



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 

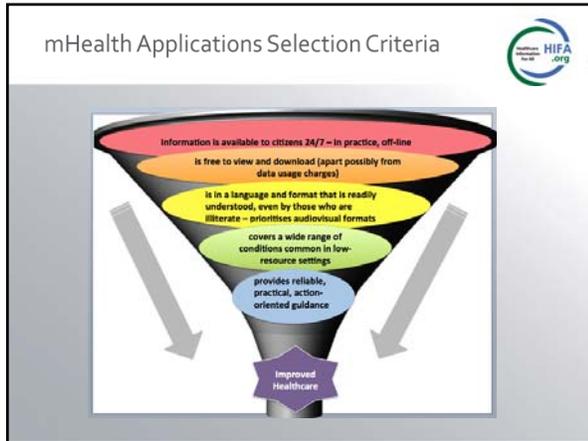
HIFA and San Jose State University

- 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



HIFA's Traffic Light Tool

Assessing how well a mobile application meets requirements

Requirement	Comments	Application 1	Rating	Application 2	Rating	Application 3	Rating
1. Available to citizens 24/7 - in practice, off-line	Application 1: Available 24/7, off-line. Application 2: Available 24/7, but requires internet. Application 3: Available 24/7, but requires internet.	Green	High	Yellow	Medium	Red	Low
2. Free to view and download (apart possibly from data usage charges)	Application 1: Free. Application 2: Free. Application 3: Free.	Green	High	Green	High	Green	High
3. In a language and format that is readily understood, even by those who are illiterate - prioritises audiovisual formats	Application 1: Audiovisual. Application 2: Text. Application 3: Text.	Green	High	Yellow	Medium	Red	Low
4. Covers a wide range of conditions common in low-resource settings	Application 1: Broad range. Application 2: Broad range. Application 3: Broad range.	Green	High	Green	High	Green	High
5. Provides reliable, practical, action-oriented guidance	Application 1: Reliable, practical, action-oriented. Application 2: Reliable, practical, action-oriented. Application 3: Reliable, practical, action-oriented.	Green	High	Green	High	Green	High

- ### 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

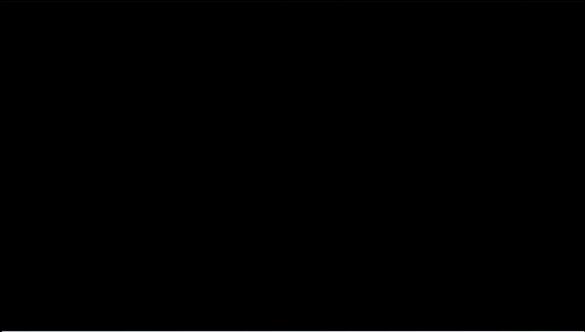
One of the seven projects: HealthPhone 

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 



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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