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China
Cambodia
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Estonia
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Africa

Egypt
South Africa
Nigeria
Kenya

Middle East

United Arab Emirates

United States

California (Headquarters)

Big Data, Big Impact: New Possibilities for mHealth

May 31, 2012
2012 MHS - Policy & Personal Information

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CEO



VITAL WAVE
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What is 'Big Data'?

Velocity



Volume

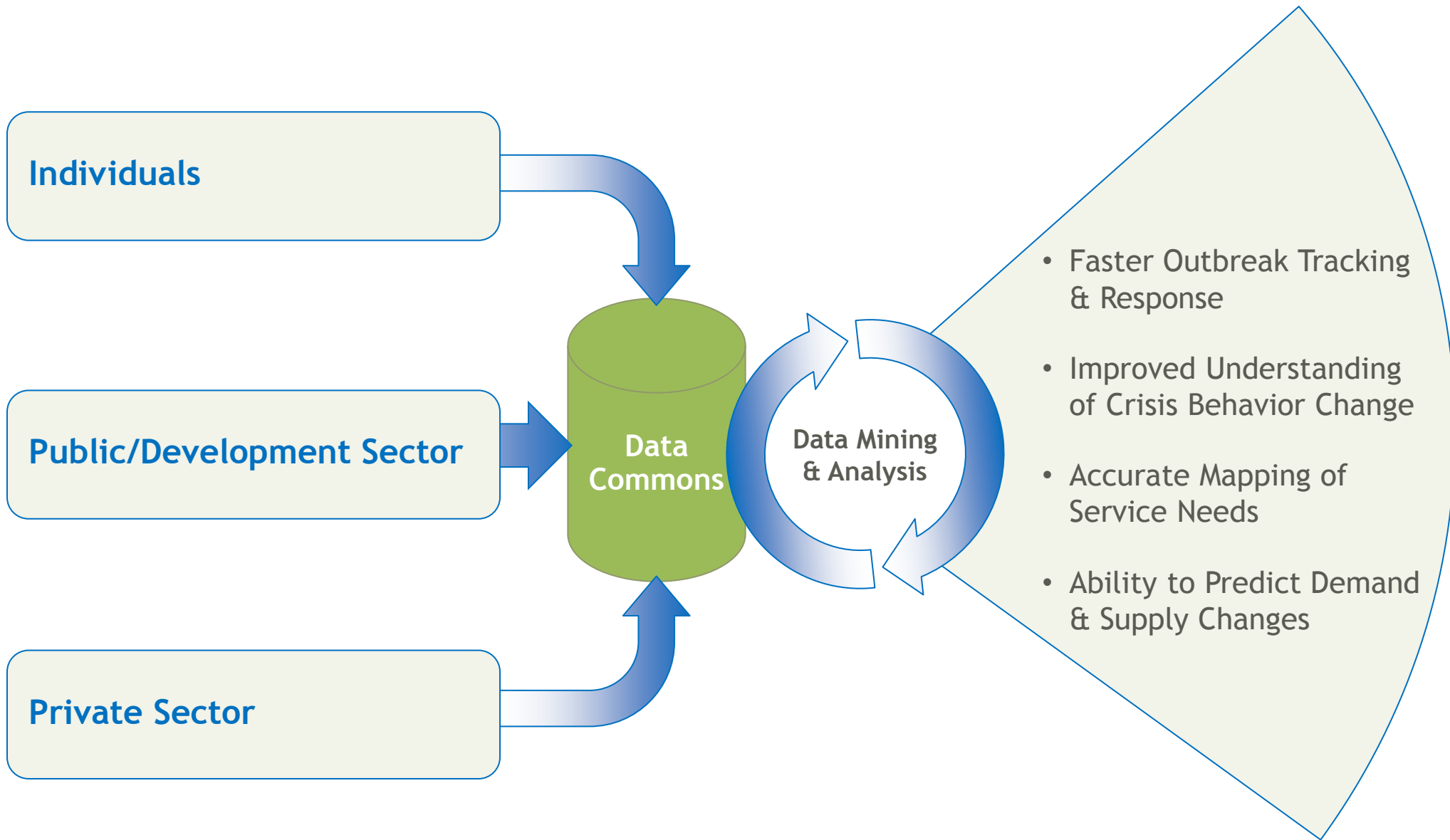


Variety



Big Data is a new class of economic asset

Dynamics of the Data Ecosystem



Promoting Cross-Sector Collaboration

Government as Data Catalyst

Government Catalyst

- Enact appropriate legislation protecting end users without stifling innovation
- Open data to the public (free or for purchase) in a way that allows for innovation without infringing on citizen's privacy
- Encourage the development of appropriate technological infrastructure and training of individuals capable of analyzing big data

Private Sector Development

- Once proper regulations are in place and public trust about the use of data has been gained, telecoms can compile or 'curate' mobile-generated data for use by both profit-seeking enterprises and development organisations

Public-Private Collaboration

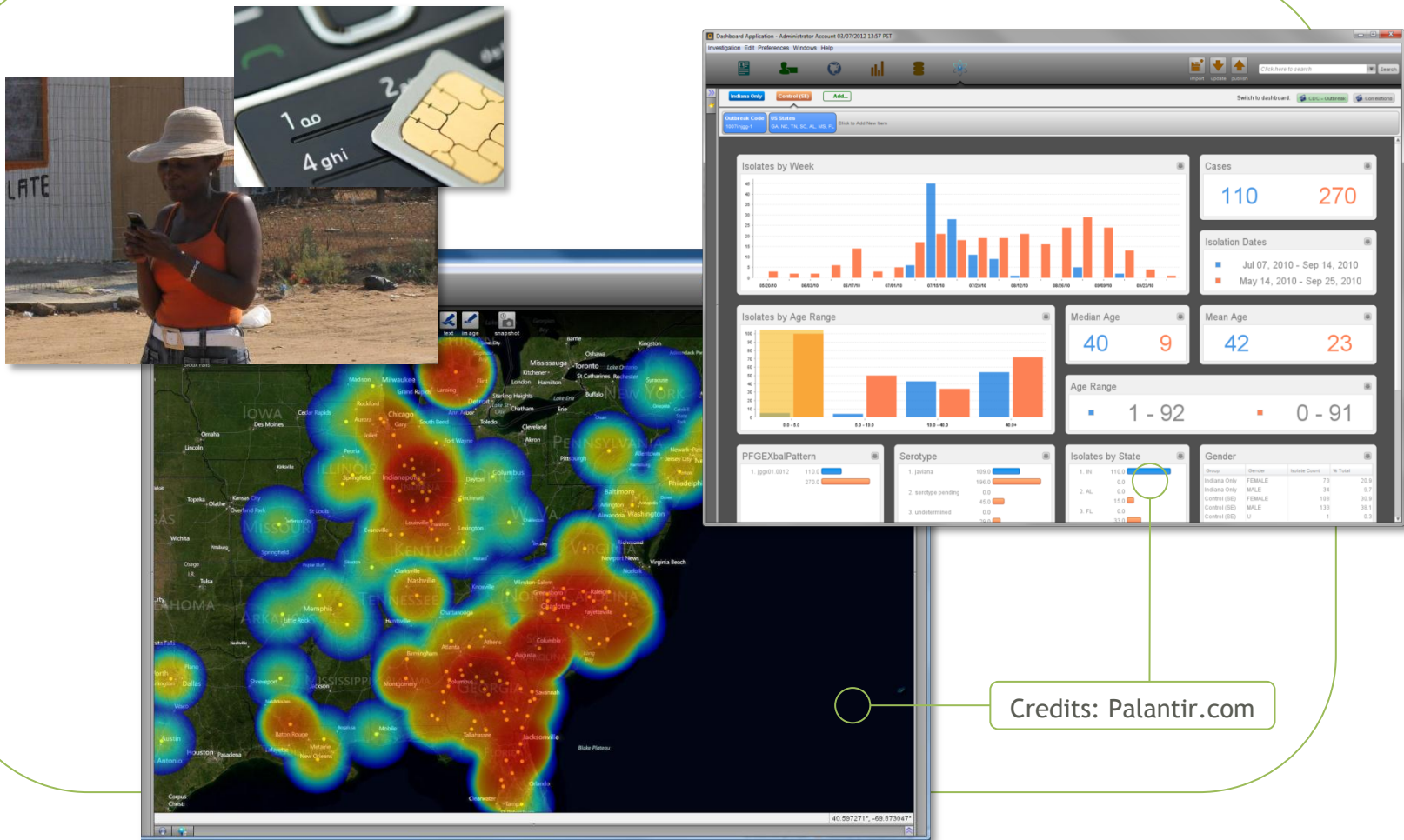
- Telecoms and governments must work together to find a way to track mobile information back to an individual, rather than a SIM
- Government or Multi-lateral funded initiatives using data generated from mobile for development or government planning purposes (e.g., health, agriculture, education)

WORLD ECONOMIC FORUM
COMMITTED TO IMPROVING THE STATE OF THE WORLD

Big Data, Big Impact:
New Possibilities for International Development

www.vitalwaveconsulting.com/Analysis/articles/2012/Big-Data-Big-Impact.htm

mHealth: Big Data, Big Impact





Thank you



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