Introduction to mHealth

mHealth for Sexual Reproductive and Maternal Health

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Definition of mobile health or mHealth

Medical and public health practice supported by mobile devices, such as mobile phones, patient monitoring devices, tablets, personal digital assistants (PDAs), and other wireless devices.
The Crisis

7 Billion
People

6 Billion
Mobile Phone Users

1 Billion
Mobile Phone Users Have No Healthcare
Lack of Basic Health Care 1: 250,000

The average ratio between doctors and patients in developing countries.
Top 10 Causes of Death in Low-Income Countries

- Lower respiratory infection
- Diarrheal diseases
- HIV/AIDS
- Ischemic heart disease
- Malaria
- Stroke and other heart disease
- Tuberculosis
- Prematurity and low birth weight
- Birth asphyxia and birth trauma
- Neonatal infections
83% of WHO member countries reported having at least one mHealth initiative in their country.\(^1\)

77% of responding low-income countries reported at least one mHealth initiative in their country, making them only ten percent behind high-income countries.\(^1\)

Progression of mHealth

With the rise in mobile subscriptions worldwide...

... comes a rise in mHealth initiatives in countries around the world.
Mobile Technology Changes the Face of Access to Information

77% of mobile subscriptions are in developing countries

75% of the world now have easier access to a mobile phone than a bank account, electricity, or clean water.
Informed = Preventable

For hundred of millions of people in developing countries, lack of basic health services is an issue of access to basic information and intervention.
For hundreds of millions of people in developing countries, lack of basic health services is an issue of access to basic information and intervention.

Mobile Devices + Health Information can **Effectively and Efficiently** help people across the globe.
How?
mHealth is a Cross-Cutting Tool Providing:

- **Education & Awareness**
- **Diagnostic Treatment & Support**
- **Disease & Epidemic Outbreak Tracking**
- **Healthcare Worker Communication & Training**
- **Remote Monitoring**
- **Remote Data Collection**
The Potential Impact of mHealth

Improving quality of care provided by millions of health workers + Providing direct health information and support to citizens = A holistic and personalized approach to healthcare
## mHealth Focus Areas

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<th>Cause of Death</th>
<th>mHealth Intervention</th>
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The Continuum of CARE for SRMH
MNCH mHealth Framework

Operational Priorities
- Advocacy
- Sustainable Financing
- Capacity Building
- Knowledge Sharing & Data For Decision Making
- Evidence

Strategic Objectives
- Mobile Technologies
- Health Systems Strengthening
- Integration
- Gender and Women's Empowerment

Guiding Principles
- Target Most Vulnerable
- Human Rights Approach
- Accountability and Good Governance
- Partnerships

GOAL: Improved Maternal, Newborn, and Child Health

Lessons Learned
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Gender Mainstreaming Framework

mHealth Intervention Components

- In the development of technology
- As providers of health services
- As clients of mobile technology services
- In policy making
- Men as partners; gatekeepers

Addressing gender, cultural and social norms

- MNCH
- HIV/AIDS
- TB & Malaria
- Addressing GBV

Achieving MDG 4, 5 & 6

Enhancing Women’s voices, access to and participation in mHealth
The mHealth Opportunity

Ministers of Health are making the mHealth connection.

Huge penetration of mobile phones.

Rising endemic health issues.
Ruma’s Story: “m” is for Mothers
Ruma’s Story

17-year-old Ruma is pregnant and living in Bangladesh, ranked 11th in child-death. She is diabetic with no access to basic maternal or prenatal care.
Ruma’s Story

Her home is **100 miles from the closest medical clinic.**
Ruma’s Story

What Ruma does have is a mobile phone.

Through voice and text messages on her prepaid mobile phone Ruma gets news on her baby’s development and nutrition recommendations to support prenatal health.
Ruma’s Story

An app helps her manage and track her insulin and blood sugar and she can text questions to her health care worker who can help her in real-time.
Ruma’s Story

After her baby is born, Ruma gets **pre-recorded voice messages** reminding her of her son’s immunization schedule.

She’s informed in her decision to breastfeed and now her baby is **6 times more likely to survive** his precarious early months.
Ruma’s Story

Her frontline health worker, hospital, and medical clinic are linked through Ruma’s Health ID.

Her son’s birth does not go unnoticed—the baby now has a Vital Registry ID and counts in the system.
Ruma’s Story

Ruma is no longer lost in a fragmented health system. She feels connected and that her family is cared for.
The mHealth Challenge

But coordination in the crowded mHealth space is fragmented, unsynchronized, and duplicative.

In Kenya alone, there are more than 30 different mHealth initiatives active simultaneously.