

Региональный семинар МСЭ для стран СНГ  
«Использование ИКТ в здравоохранении.  
Услуги телемедицины, в том числе в сельских и  
удаленных районах»  
Ташкент, Республика Узбекистан,  
7-9 октября 2015 года

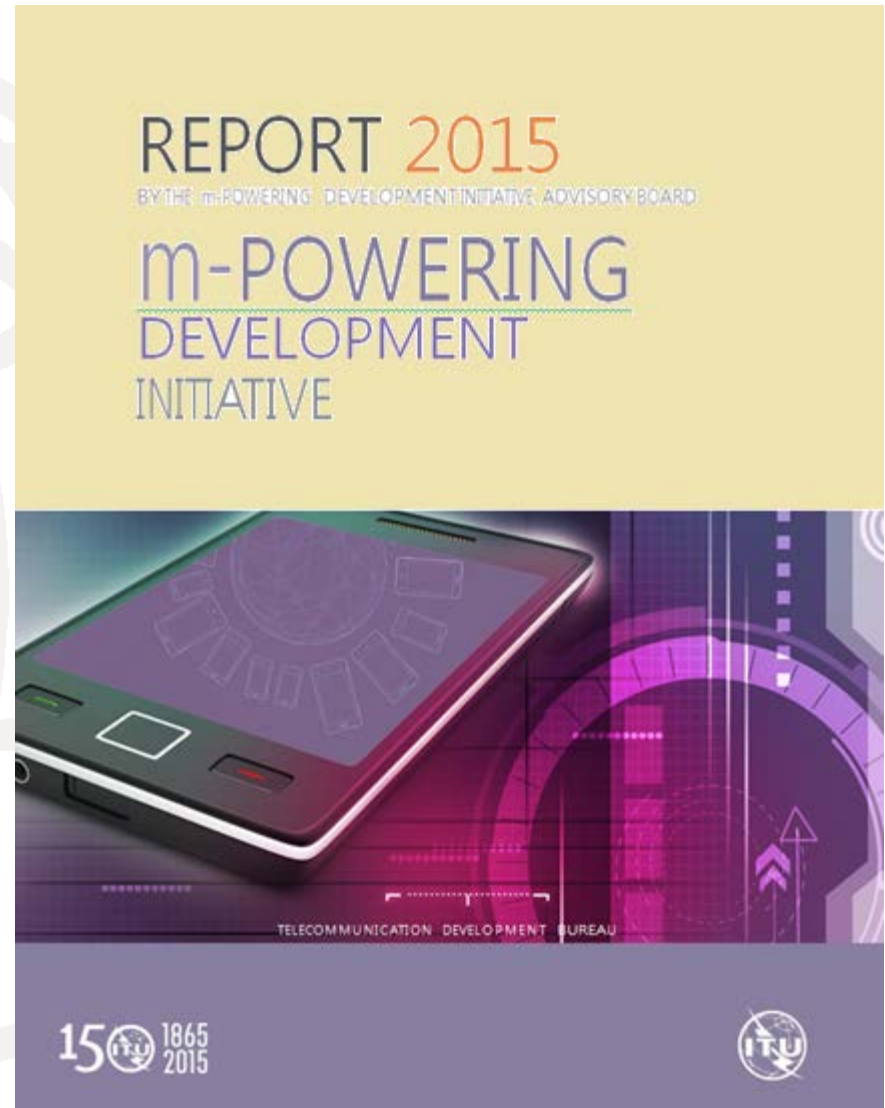
**Деятельность МСЭ-D  
по развитию использования мобильных  
устройств в электронном здравоохранении**

*Евгений Бондаренко*  
*Зам. Генерального директора ЗАО «Интервэйл»*  
*Вице-председатель ИК2 МСЭ-D*

**bond@intervale.ru**

# m-Powering Development Initiative

m-Health WG  
m-Commerce WG  
m-Learning WG  
m-Sports WG  
Advocacy WG  
Business Models WG



# Definition

WHO defines m-Health or mobile health as: “Medical and public health practice supported by mobile devices, such as mobile phones, patient monitoring devices, personal digital assistants (PDAs), and other wireless devices. m-Health involves the use and capitalization on a mobile phone’s core utility of voice and short messaging service (SMS) as well as more complex functionalities and applications including general packet radio service (GPRS), third and fourth generation mobile telecommunications (3G and 4G systems), global positioning system (GPS), and Bluetooth technology.”

# Key drivers & key issues

<b>Key drivers</b>	<b>m-Health</b>
	<b>High penetration of mobile devices</b>
	<b>Always “on-line”</b>
	<b>Fast growing capabilities of mobile devices</b>
	<b>Trust</b>
	<b>Easy to use : comfort</b>
	<b>Cost savings</b>
	<b>Experience of e-Health</b>
	<b>Business opportunities</b>
<b>Key issues</b>	
	<b>Security</b>
	<b>Convenience and availability</b>
	<b>Regulation/Legislation</b>
	<b>International Standards</b>
	<b>Affordability</b>

# Main stakeholders

<b>Main stakeholders</b>	<b>m-Health</b>
<b>Patients</b>	<b>+++</b>
<b>Healthcare professionals</b>	<b>+++</b>
<b>Gov. /Regulatory bodies</b>	<b>++</b>
<b>m-Health project teams</b>	<b>+++</b>
<b>Telecommunications Operators</b>	<b>++</b>
<b>Services &amp; App providers</b>	<b>+++</b>
<b>IT Technology Vendors</b>	<b>++</b>
<b>Funding</b>	<b>++</b>
<b>International Organizations</b>	<b>++</b>
<b>Others</b>	<b>+</b>

# Solutions across the patient pathway

## ■ Prevention

- Regular SMS or voice health information updates
- Subscription services to customers who sign up
- Health information distributed by mobile phone
- Services to respond to customers' questions about health
- Games or quizzes to raise awareness of diseases or health risks

## ■ Diagnosis

- Health call centre
- Patients video-conferencing with healthcare professionals
- Apps that perform diagnoses
- Mobile diagnostic devices

## ■ Treatment

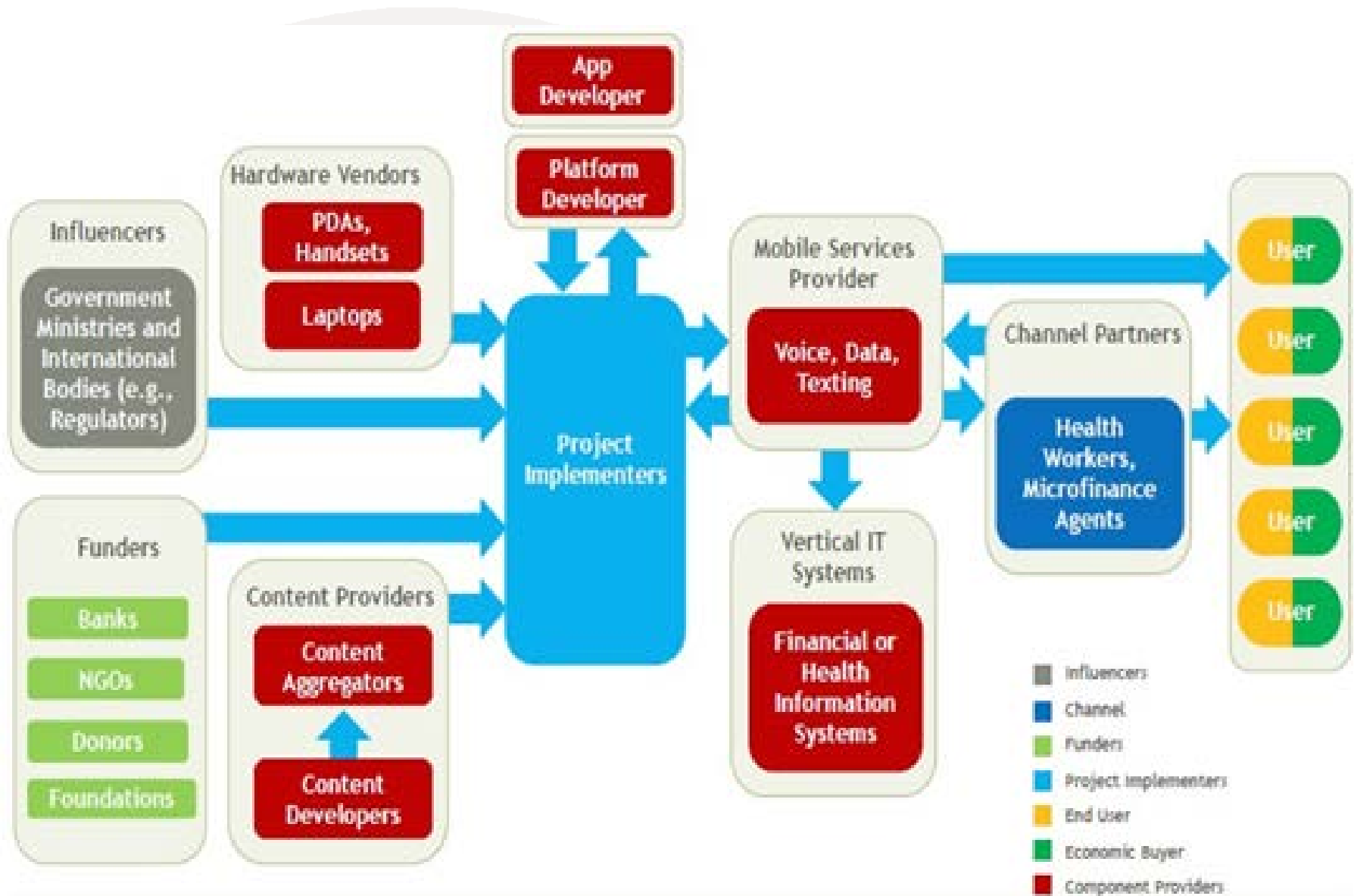
- SMS medications reminders
- Smart pills
- Treatment compliance solutions

## ■ Monitoring

# Health care systems strengthening

- Emergency response
- Healthcare practitioner support
- Healthcare surveillance
- Healthcare administration
- Best practices and replication
  - Public-private partnership
  - Addressing a healthcare challenge based on deep understanding of the health of the population that m-Health project is attempting to assist
  - Measurable results such as SMS that build on the foundations of e-Health records and platforms are a good starting point, which can then over time be expanded into more complex solutions

# m-Health value chain





# Real life examples for m-Health

- Simple m-Health solutions based on SMS technology
  - MWANA, Zambia
  - Mobile Authentication Service(MAS), Nigeria
  - Vodafone's Ask a Doctor, India
- Advanced m-Health solutions
  - 3G Doctor (UK and Ireland)
  - Heart Monitoring M2M Device (USA)
  - Med Africa (Kenyan's Government program)
- Regulatory m-Health Solutions

# Recommendations for action to the ITU m-Powering Development Initiative:

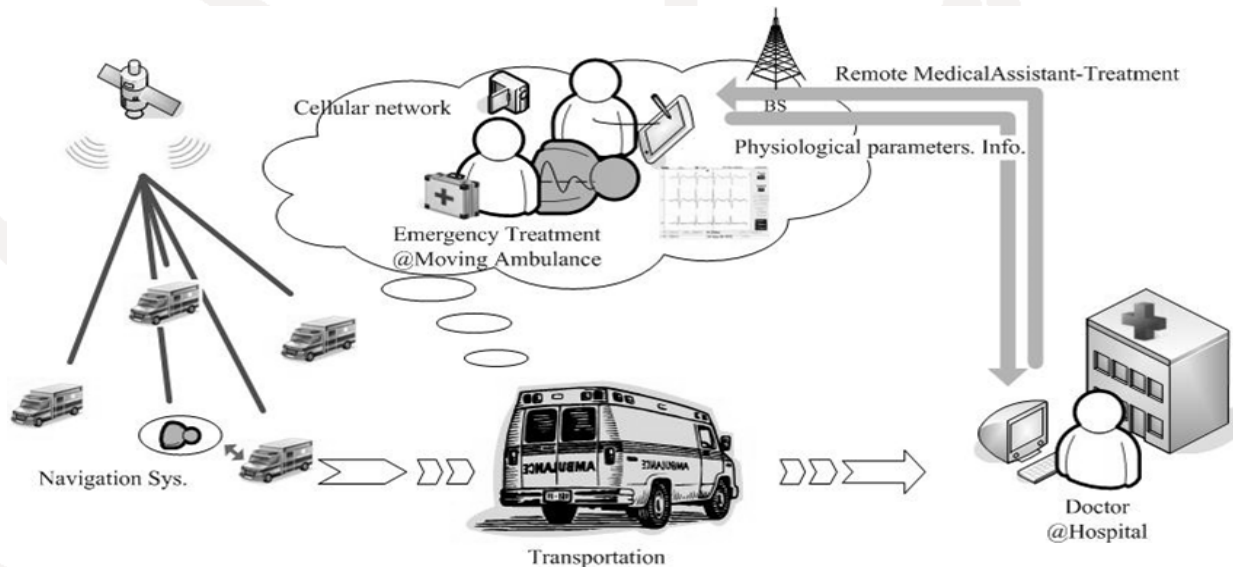
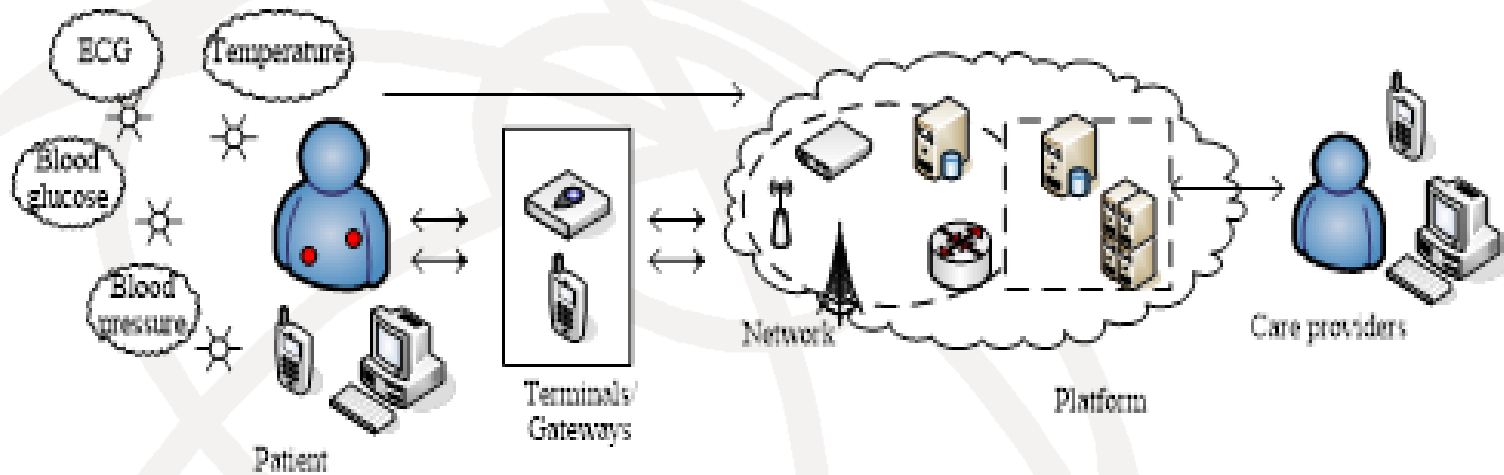
- Stimulate and facilitate collaboration between Health, Telecoms and Finance Ministries both globally and nationally in order to:
  - Build a common understanding and agreement on the role and socio-economic value of mobile technologies and services;
  - Promote regulatory and policy frameworks enabling the development and implementation of safe, effective, trusted and accessible mHealth solutions ;
  - Promoting interoperability and standards that enable scalability and a plug-and-play experience.
- Promote the development of policies, regulation, stimulating innovative business models.
- Support m-Health initiatives healthcare professionals and patients.

# Practical works.

## Contributions on Q2/2, September 2015

- Albania. Pilot project in hospital “Mother Teresa” – collaboration of government and private sector.
- Korea. Development of national e-Health standards
- Japan. Perinatal telemedicine system in Laos
- China. e-Health ecosystem with monitoring and pre-hospital emergency service
- Haiti. Business models to facilitate access in rural and remote areas
- Haiti. To deploy e-Health to improve a shortage of human resources and infrastructure
- Guinea. Case study of the Ebola virus epidemic
- Congo. e-health for the improvement of primary health care in the country
- ITU-APT Foundation of India. Pan-African e-Network, which can possibly be one of the biggest e-Health Studies (48 African nations)
- G3ict (US). The latest trends observed at the M-Enabling Summit 2015
- BDT Focal Point. A brief about a new joint initiative by WHO and ITU for non-communicable diseases (NCD)
- BDT Focal Point. A trial of mTobaccoCessation

# e-Health monitoring and emergency services





**Thank You !**