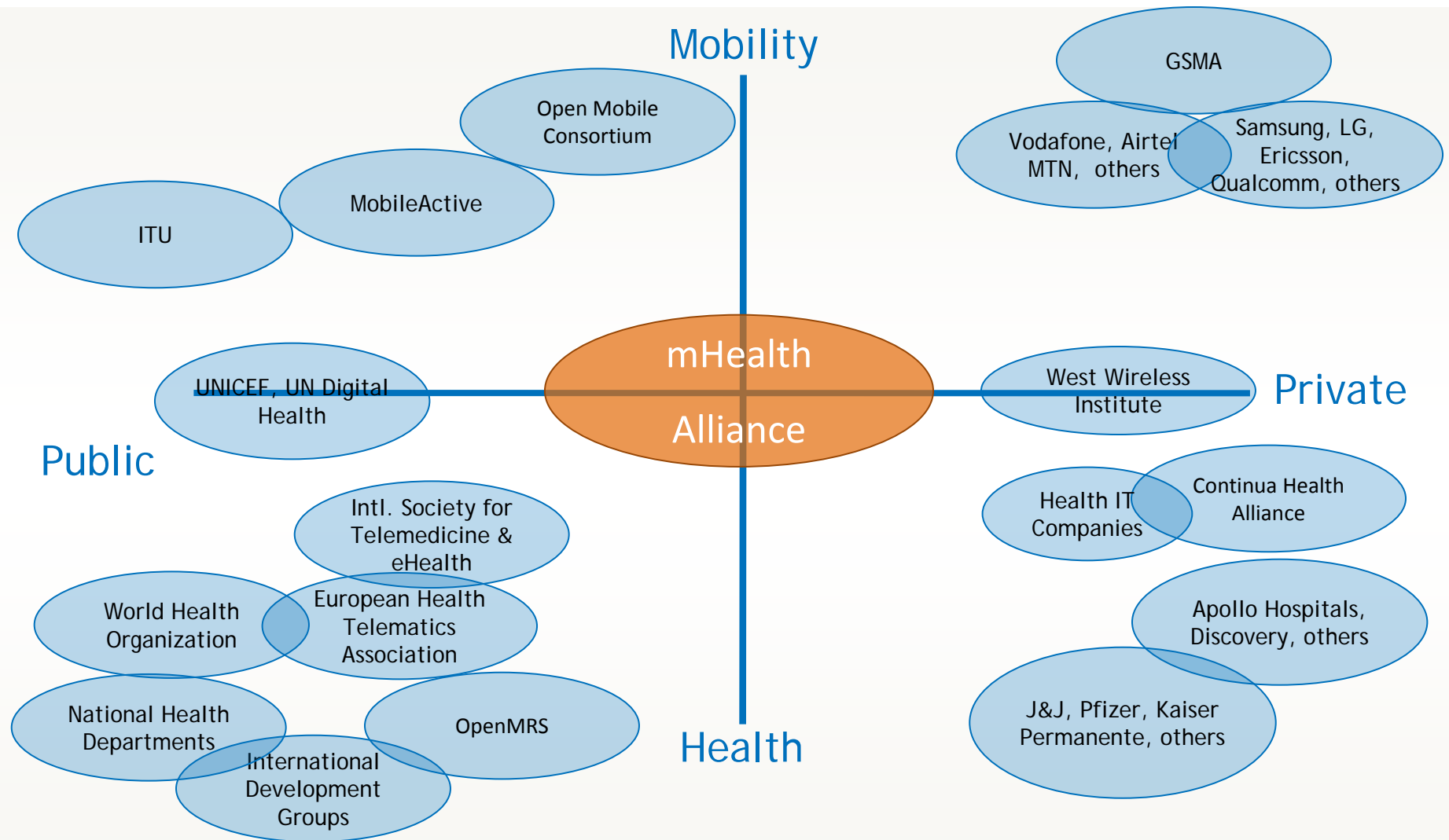
David Aylward, Executive Director
mHealth Alliance

- mHealth Alliance
- mHealth
- Maternal Continuum of Care





Where We Fit

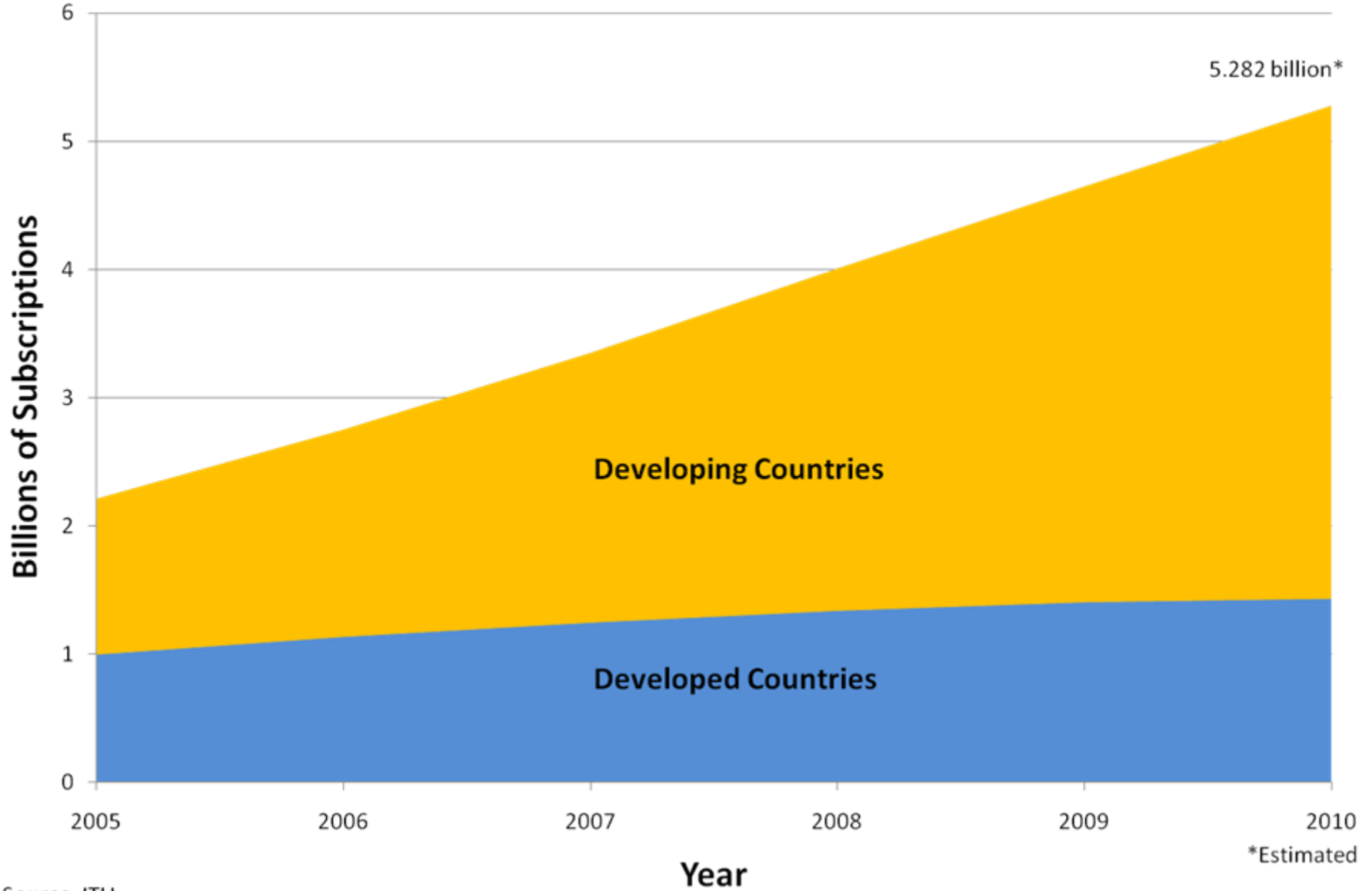


FOUNDING

STRATEGIC



Global Cellular Subscriptions



Source: ITU

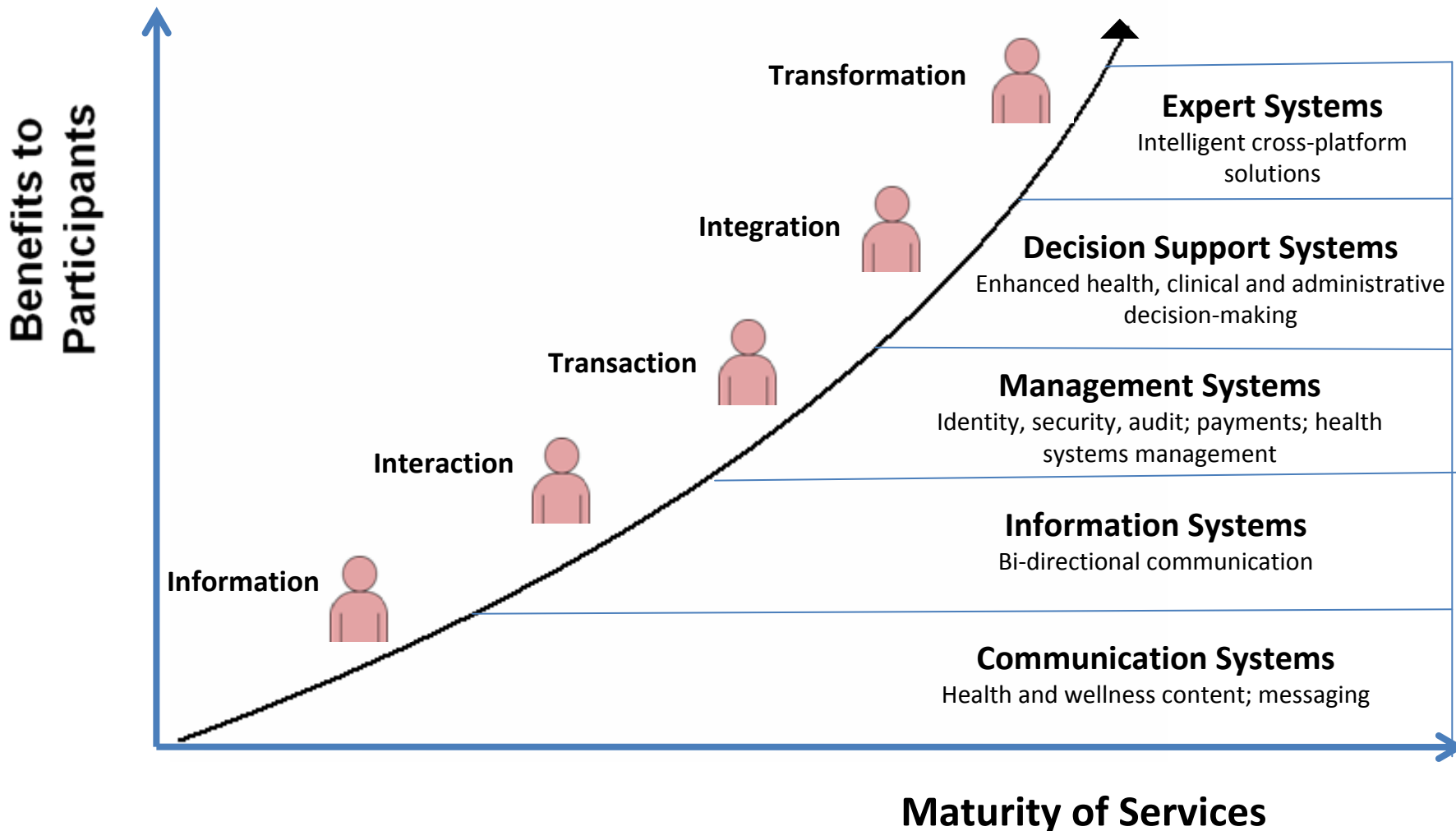
*Estimated



Key Areas for mHealth

- Health information and education
- Treatment and primary care
- Training and management of health workers
- Remote diagnostics and patient monitoring
- Disease and epidemic outbreak tracking
- mPayments, finance, insurance
- Supply chains
- System administration; research

Drive Up the mHealth Value Stack



Challenges to mHealth

- Lack of high level government understanding
- Lack of health value chain analysis
- Lack of sustainable business models
- Lack of integrated, interoperable systems
- Tragedy of the Commons
- Very hard to do in developed world

So . . .

- Inflection point in developing world
- Will they follow the Western model?



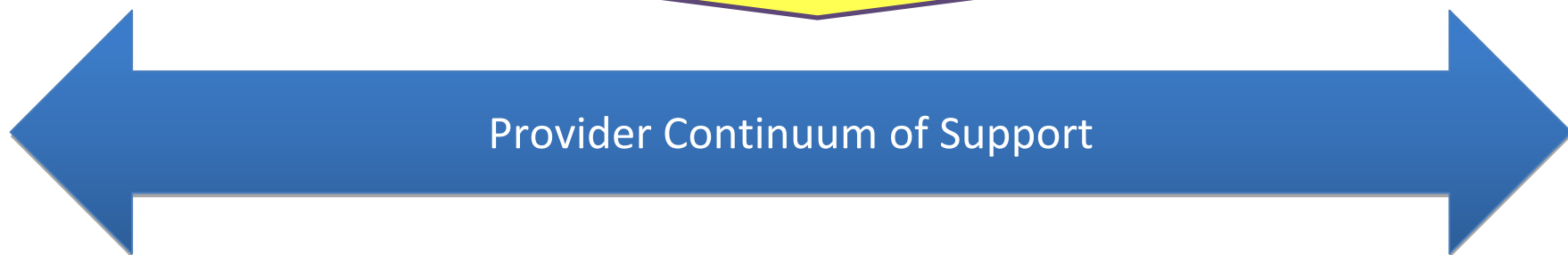
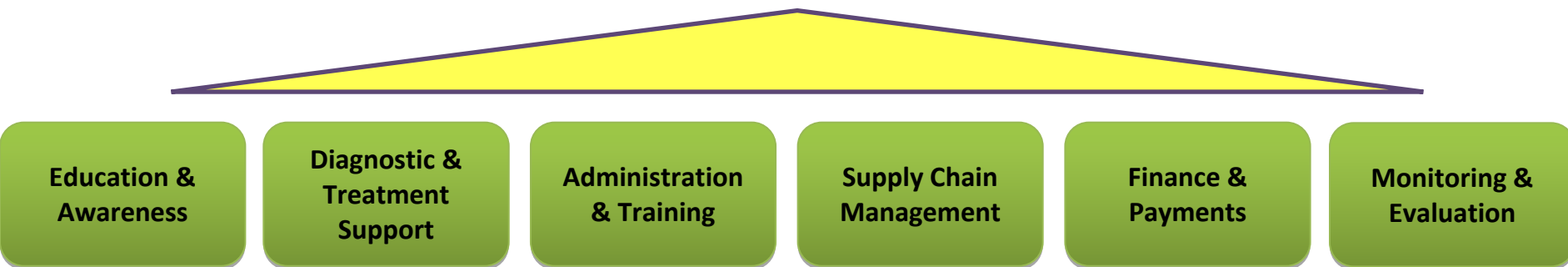
MM Initiative

- Communicate globally
- Unites ICTs with MNH experts
- Map end-to-end maternal mHealth solutions
- Co-build prototypes
- Co-deploy prototypes
- Communicate globally





Integrated Systems Along the Continuum of Care & Support





Get Involved

Subscribe to **mPulse**, mHA's monthly electronic newsletter

Join our growing global community: register your mHealth project, device or topic on **HUB**

Join one of our online communities through **Facebook**, or **Twitter** @mhealthalliance

Become a **Founding, Project** or **Donor Partner** of mHA





For more information visit:
www.mHealthAlliance.org

To join the conversation on HUB (Health Unbound) visit:
www.healthunbound.org

David Aylward, Executive Director
mHealth Alliance

daylward@unfoundation.org

202-887-9040