

*Fighting the global health burden through new technology...*

## WHO-ITU joint program on mHealth for NCDs

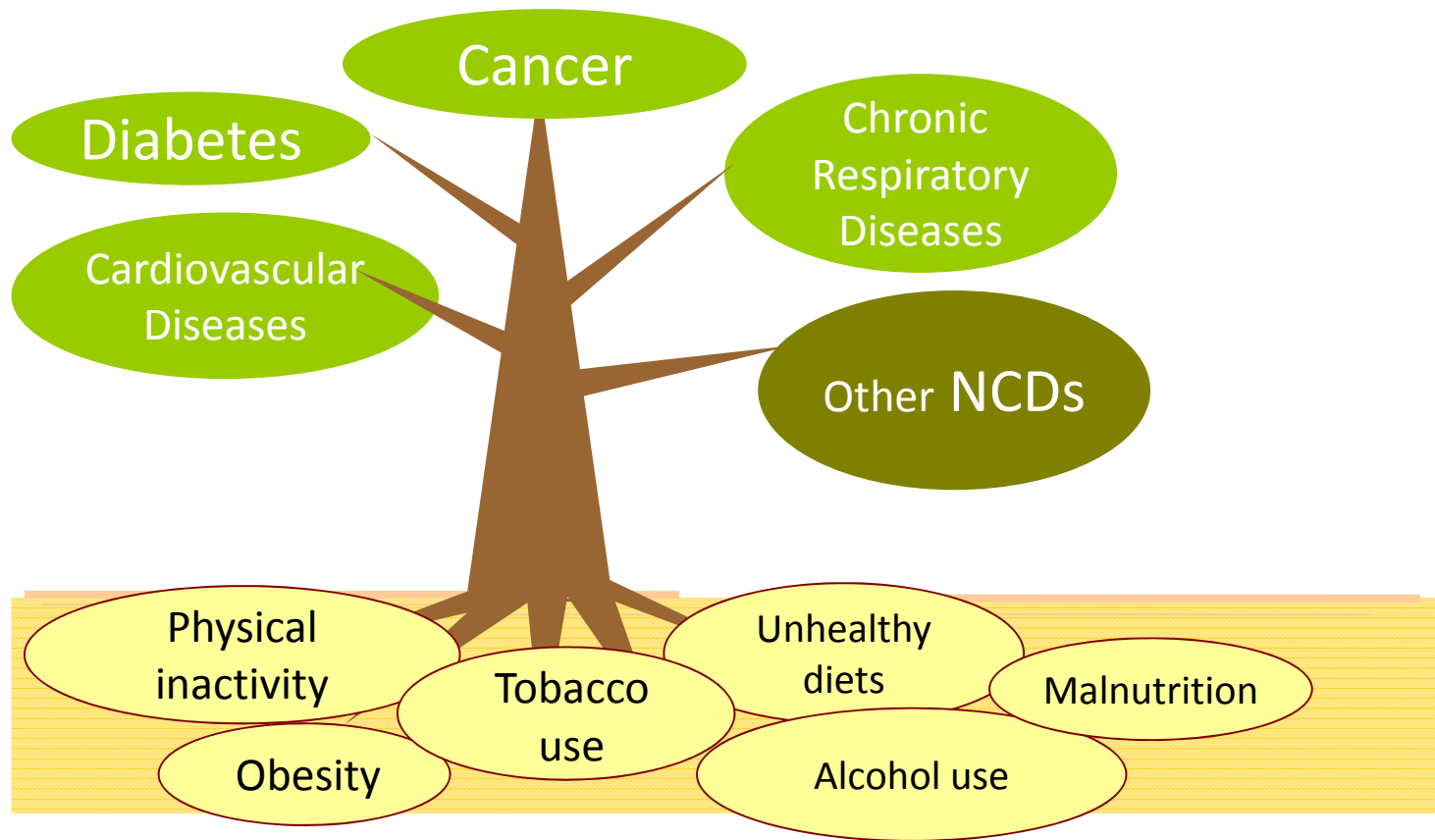
[www.who.int](http://www.who.int) • [mhealth4ncd.itu.int](http://mhealth4ncd.itu.int)

A collaborative initiative between



# NCD burden

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# Origins

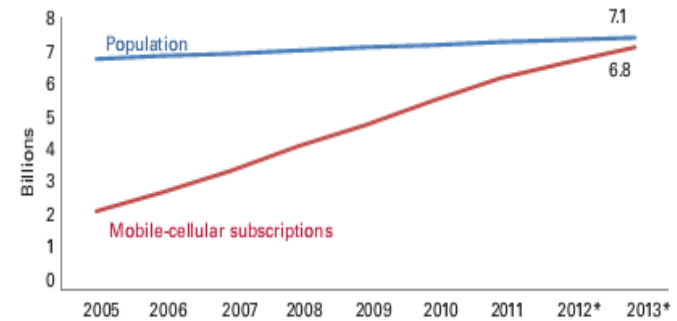


**US\$ 7T**

Healthcare costs & productivity losses  
2011-2025

**9M**

Premature deaths /  
year

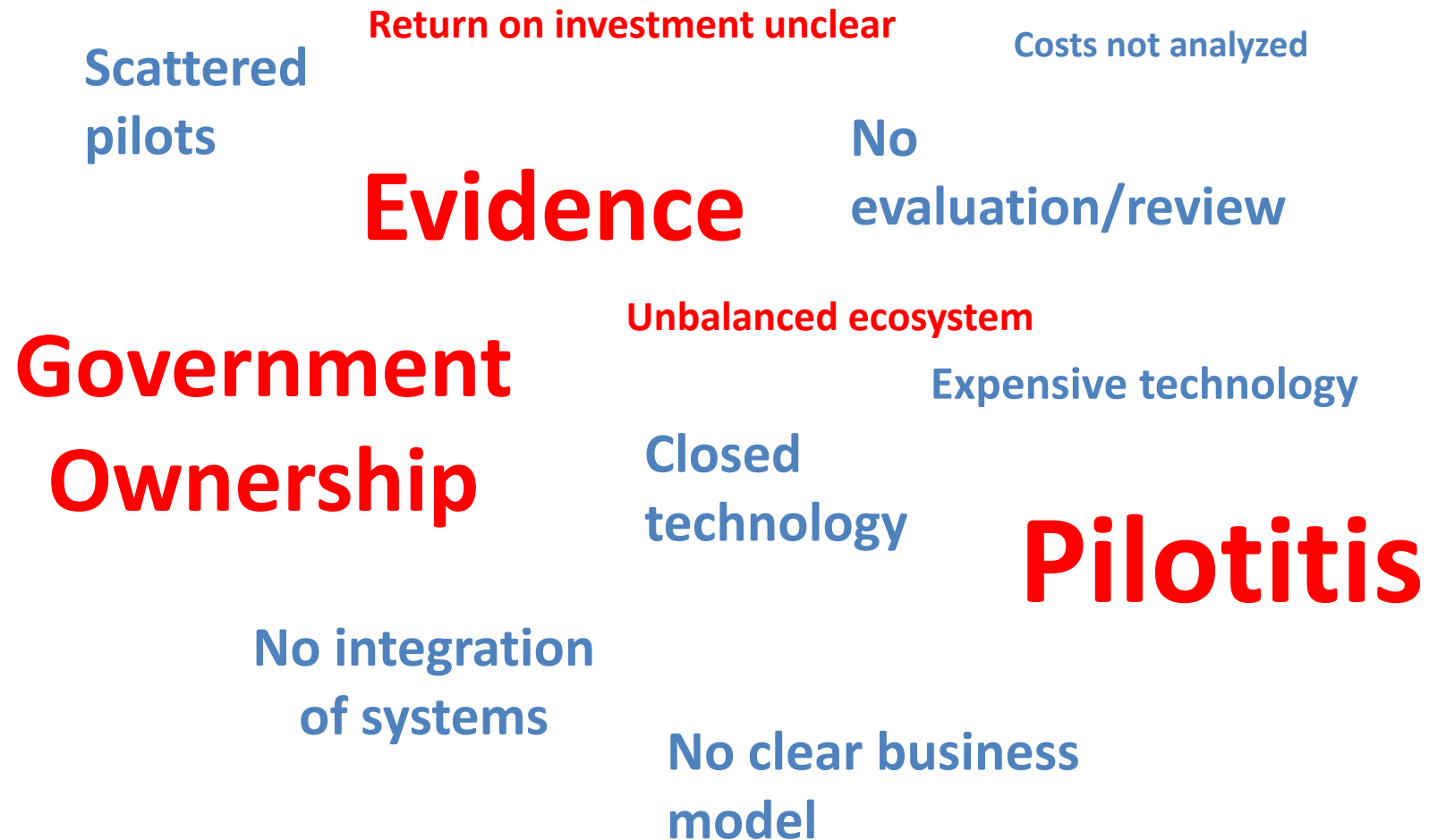


**6.8 Billion**

Mobile cellular  
subscriptions

# mHealth challenges

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# WHO & ITU's role

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Provide Convening platform & enabling environment



Develop Operational Guides/  
International experts approve the tools



Develop Return on investment  
models/M&E frameworks



Direct technical support & catalytic  
funding to some countries



Share experience with all member  
states

# Key operational areas

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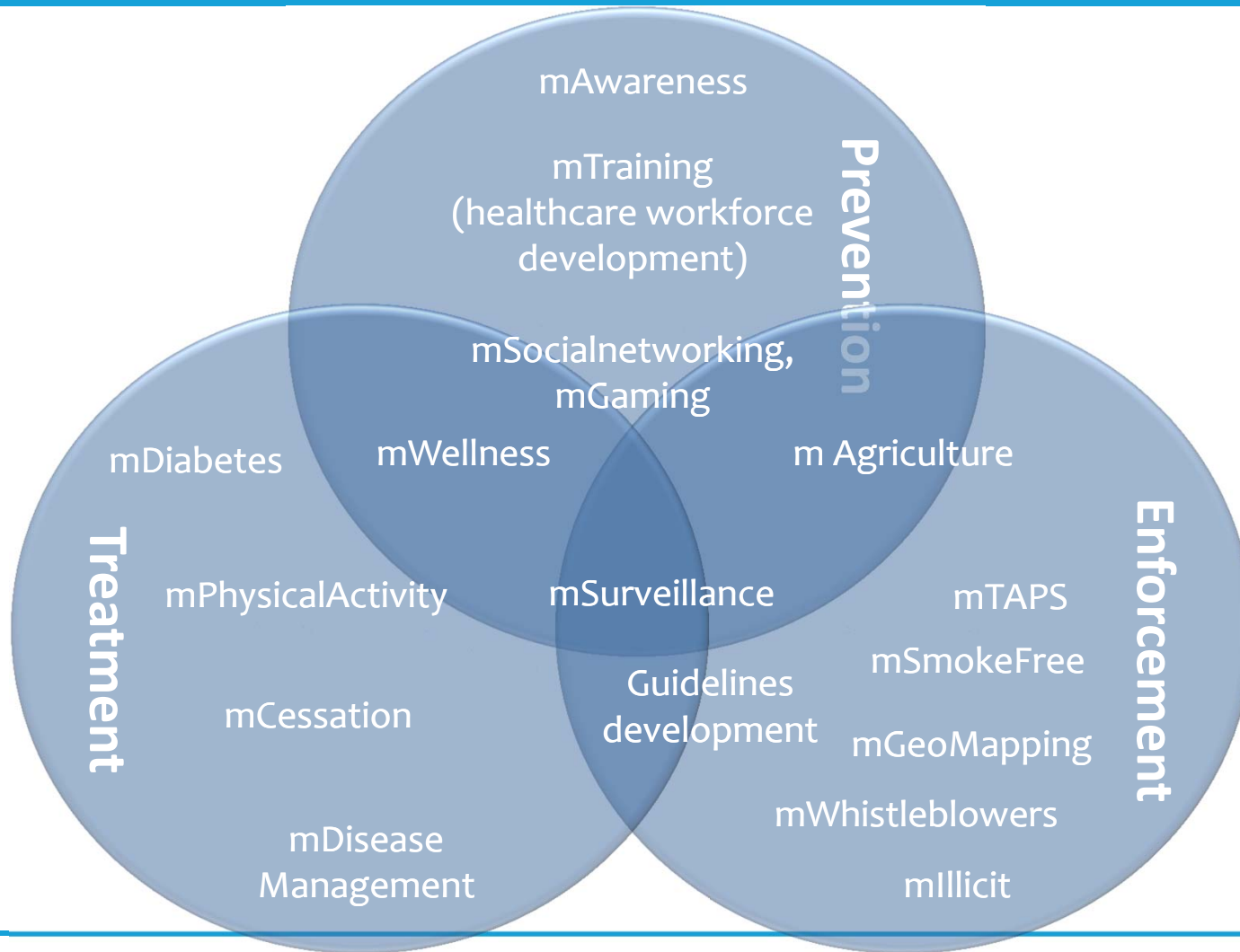
Technical Process

Country implementation

Partnerships

# Portfolio

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# Costa Rica: mCessation



m-Salud  
Costa Rica



Un programa de mSalud

DEJE DE FUMAR HOY

PREPÁRESE PARA DEJAR DE FUMAR

APRENDA MÁS

AYUDE A ALGUIEN



# Senegal: mDiabetes



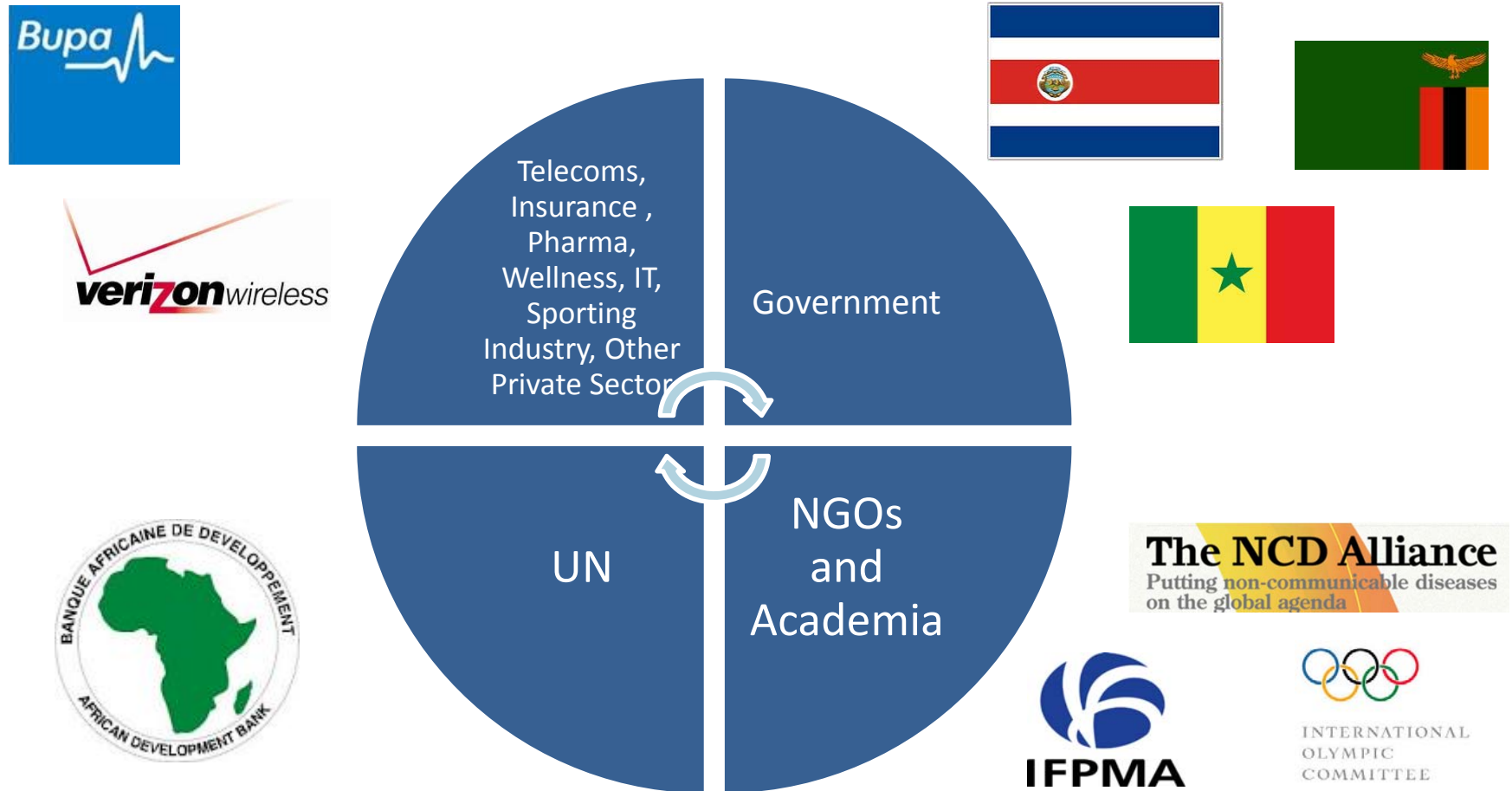
# Other likely champion countries

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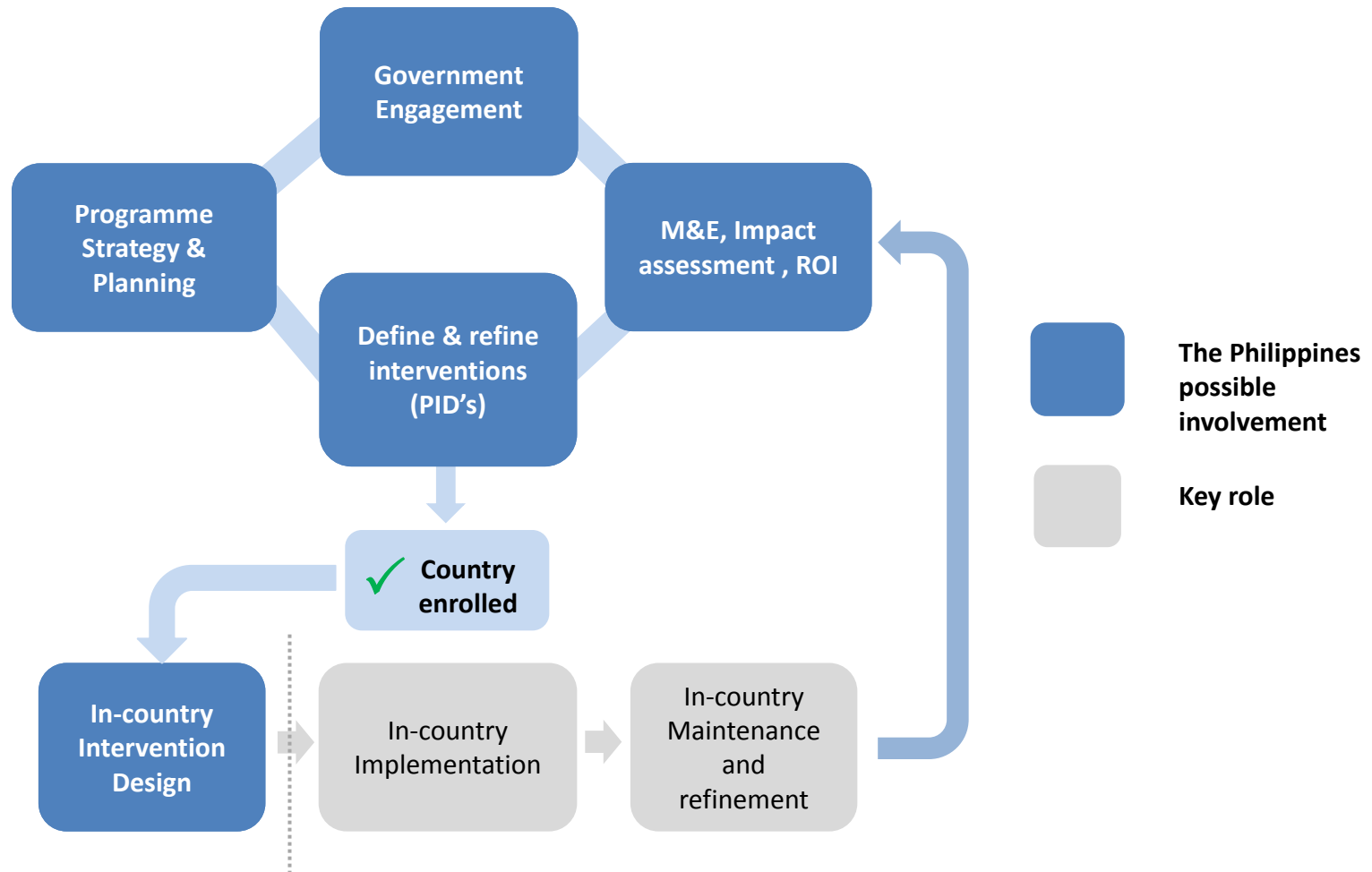
- United Kingdom
- Zambia
- Norway
- Philippines



# Current Partners



# How partners can contribute



# Partnership benefits

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- Help reduce domestic morbidity and mortality due to NCDs
- Take action on national patient self-management agenda
- Support national health reform goals
- Refine existing mHealth tools
- Think globally on new mobile and healthcare delivery models
- Become “Innovations Hub” recognized as leader for health and technology innovations in region and worldwide



# Why Philippines as a champion :

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- Aligns with the DoH eHealth and NCD strategies
- Strengths in leadership and technology
- Strong hub for south-south collaboration
- IT and Mobile Tech
- NCD burden
- Willing population





miHEALTH FOR NON-COMMUNICABLE DISEASES (NCDs) INITIATIVE



CANCER



CARDIOVASCULAR DISEASES



DIABETES



RESPIRATORY DISEASES

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**BE  
HE@LTHY  
BE  
MOBILE**

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MOBILE TECHNOLOGY FOR A HEALTHY LIFE



**THANK YOU!**

