mHealth and Maternal Continuum of Care

Woodrow Wilson Center’s Global Health Initiative

David Aylward, Executive Director
mHealth Alliance
Agenda

• mHealth Alliance
• mHealth
• Maternal Continuum of Care
Where We Fit

mHealth Alliance

Mobility

Public

ITU

UNICEF, UN Digital Health

World Health Organization

National Health Departments

International Development Groups

Open Mobile Consortium

MobileActive

Intl. Society for Telemedicine & eHealth

European Health Telematics Association

OpenMRS

Health IT Companies

Continua Health Alliance

Health IT

Private

West Wireless Institute

J&J, Pfizer, Kaiser Permanente, others

GSMA

Vodafone, Airtel, MTN, others

Samsung, LG, Ericsson, Qualcomm, others

Health

National Health Departments

World Health Organization

International Development Groups

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Health IT

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Health IT Companies

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Private

Public

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Where We Fit
Global Cellular Subscriptions

Billions of Subscriptions

Developing Countries

Developed Countries

Year

2005  2006  2007  2008  2009  2010

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

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Drive Up the mHealth Value Stack

- **Communication Systems**: Health and wellness content; messaging
- **Information Systems**: Bi-directional communication
- **Management Systems**: Identity, security, audit; payments; health systems management
- **Decision Support Systems**: Enhanced health, clinical and administrative decision-making
- **Expert Systems**: Intelligent cross-platform solutions

Benefits to Participants

- Information
- Interaction
- Transaction
- Integration
- Transformation
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

www.mhealthalliance.org
Integrated Systems Along the Continuum of Care & Support

Continuum of Care
- Pre-Pregnancy
- Pregnancy
- Birth
- Postnatal

Education & Awareness
Diagnostic & Treatment Support
Administration & Training
Supply Chain Management
Finance & Payments
Monitoring & Evaluation

Provider Continuum of Support

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Get Involved

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Join one of our online communities through \textbf{Facebook}, or \textbf{Twitter} @mhealthalliance

Become a \textbf{Founding, Project} or \textbf{Donor Partner} of mHA
For more information visit: www.mHealthAlliance.org

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

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