



Mobile Healthcare Information for All:  
Anytime, Anywhere

# The Knowledge Need and Gap



## **Huge need for healthcare information**

Tens of thousands of people in low-income countries are dying

- Interventions locally available
- Lack of basic healthcare knowledge
- Costing lives, devastating families and impacting economies

# Potential of Mobile Phones



## **Mobile phones provide an unprecedented opportunity**

- Delivering this information via mobile phones is feasible
- Reliable, actionable healthcare knowledge can empower
- Prevent and to respond appropriately to illness and injury

# About HIFA



## **Healthcare Information for All (HIFA) – a global community**

More than 15,000 members in 175 countries

Works in collaboration with WHO

Supported by more than 260 organisations worldwide

<http://www.hifa2015.org>

- Recognizes the power of mobile devices to help save lives
- Improve the availability of healthcare knowledge in LMICs

# Lack of Applications to Save Lives



## **HIFA and San Jose State University**

- Conducted an analysis of 1700 existing mHealth projects
- Found only 7 (less than 0.5%) potential to empower citizens
- 1700 mHealth projects intended to improve health in LMICs
- Lack of appropriate projects even more alarming

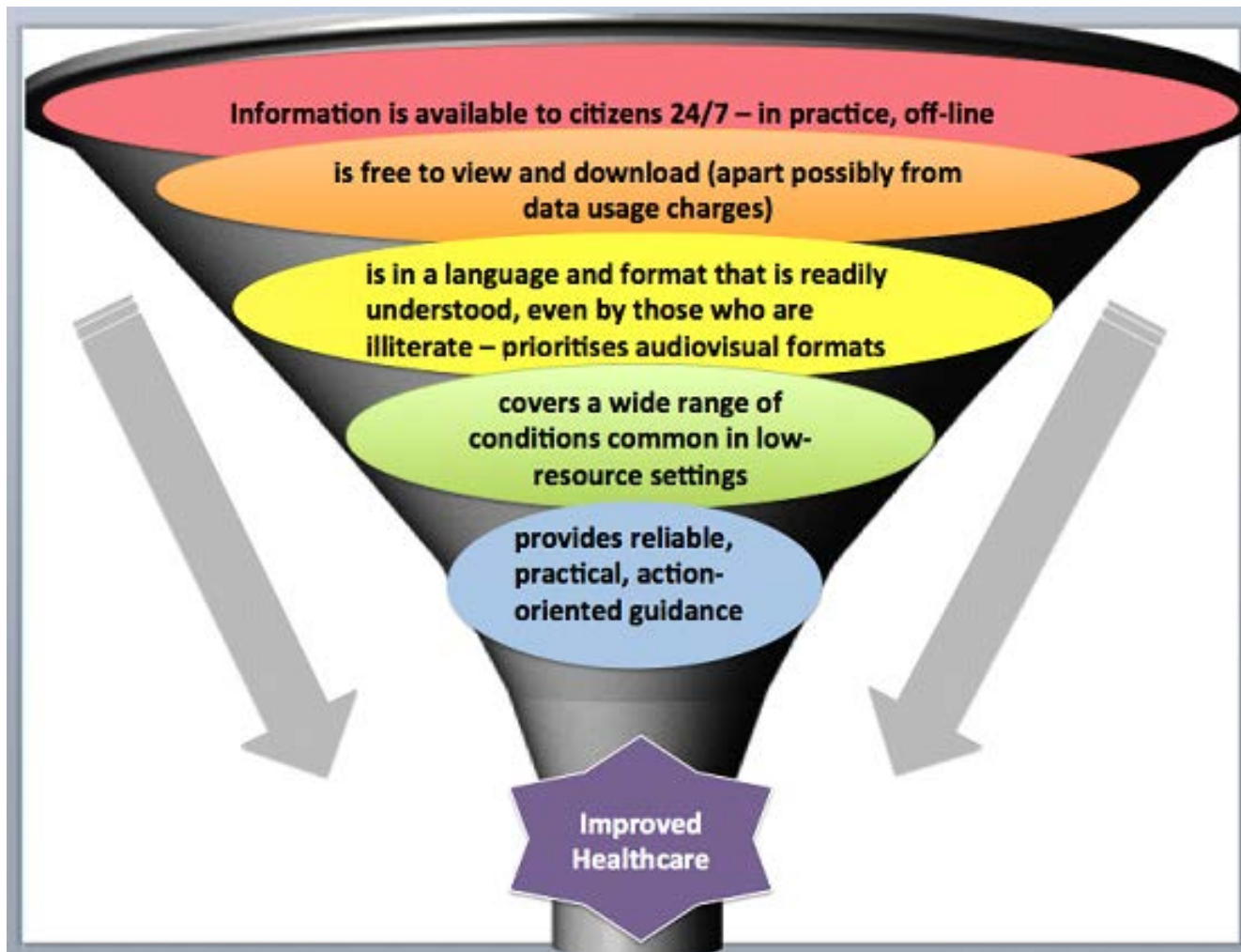
Empowering citizens with essential healthcare information



## **Requires applications with information which:**

- is available to citizens 24/7
- is free to view and download
- is in a language and format that is readily understood
- covers a wide range of common conditions
- provides reliable, practical, action-oriented guidance

# mHealth Applications Selection Criteria



# HIFA's Traffic Light Tool



## Assessing how well a mobile application meets requirements

CRITERION	COMPONENTS	Application X	Rating	Application Y	Rating	Application Z	Rating
SIGNIFICANCE OF THE HEALTH PROBLEM(S)	URGENCY	Covers many aspects of communicable and non-communicable diseases and care (including antenatal care) and environmental health	2	Focused on emergency care/first aid	2	Mostly focused on acute; not much on emergency	1
	SEVERITY	Broad and deep coverage of many health problems	2	A range of serious problems	2	Focus on just 3 main conditions (HIV, tuberculosis, malaria)	1
APPROPRIATENESS OF THE TARGETING	TARGET AUDIENCE	Health workers - all material is in form of training courses	1	General public, and there is a companion app focused on babies and children	2	General Public? Nothing focussed on mother and child	1
	COUNTRY(IES) OF USE	Low and middle income	2	High income ( UK focus)	0	Information oriented to low and middle income countries	2
VALUE OF THE INFORMATION	RELIABILITY	Sources appear well accredited	2	Well accredited source	2	Approved in some sense by Global Fund	1
	RELEVANCE TO USERS' NEEDS	Essential information	2	Essential information	2	Information rather general; symptom checker ("Isabel") only signposts to elsewhere	0
	EASE OF RELATING TO ACTION	Strong linkage to action	2	Strong linkage to action	2	Material very variable in pointing to action	1
EASE OF ASSIMILATION OF THE INFORMATION	INFORMATION FORMAT	Largely text, but with text to speech conversion facility. Some diagrams. Quizzes. A few videos.	2	Largely text, some diagrams and videos, also quizzes and checklists	1	App is text-heavy; there are links to a few YouTube videos	1
	LANGUAGE(S)	English only?	0	English only	0	English, French, Portuguese, Swahili	2
AVAILABILITY OF THE APPLICATION	GEOGRAPHICAL PROVISION	Generic, plus Ethiopia	1	National	1	Pan-African	2
	COST TO USER	Free	2	Free (except possible data charge for initial download)	2	App is free (but will be data charges for online use?)	1
TECHNOLOGICAL ACCESSIBILITY OF THE APPLICATION	USER INTERFACE	Tailored mobile app, easy to navigate	2	Tailored mobile app, menu very easy to navigate	2	Mobile app, menu easy to navigate	2
	COMMUNICATION REQUIREMENTS	None(after download) except for progress feedback to trainers	2	None ( after download )	2	Videos and symptom checker both require online access	0
	MOBILE PLATFORM	Smartphone or tablet	1	Smartphone or tablet	1	Smartphone or tablet	1



# Elements of *essential healthcare information*



HIFA does not prescribe what information application should contain

Varies from country to country

- common childhood illnesses
- complications of pregnancy and childbirth
- first aid, and prevention of injury
- promotion of healthy behaviour
- nutrition practices

# One of the seven projects: HealthPhone



## Online distribution

Public-Private Partnership: Educate 6 million adolescent girls and women on better health and nutrition practices



## Offline distribution

Partnering with state governments – Training frontline health workers, medical officers & nurses

Distribution in India to 185 Million



Video of India implementation

<https://www.youtube.com/watch?v=ybAxYx10PbM>

# The Lancet Call to Action



Content providers, mobile phone manufacturers, network operators, application developers, and international health organisations to collaborate to empower citizens in low-resource settings with essential health care information in low-resource settings

Mobile health-care information for all: a global challenge

[http://www.thelancet.com/journals/langlo/article/PIIS2214-109X\(15\)00054-6/fulltext](http://www.thelancet.com/journals/langlo/article/PIIS2214-109X(15)00054-6/fulltext)

# What Has To Be Done: Governments +



- More government participation / implementation
- Create legislation for equitable access to information
- Gaps in donor financing for development of content
- Production of content - open-access audio & video
- Focus on local languages

# What Has To Be Done: MNOs & Manufacturers



## **Much more could be done**

- Pre-load essential healthcare information on phones
- Produce low-cost phones with multimedia capability
- Produce low-cost phones with ability to take a memory card
- MNOs to make essential healthcare freely available

# We *Can* Achieve The mHIFA Goal



“By 2017 at least one mobile network operator or mobile handset manufacturer, in at least one low- or middle-income country, will provide access to essential health information for direct use by citizens and free of any charges.”

Need all stakeholders to collaborate

The mHIFA goal is not utopian - it is achievable, given the will

Achievement could help save thousands of lives every day

# More Information & Contact



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