mHealth Solutions:
From Dreams to Reality

by Orange Healthcare

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orange™

mHealth remains a fuzzy concept, covering many different kind of services.

Mobile devices
for care givers

Mobile access
to HIS & clinical
systems

Data
collection

Tele
assessment

Remote
monitoring

Education &
Awareness

Personal
emergency
system

Wellness &
prevention

Tracking

A first breakdown based on usage

Services for Health Professional	Health management	Prevention and wellness

Services for Health Professional

Mobile devices for care givers

Mobile access to HIS & clinical systems

Health management

Data collection

Tele assessment

Remote monitoring

BETA diabeo

Prevention and wellness
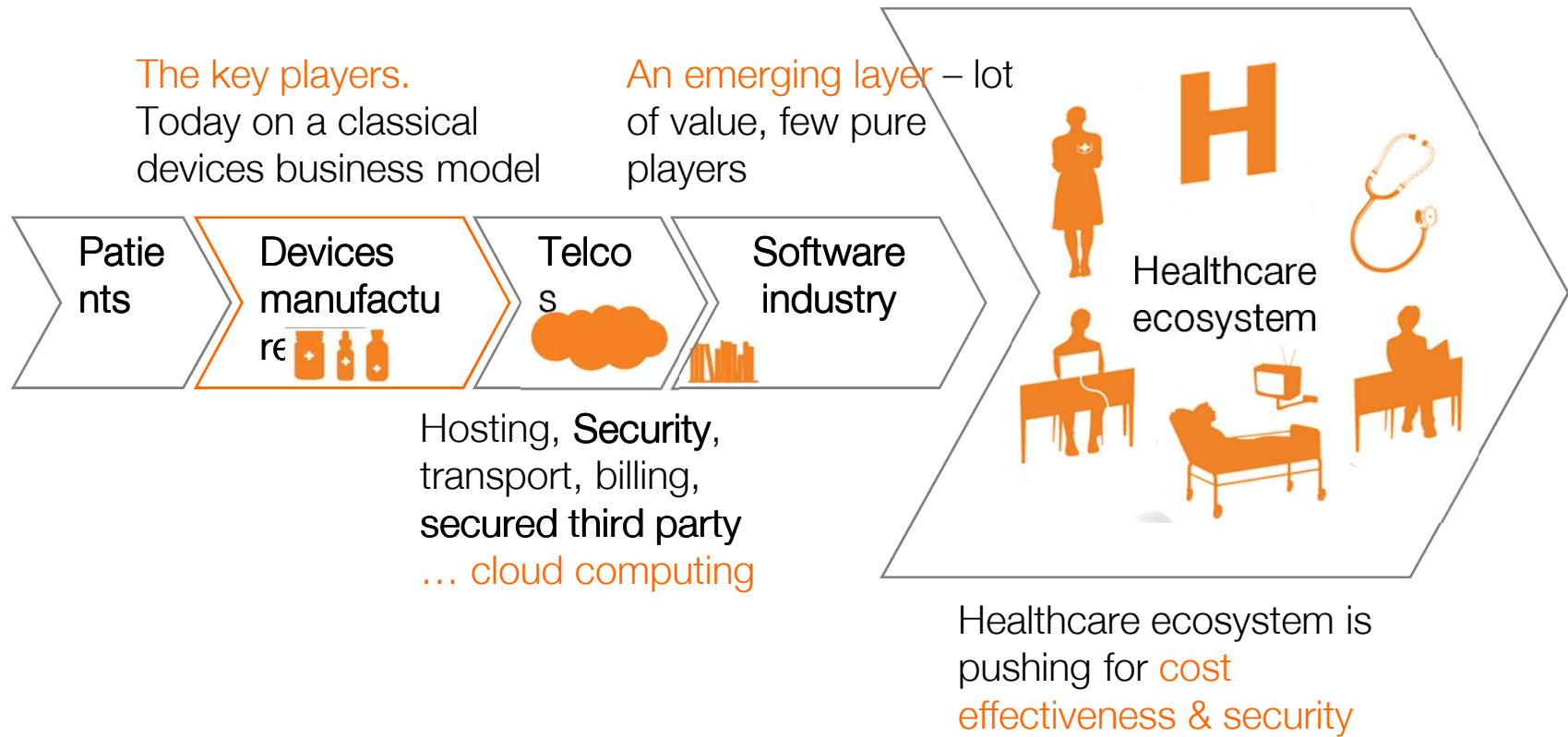
Education & Awareness

Personal emergency system

Wellness & prevention

Tracking

one market, many players:
mHealth ecosystem consists of 4 layers
It is a classic value chain for Telcos

The key players.
Today on a classical
devices business model

An emerging layer – lot
of value, few pure
players

| Patie nts | Devices manufactu re | Telco s | Software industry |

Hosting, **Security**,
transport, billing,
secured third party
… cloud computing

Healthcare
ecosystem

Healthcare ecosystem is
pushing for cost
effectiveness & security

In health management, devices are key but telcos provides access and security.
Orange has already been working with devices manufacturers like Sorin on chronic disease

It starts with a device, **but**

- it's all about remote access to data & intermediation

- with high security standards

1 - Measure

2 – Intermediation

3 – Analyze

In AMEA Orange is working with NGOs and foundations to enable data collection and remote monitoring. Examples

Mali, for people living far from hospitals and physicians

▪Data collection on mobile

▪Tele diagnostic

▪The NGO operating the system take care of the treatment

Cameroon: Orange and Text-2-Change empower healthcare prevention & awarness

▪First wave of 164 000 SMS in the coming weeks

▪Reproductive health

In Egypt & Bostwana, Orange launch tele dermatology

▪Picture using the mobile phone

▪Tele diagnostic

Orange keep working with its mHealth partners

to join up healthcare, and to invent new ways to do business

mHealth is about efficiency but also about access to health
In any case, it's mainly about health management

More than 50%
of mHealth revenues

Services for Health Professional	Health management	Prevention & wellness

B2B   B2C

Tele assessment   Personal emergency system

Mobile devices for care givers

Remote monitoring   Wellness & prevention

Thank you