

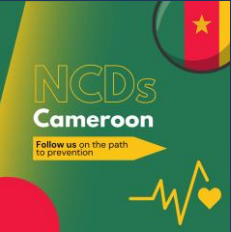
NCDs and Digital Health - MEDACCESS

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NCDs in Cameroon



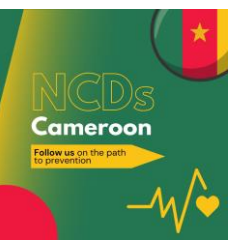
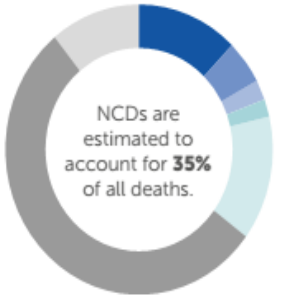
Total Population **27 million people**

UHC ?

NCDs : Premature mortality estimated at 22%

PROPORTIONAL MORTALITY*

- ▶ 12% Cardiovascular diseases
- ▶ 5% Cancers
- ▶ 2% Chronic respiratory diseases
- ▶ 2% Diabetes
- ▶ 14% Other NCDs
- ▶ 54% Communicable, maternal, perinatal and nutritional conditions
- ▶ 11% Injuries



Objectives:

- 1** Provide verified **NCD awareness information** to at least **1 million Cameroonians by 2030.**
- 2** Support at least **a million Cameroonians** in leading **healthy lifestyles.**
- 3** **Detect, Diagnose and provide long-term support** to at least a thousand living with and/or at risk of NCDs.
- 4** **Ensure 98% of Diagnosed have personalized follow-up** and can get access to drugs and support for adherence.

Project Phases



Social Media Campaigns

Tips on all social media channels



Community Campaigns

Understanding the situation

Phase 1

Phase 2

Phase 3

Phase 4

Local Media Campaigns

Visit media houses (TV and Radio).

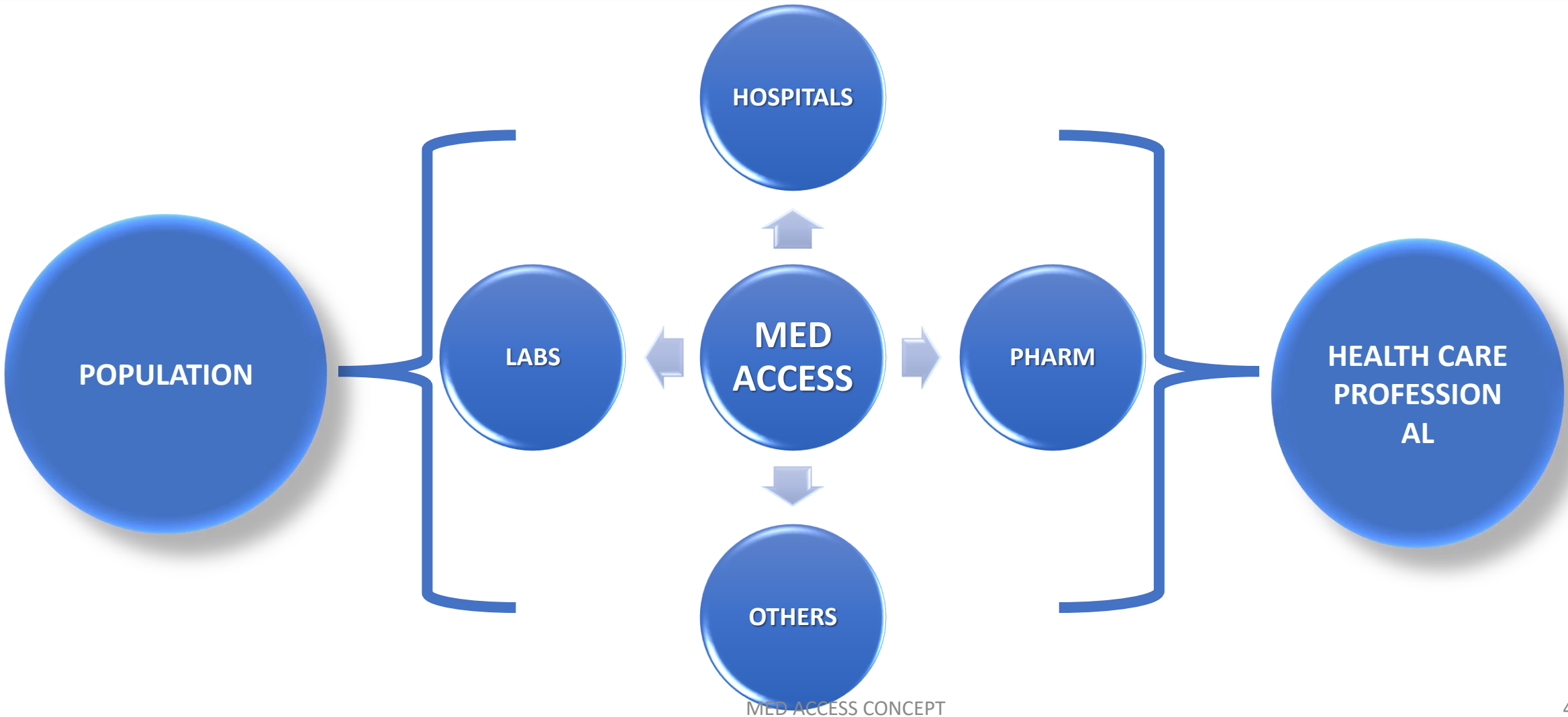
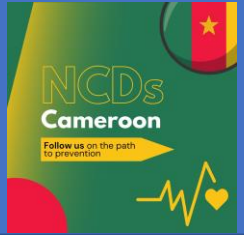
Mobile and Web Application for follow-up

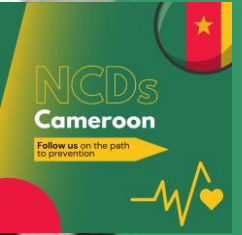
Wearables link services.

Providing health education tips, and chat boxes with our team for follow-up.



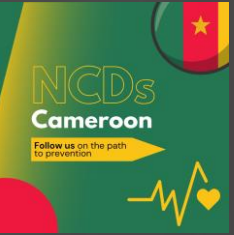
NCD Healthcare Marketplace





The Future - AI NCD Remote Support

Opportunities



Mindset

- TECHNO-OPTIMIST vs SOCIOTECHNICAL

TECH Infrastructure

Practicability with Doctors

Awareness of the population



Thank you

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