



# mHealth - The future of Healthcare?

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# mHealth is one of five focus areas for Vodafone



## Vodafone

- World's largest multi national MNO
- 404m proportionate customers globally
- Active in mHealth since 1990's

## Vodafone focus areas for growth

- Vodafone Global Enterprise
- Machine-to-Machine (M2M)
- mHealth
- mPayments
- mAnalytics

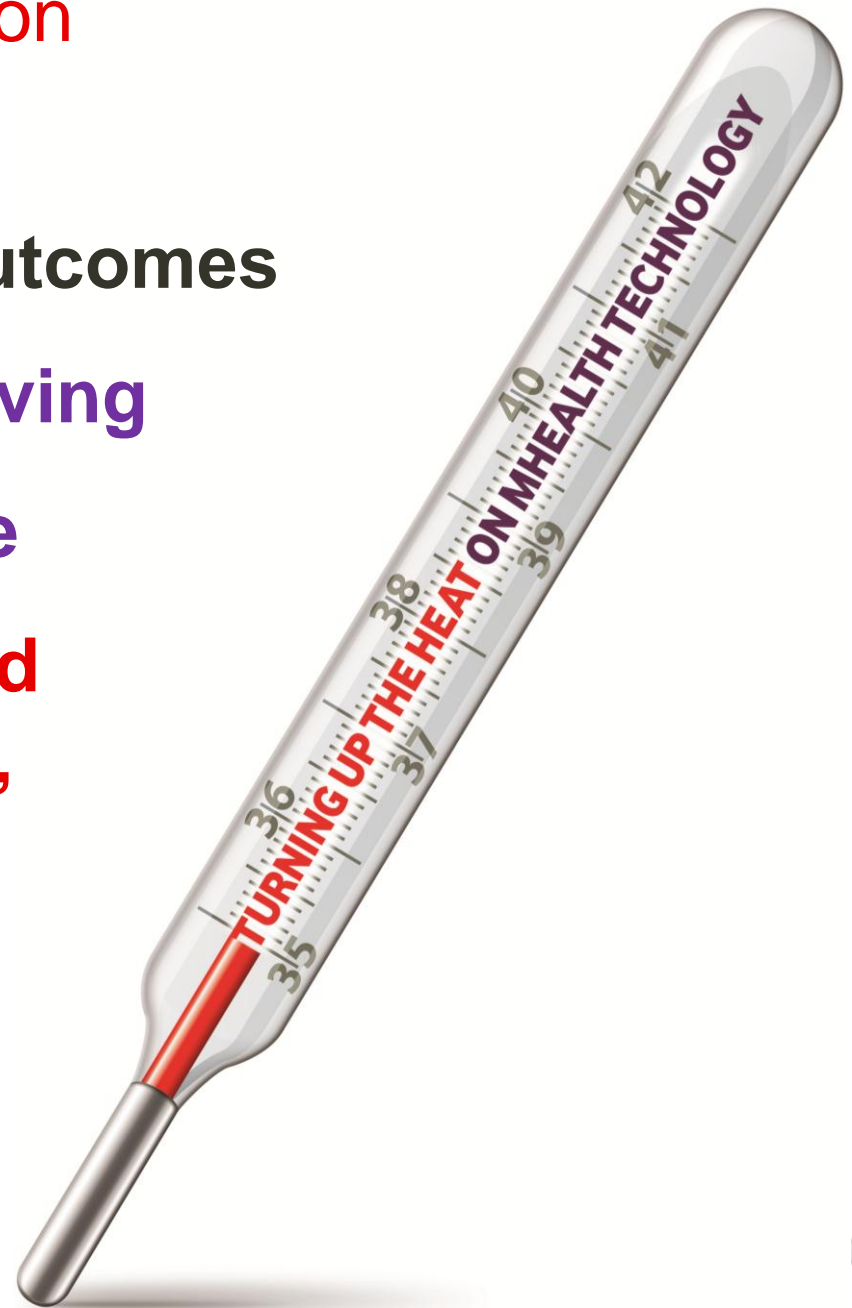
## mHealth Solutions business unit

- Established October 2009
- Significant growth over past 12 months



# Vodafone mHealth mission

“Improve healthcare outcomes and quality of life by giving patients and healthcare professionals increased flexibility and freedom”



# Areas where Vodafone can support organisations

## **REMOTE CARE SERVICES**

CONDITION MANAGEMENT  
HOSPITAL TO HOME  
ASSISTED LIVING

## **MOBILE FLEXIBLE WORKING**

FIELD FORCE ENABLEMENT  
MOBILE MEDICAL RECORDS  
LONE WORKER SAFETY & SECURITY

## **ACCESS TO MEDICINE**

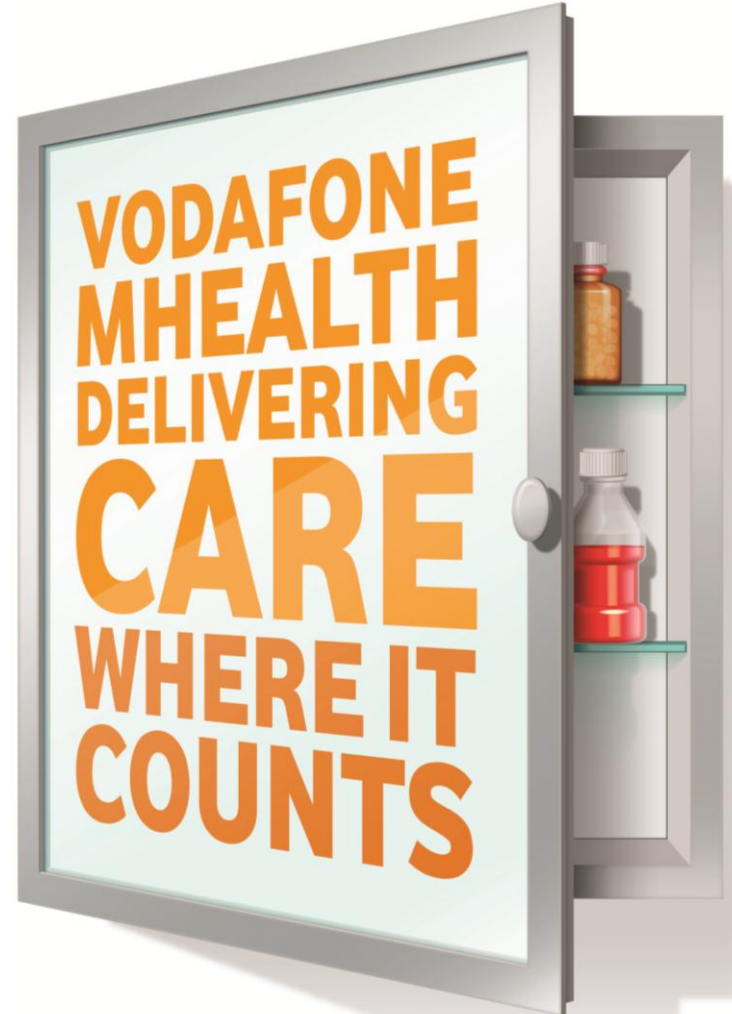
SUPPLY, LOGISTICS, AND SAFETY  
TRAINING AND AWARENESS  
DISEASE OUTBREAKS

## **CLINICAL RESEARCH**

PATIENT RECRUITMENT  
COMPLIANCE AND RETENTION  
PATIENT REPORTED OUTCOMES

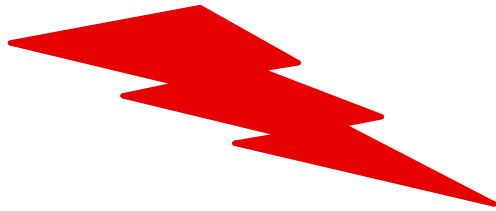
## **MARKETING & ENGAGEMENT**

CONSUMER HEALTH MARKETING  
HEALTHCARE PROFESSIONAL ENGAGEMENT  
SAFETY, SURVEILANCE, POST MARKETING STUDIES



# The virtual dilemma of mHealth ...

Mobile network operators are looking for scale



Healthcare systems are operating on a national, regional, local level



# Medical technology industry ...

## mHEALTH TREND



## HOW

- Switch from landline and bluetooth to mobile connectivity
- Established business models
- Example: Boston Scientific



# Pharmaceutical industry ...

## mHEALTH TREND



## HOW

- Complementing products with services
- Examples: Baxter homecare, drug anti-counterfeiting



# Payers & Providers ...

## mHEALTH TREND

- Mature markets
- Emerging markets



## HOW

- Paperless hospitals in mature markets
- Bridging lack of infrastructure in emerging markets
- Example: SMS for Life, SMS for Health





# South Africa: Mobile Flexible Working

- Nompilo (“Mother of Health”)
- 100.000 Community Care Givers in South African
- Nompilo allows CCGs better use of their time

**GAINING QUALITY TIME AND  
IMPROVING SKILL LEVELS  
FOR PATIENT CARE**



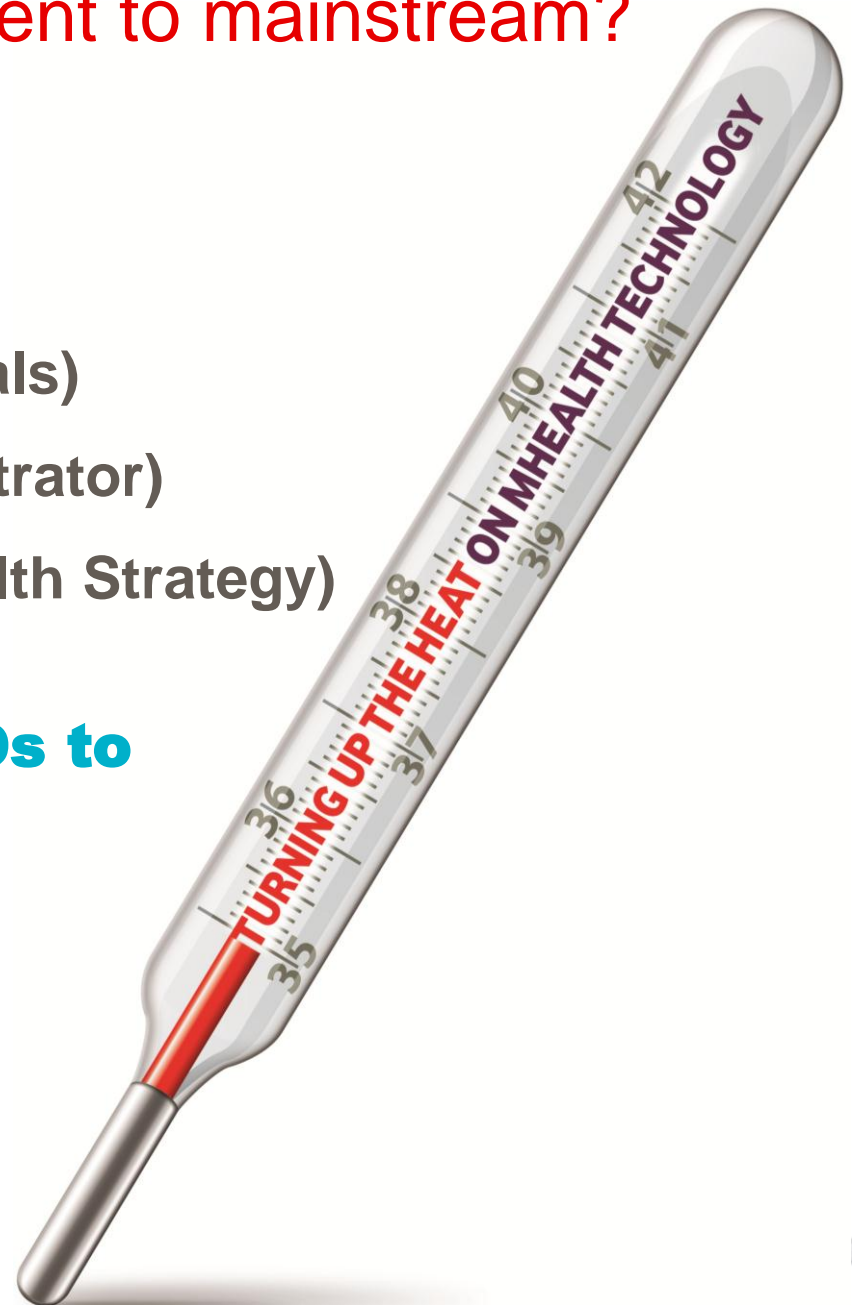
# How to move from segment to mainstream?

## Learn from role models

- Kenya (Daktari1525)
- Netherlands (Virtual Hospitals)
- UK (Whole System Demonstrator)
- South Africa (National eHealth Strategy)

**Ask for support from NGOs to provide initial funding in emerging markets**

**... and let's keep mHealth solutions as simple as possible**



**... and then we can  
drop the “m” in  
mHealth**

