Tackling NCDs digitally

www.who.int • mhealth4ncd.itu.int

Hani Eskandar, ITU

A collaborative initiative between

World Health Organization

ITU

*"**Innovation** is embedding invention in routine systems that give it reach and impact."*

– Prof. Marc Ventresca, University of Oxford
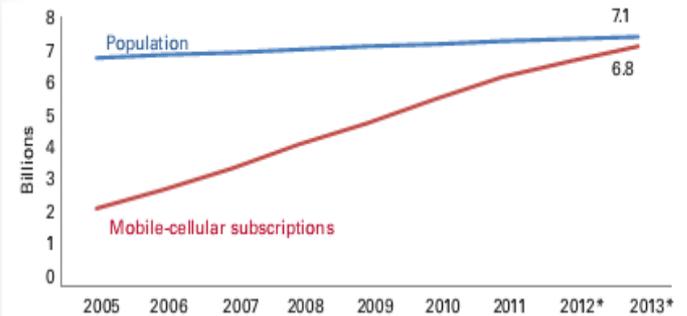
Origins

"We should all work to meet targets to reduce NCDs."

US$ 7T

Healthcare costs &
productivity losses
2011-2025

9M

Premature
deaths /
year

Source: ITU World Telecommunication /ICT Indicators database
Note: * Estimate

6.8 Billion

Mobile cellular
subscriptions

Background

"We should all work to meet targets to reduce NCDs."

2012

BHBM founded as a joint programme between two UN agencies in response to the UN High-Level Declaration on NCDs in 2011 and the need for greater action and collaboration.

The initiative works on **scaling up** mHealth, promoting **government ownership** of national programmes, and fostering **intersectoral collaboration**.

2015

- 8 official partner countries and requests from over 40 others to join
- Global toolkits on various disease and program management areas prepared for publication in 2016
- Live programs in 2 countries and launches of at least 4 others expected in 2016
- Partnerships with a broad range of multilateral, academic and private sector partners

Be He@lthy Be Mobile

Joint UN program between WHO and ITU
*
Looks at **SCALE**: institutionalising successful mHealth tools within national health systems
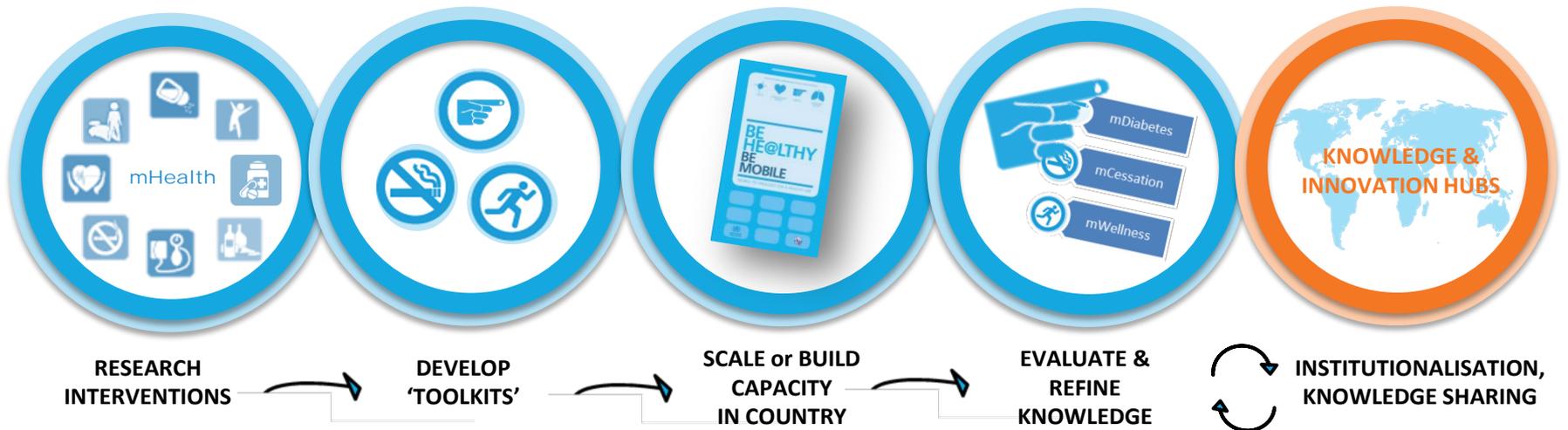*
Aims to help embed innovation management for mHealth and digital health care within countries, bridging the gap between small-scale trial and national service

The innovation is in the HOW and not the WHAT

A scale-up approach to mHealth

RESEARCH INTERVENTIONS → **DEVELOP 'TOOLKITS'** → **SCALE or BUILD CAPACITY IN COUNTRY** → **EVALUATE & REFINE KNOWLEDGE** ↻ **INSTITUTIONALISATION, KNOWLEDGE SHARING**

2013 – 2016: Be Healthy Be Mobile Programme
- Develop best practice for mHealth at scale
- WHO-ITU build & trial reusable tools to be shared globally

Beyond 2016
- Scale mHealth globally in a meaningful way
- Develop light touch service models
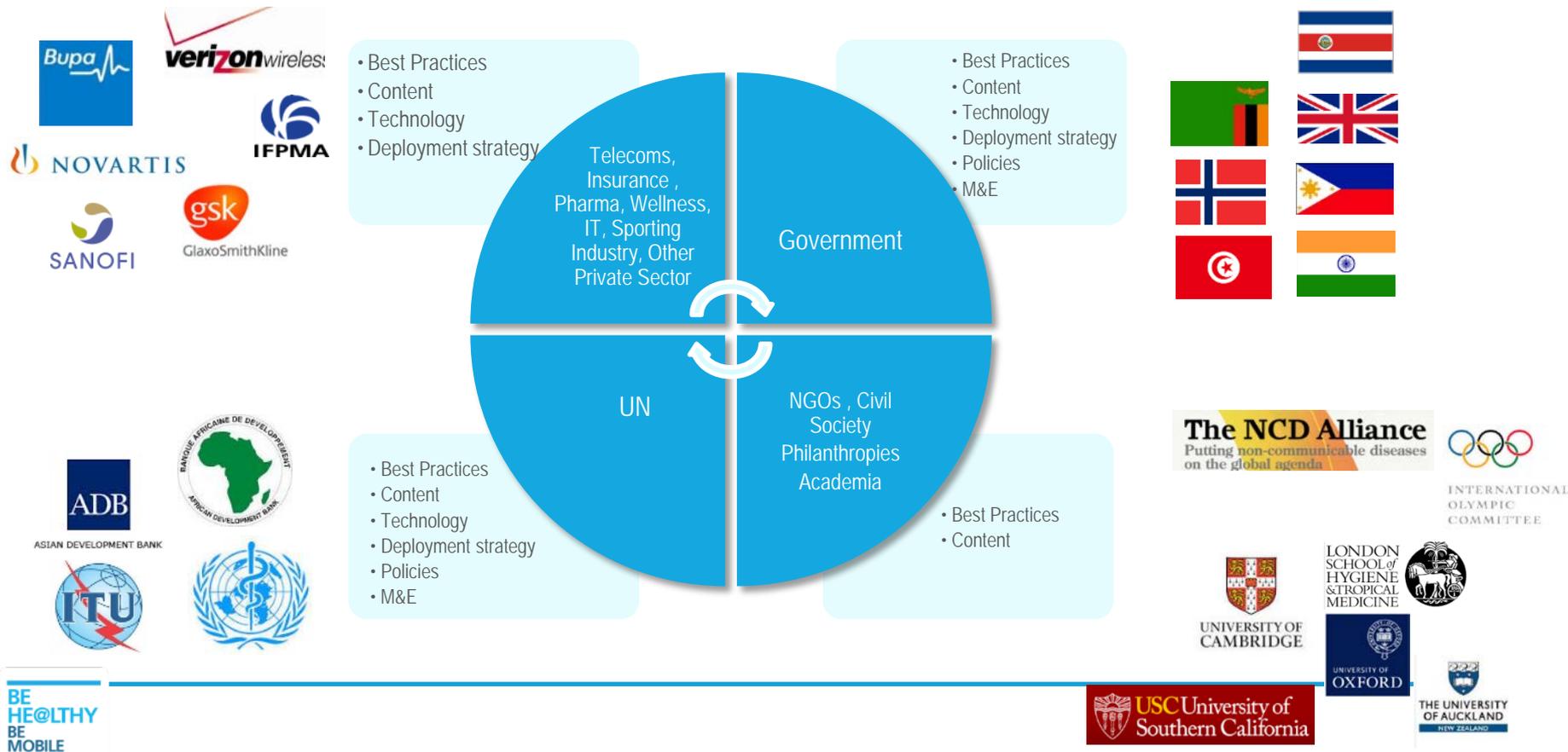
Key operational areas

1. Toolkit Development

2. Country implementation

3. Partnerships

Partnerships: cross-sectoral model

MULTI-SECTOR PARTNERSHIP STRUCTURE

As a core partner, company can be involved in various ways

Government Engagement

Programme Strategy & Planning

Define & refine interventions (PID's)

M&E, Impact assessment , ROI

✓ **Country enrolled**

In-country Intervention Design

In-country Implementation

In-country Maintenance and refinement

Company possible involvement

Also a possibility
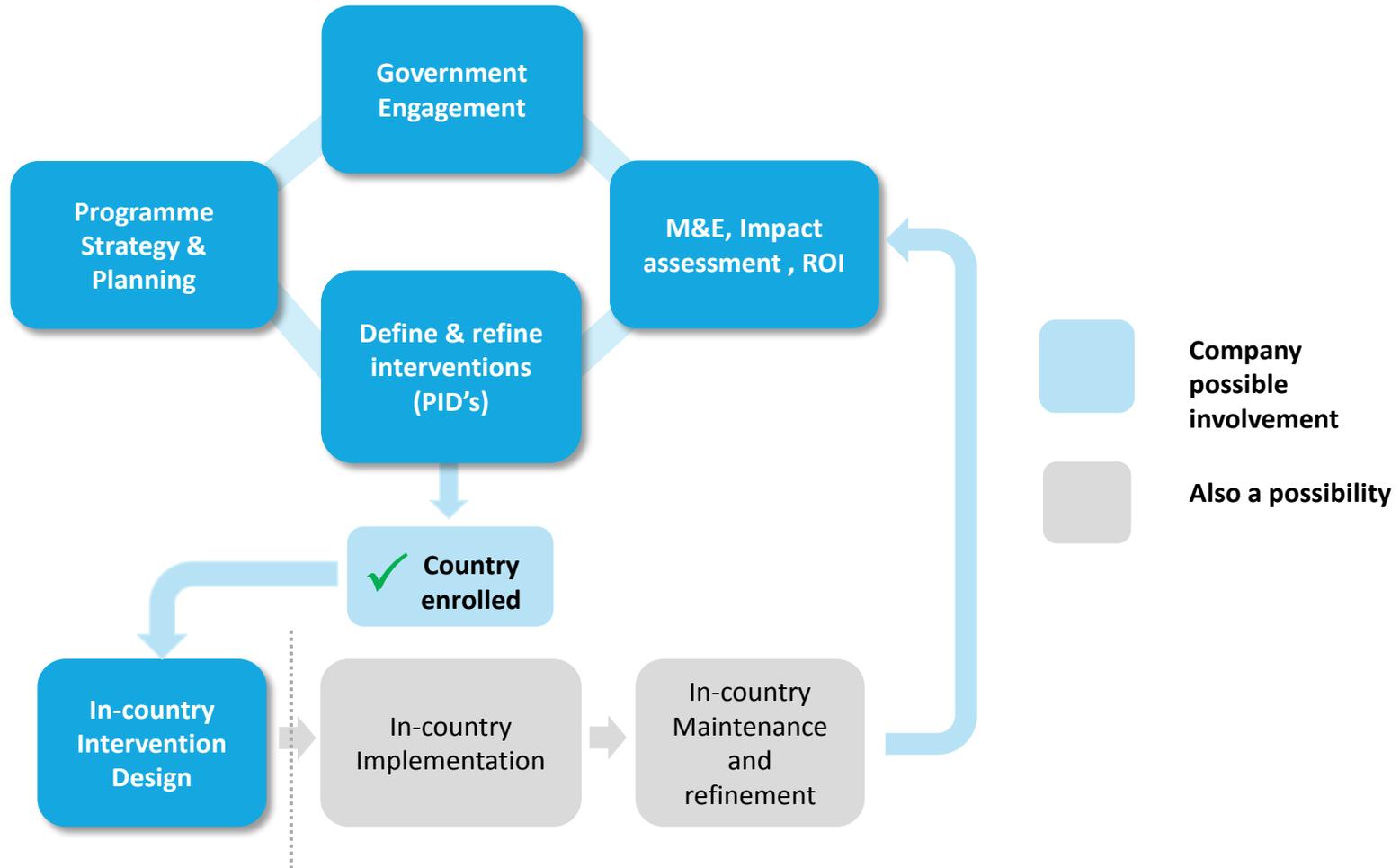
How to collaborate?

At global level

| **Be a Core Global Partner** | As a strategic core partner, provide financial, in-kind and IP contributions to the global program. |

| **Be part of Expert Groups** | Provide expertise to support the development of international guidelines for mHealth interventions, Monitoring & Evaluation Frameworks. Share best practices, research results, evidence, etc. |

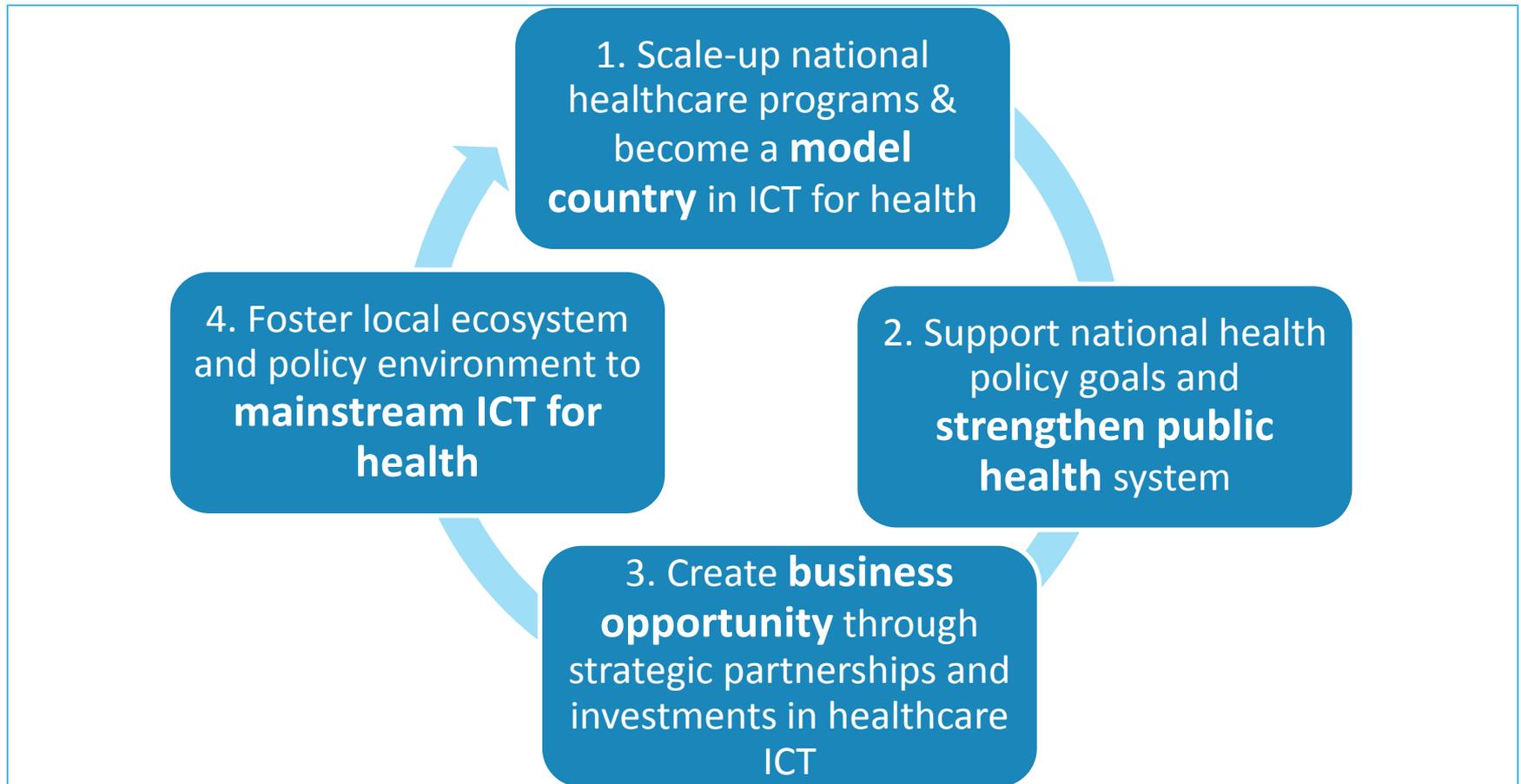| **Share content & tools** | Share content and mHealth assets to enrich the WHO/ITU toolkit. |

At country level

| **Actively engage in country program** | Engage in multi-stakeholders consultations, contribute to national expert groups, share innovations, etc. |

BE HE@LTHY BE MOBILE
MOBILE TECHNOLOGY FOR A HEALTHY LIFE

How can government/companies collaborate?

Intellectual Support	Communications / PR	Market and consumer intelligence
Fundraising Support	government/ company	Annual Contribution
Contributions for Country Efforts	Technical subject matter expertise	Provide Leadership Roles

BE HE@LTHY BE MOBILE

Partnership: benefits for government/companies - NATIONAL

1. Scale-up national healthcare programs & become a **model country** in ICT for health

2. Support national health policy goals and **strengthen public health** system

3. Create **business opportunity** through strategic partnerships and investments in healthcare ICT

4. Foster local ecosystem and policy environment to **mainstream ICT for health**

BE HE@LTHY BE MOBILE

Partnership: benefits for government/companies - GLOBAL

1. Gain international visibility and global recognition as "digital health champion"

2. Engage with international partners & create global business opportunities (PPPs)

3. Share expertise and experience & help the world address ageing and chronic diseases

4. Become a key player in shaping the future of digital health
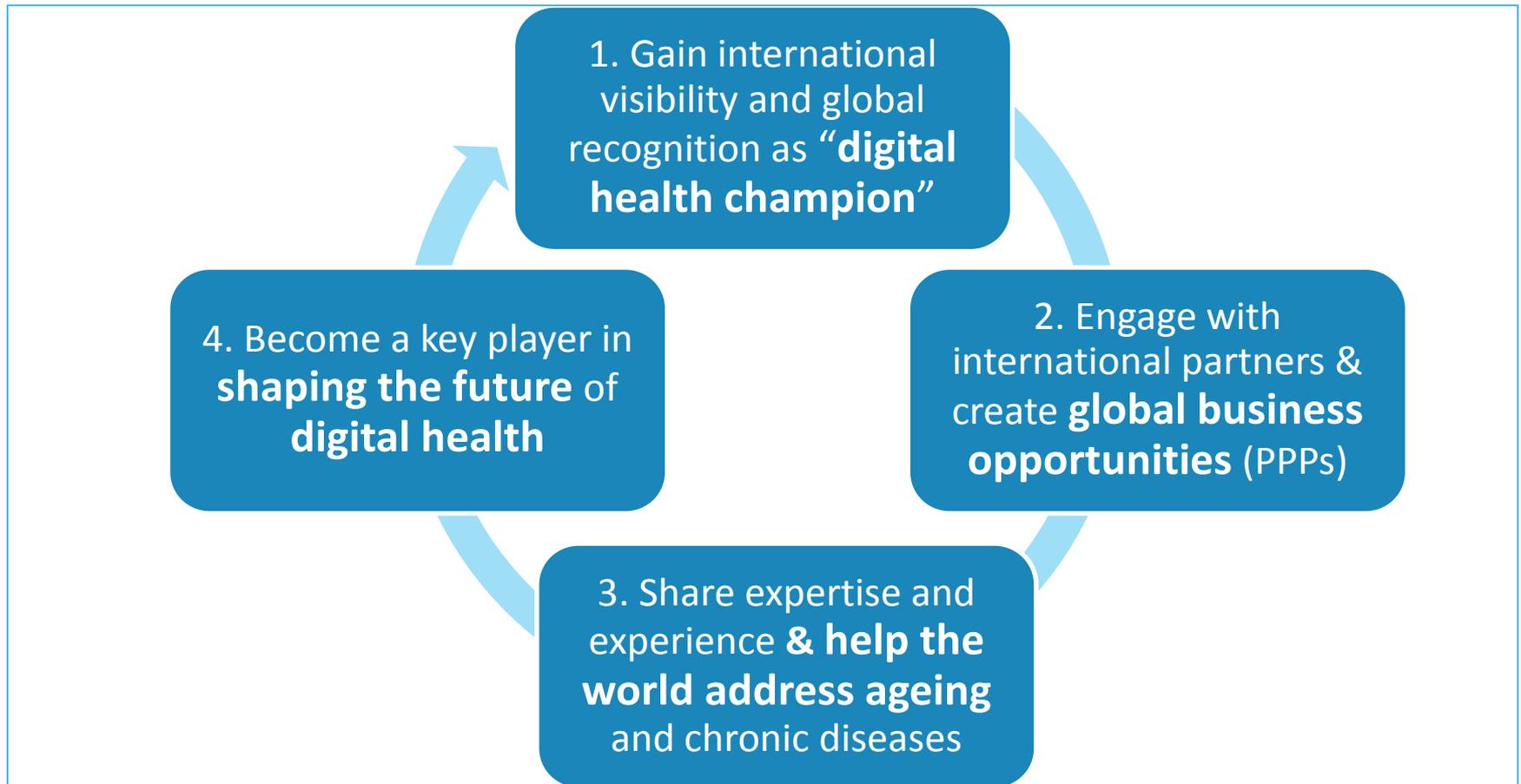
Be He@lthy Be Mobile Partners Testimonials

"I appreciate that Norway has got the opportunity to participate in Be He@lthy Be Mobile, together with 7 other countries. We will contribute to the realization of the global goals and objectives for **prevention and reduction of NCDs** in Norway, and also contribute to **disseminate successful solutions globally**." Bent Høie, Minister of Health, **Norway**

"Mobile technology is playing an ever increasing part in **helping communities across the globe** access health information and services. [Be He@lthy, Be Mobile] is an exciting opportunity to collaborate with a range of partners to help **initiate and scale up innovative programmes** that support health workers and patients alike." Ramil Burden, Vice-President Developing Countries, **GSK**

"Be He@lthy, Be Mobile has a **global reach**, but is also **effective at the national level**, in terms of implementing prevention, treatment and enforcement initiatives. It is **showing the world** that Governments, UN organizations and other partners are taking action on NCDs." Katie Dain, Executive Director, **The NCD Alliance**

THANK YOU

For more information:

Hani ESKANDAR
hani.eskandar@itu.int

Sameer PUJARI
pujaris@who.int