

Health Matters



... but are mobiles enough?



1. Smile

2. Mobile Health - Why

3. Applab Uganda

4. Key Challenges

5. Discussion

Richard Boateng, PhD

Executive Director
PearlRichards Foundation
www.pearlrichards.org

Case Report
&
Video
Documentary

<http://tinyurl.com/applabuganda>

contact: richard@pearlrichards.org

Health Matters

□ Resource-Poor

- Instability Economic and Political
- Emerging Industrialisation

□ Health

- 20 doctors per 10,000
- 9 out of 10 malaria deaths

□ You

- 1 in 10 children die before age of 10



Mobile Matters



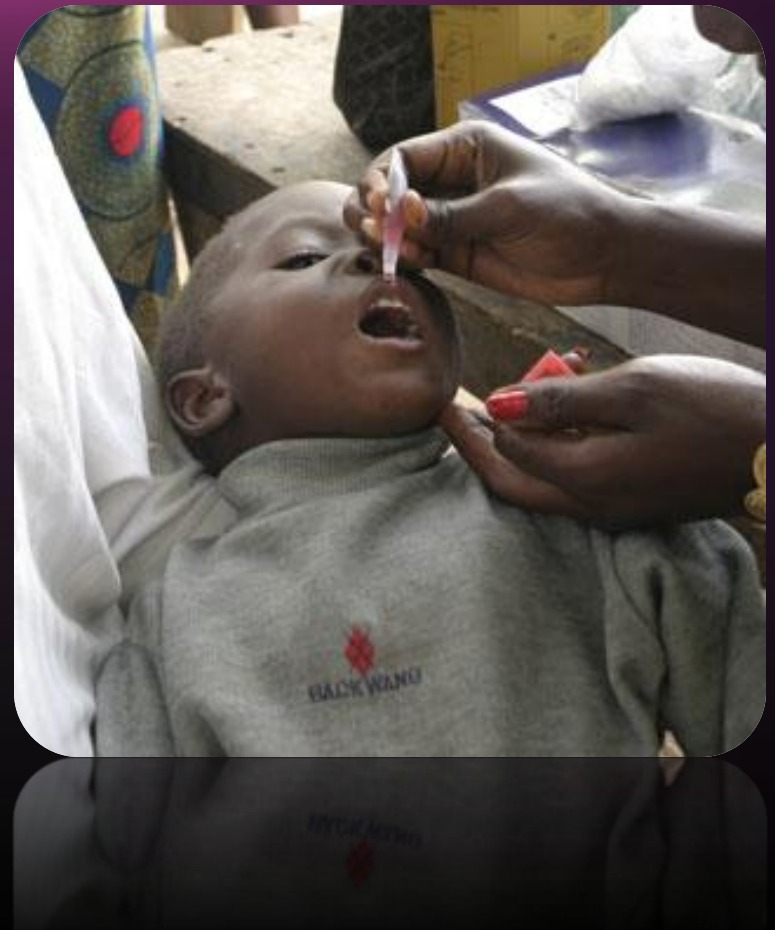
1700 percent

mobile subscriptions in Uganda
2002 - 2008

1.52 - 27.2

per 100 inhabitants in
Uganda 2002 - 2008

Conceptualize The Link



Mobiles and Healthcare in Uganda

PearlRichards

AppLab Uganda



*Empowering people. Changing lives.
Innovating for the world's poor.*

Google



Mobiles and Healthcare in Uganda

PearlRichards

Objectives



Grameen

- Community Knowledge Worker

Google

- Search services for the bottom of the pyramid

MTN

- Value added service for competitive advantage

App lab partners




Health Tips

Clinic Finder Service

6001

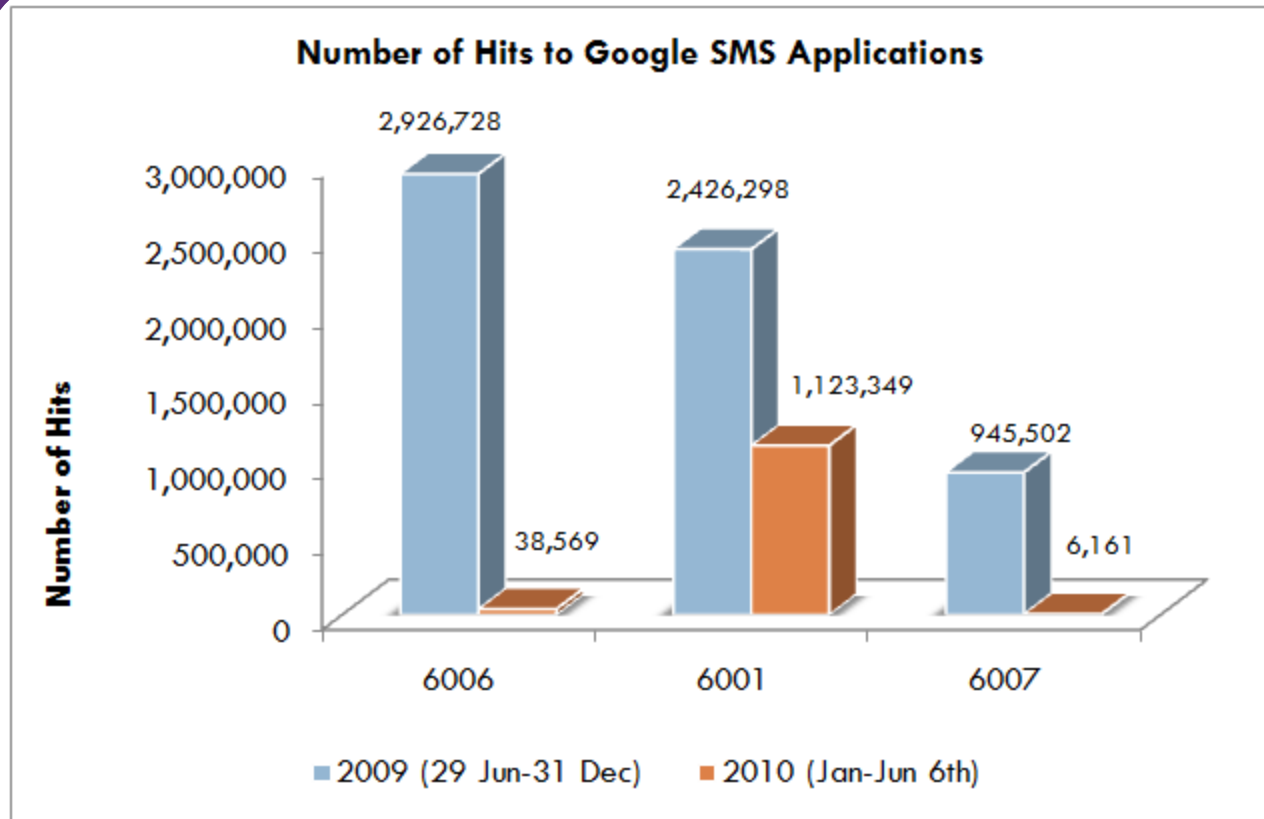
Health Tips

Clinic Finder Service



Google SMS Tips:
Text 6001 for
Farming, Weather or
Health (HIV, STIs,
Family Planning,
Pregnancy) info. Reply
MORE for more info.
Terms at
m.google.com/tos.

Applab Pilot



Source: [Applab Uganda Google SMS Post-Launch Statistics \(2010\)](#)

Source: [Applab Uganda Google SMS Post-Launch Statistics \(2010\)](#)

challenges

challenges



misconception
of
Brand name
"Google SMS"

challenges



*SIMPLY SMS **SUMMER LOVE** TO 0831 SUMMER TO ENTER. That's the spirit.*

Lack
of
edutainment
“feature”

challenges



Local Language Translations

challenges



Content
Relevance
&
Cost or
Pricing Model

discussion

discussion

whose development is it?



discussion

The Sustainability Dilemma



discussion

Is there any hope?



conceptualizing the link

How Mobile Phones Support Health Care

Mobile Phones



Applications

Google SMS Health Tips
Google SMS Clinic Finder

Health Care Activities

Preventive Care Activities

- Information for Health education and promotion
- Information to avoid and control epidemics

Curative Care Activities

- Information for Treatment during illness/urgent health care
- Information & communication during for post-treatment

Impact

Incremental Effects

- Enhanced access to health information
- Timeliness in decision-making in health care

Transformational Effects

- Informed decision-making from new knowledge
- Empowerment through better management or behavioral change in personal health care

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