Mobile Lifeline Channel

A new approach to address mHealth in organized networks

mHealth2013

APuHC, University of New South Wales
ZMQ Model

For Profit

ZMQ
Technology for Development

PULL

ZMQ
DEVELOPMENT

PUSH

Not for Profit

For Profit
Mahatma Gandhi
Father of ‘Appropriate Technology Movement’

Benefit Majority
Make Masses Self-Reliant
In tune with MDGs
Life Line Games
ZMQ Initiatives
2.47 Million people living with HIV/AIDS in India
An estimated **22.5 million** people are living with HIV in Sub-Saharan Africa.
In 2008, there were **247 million** cases of malaria and nearly **one million deaths** – mostly among children living in Africa.
240,000 Women and Children die of Indoor Air Pollution in India
Clean Water

Over 884 million people still use unsafe drinking water sources.
2.6 billion people no access to toilets and 1.3 billion live in India and China.
Diseases such as malaria, dengue and cholera will increase. As many as 67 million more people could be at risk of malaria epidemics by the 2080s.
What it is?

In Canada, 427,000 women over the age of 15 reported sexually assaulted in 2010. Only 10% of all sexual assaults are reported to the police.
Trafficking

Education

Maternal Health

Entrepreneurship
Embedding Technology in Structured Health Programs
• Developed 4 tier Platform

• Mobility Tools for DMCs, BMCs and CMCs (feature phones)

• Reaching 1.2 million children in 13 Districts of India

• Planning, Management, Communication and Training tools
<table>
<thead>
<tr>
<th>CMC Mobile Kit</th>
<th>Add New House</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>CMC Area</td>
</tr>
<tr>
<td></td>
<td>House Number</td>
</tr>
<tr>
<td></td>
<td>Address</td>
</tr>
<tr>
<td></td>
<td>Head of the Family</td>
</tr>
<tr>
<td></td>
<td>Member</td>
</tr>
<tr>
<td></td>
<td>Cast</td>
</tr>
<tr>
<td></td>
<td>Registration Date</td>
</tr>
<tr>
<td></td>
<td>Number of child</td>
</tr>
<tr>
<td></td>
<td>Father Name</td>
</tr>
<tr>
<td></td>
<td>Mother Name</td>
</tr>
<tr>
<td></td>
<td>Child Name</td>
</tr>
<tr>
<td></td>
<td>Sex</td>
</tr>
<tr>
<td></td>
<td>Date of Birth</td>
</tr>
</tbody>
</table>
Freedom Polio: CMC Toolkit

CMC – General Information Management

New House, Family and Child Registration

Pregnant Woman Registration and Status Tracking

Community Social Mobilization Register

Training and Educational toolkit for CMCs

Remote CMC Channel

CMC Knowledge Channel
M-Health Solution: GPS/GIS Data Analysis

RISK PATTERNS

CMC Name: Kamala
CMC AREA: Nagla Tashi II, Meerut, UP

Pop: 14231
Children<5: 258
Vacc: 53
M-Health Solution: Simulation/Games with Live Data
Universal OPEN Platform for TB Management

From Direct Observation to Active Compliance
Combating TB

300,000 people die of TB in India every year
Connected DOTS™
(TB Management System)

DOT Center

Patients

Ram Prasad
Organized Human Networks
New Channels for Embedding Technology
Over 15 million women avail the services of 3000 MFIs to meet their financial needs in India.
WHAT IS OUR SYSTEM CHANGING MODEL

HOLISTIC MFI MODEL = FINANCIAL SOLUTION + NON-FINANCIAL M-CHANNEL

+ M- Business Toolkits
Our Solution

- Universal Micro-Finance Management System
- Non-Financial (Life-line) Content Management/Delivery System
- Front-end Mobile App for MFI staff and Beneficiaries for providing them Financial and Non-Financial services
- Training for MFI Staff and Beneficiaries (women)
C. Front-end Mobile App
D. Mobile App for MFI Staff
E. Beneficiaries Mobile App (Financial)
C. Beneficiaries Mobile App (Non-Financial / Life -Lines)
Extending Platform to Self Help Groups

- Enabling 3 new SHGs:
  - Nidaan in Bihar,
  - Mewat Mahila Vikas Society in Haryana,
  - REAL in Tamil Nadu and Pondicherry

- New Tools Development:
  - mBusiness Channel (United Villages and others)
  - mGames of Women (Half the Sky)
  - English Learning Games (Carnegie-Mellon University)

- Scaling App Technology: Android, BREW MP and J2ME
Pre-natal Care

MMR 420/100,000 live Births in India

Only 40.7% deliveries in Hospitals
Universal Immunization

2.38 Million neonatal deaths (> 5 years) in India
Mobile Lifeline Channel for Women
ASHA Health Workers Network
m-ASHA - My new role under BRITE Program
m-ASHA: A Sustainable mHealth Services and Content Delivery Model
Project Underway

mASHA: Integrated Mobile Diagnostic Kit

- Fetoscope
- Sphygmomanometer
- Thermometer
- Weighing Scale

Immediate Postpartum IUCD Insertion Technique

Computer simulation to train doctors and paramedical staff to develop skills in postpartum IUCD insertion technique.
Projects Underway

Multipurpose mHealth Platform to transform the lives of children with Developmental Disabilities
The Goal

Mobile 4 All

Right to Connectivity
Right to Life