

Address at the



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Financing Growth: Business & Funding Models for mHealth

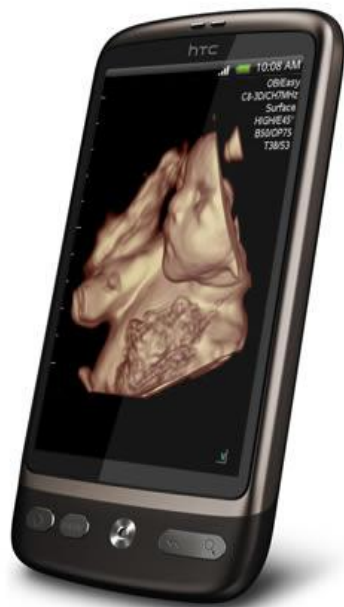
“It is not possible for every one to own a computer or to use a computer for health. In this , cell phones come handy, and so, for sure , all aspects of healthcare will finally converge to mHealth”

Rajendra Pratap Gupta



“In the next 3-5 years , I can well foresee a fight between Tablets & Smart-Phones , a fight between Windows , Apple and Android rather than a fight between a user & a non-user of mHealth ”

Rajendra Pratap Gupta



Big Market

“ It is really hard to put exact numbers for the market size of mHealth , but it is for sure that 1 out of every 5 people will use mobile for health in some way or the other .We already have 6 billion mobile subscribers (87 % of the world population) & 1.2 billion active mobile broadband subscribers , & this leaves no doubt about the future usage of mHealth”*

Rajendra Pratap Gupta

What has mHealth achieved so far

- **Created a lot of excitement**
- **Developing world & rural areas are deploying pilots**
- **Governments are hopeful, the Industry is investing & the medical fraternity is silently watching .**
- **Ecosystem for mHealth is building up, but a few are still skeptical about the effectiveness & worried about the lack of legal clarity on mHealth**

We are about to come out of the pilot phase and this is a defining moment for mHealth enthusiasts & early movers

mHealth – Challenges to overcome

- **Crises of Perception**
- **Crises of adoption**
- **Crises of scaling up**
- **Crises of detailed clinical evidence for outcomes**

80 % of the total health expenditure relies on reimbursed business models

How to overcome the challenges

- **Industry gets its act together – Jointly do the projects**
- **Invest in research & analysis**
- **Showcase evidence based studies**
- **Commercialize the ventures**

Opportunities multiply as they as seized
- Sun Tzu



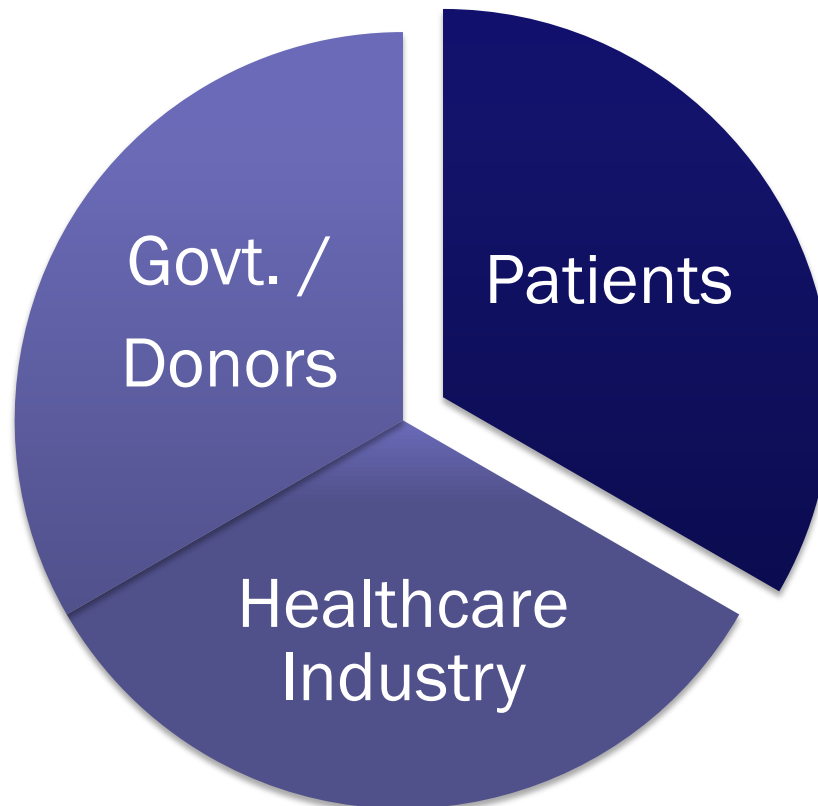
Financing mHealth



Current mHealth Funding Sources

- **Donor Organizations**
- **Government**
- **Industry**

Future Business Models



Moving from 'not-for-profit' to 'PPP' to 'for-profit models' is the way mHealth will progress

*Logical progression of funding
for mHealth.*



Financing mHealth – Who pays for what ?

	Govt.	Donor org's	Pharma Co's /Telcos	Customers or Patients	Hospitals H/care providers	Insurance Co's
Pilots	✓	✓	✓			
Rural Health	✓	✓				
Communicable Diseases	✓	✓	✓			
NCD's (Secondary Prevention)	✓	✓	✓	✓		✓
IM /MM	✓	✓				
Chronic Disease Management + POCD				✓		✓

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	Govt.	Donor org's	Pharma Co's / Telcos	Customers or Patients	Hospitals H/care providers	Insurance Co's
Post operative care				✓	✓	
Primary Prevention	✓	✓		✓		✓
PCMH	✓			✓	✓	✓
Anti-counterfeiting Tech			✓	✓		
Tele-radiology				✓	✓	
Micro Insurance based Healthcare	✓			✓		✓

“ Anyone who pays for healthcare will also be ready to pay for mhealth, as long as he gets more value at a lesser price (i.e if he finds a significant improvement in cost and outcomes)”

“ Today's Healthcare is not just about saving lives but saving healthcare system , which is burdened with heavy infrastructure costs , and mHealth is going to contribute immensely to the same ”

Rajendra Pratap Gupta

**“ Continuous efforts , not strength or intelligence, is
the way to unlocking our potential”**

Winston Churchill

Disclosures & Acknowledgements

- Views presented are personal
- Presenter is associated with healthcare organizations across USA, Europe , U.K. Middle-East & India .
- The figures and studies are indicative & for representational purpose only
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Thanks

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