



mHealth Services & Technologies: Players, Value Chain & Proposition

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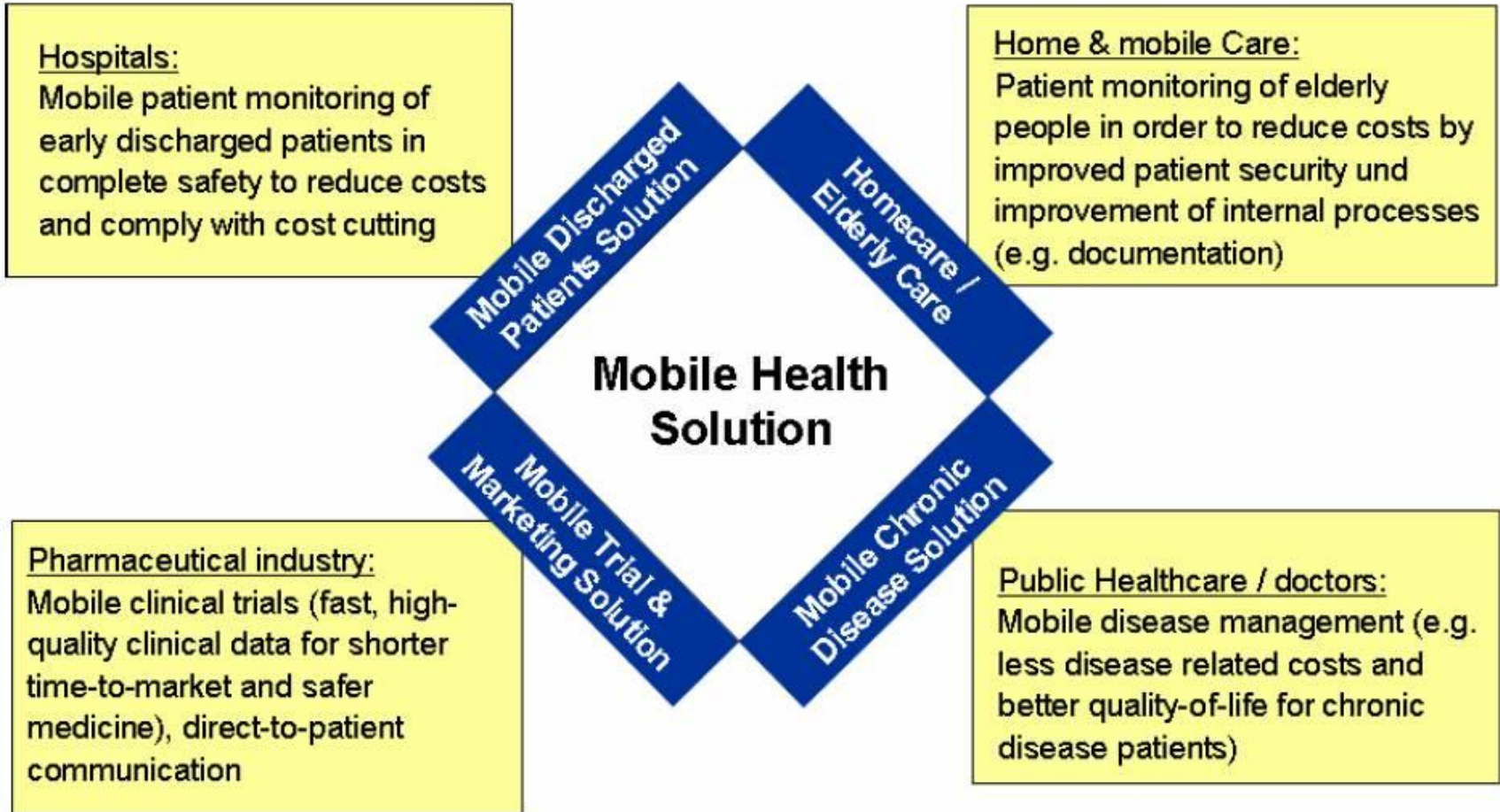
Shifting Demography & Epidemiology



Current Healthcare Picture	Global & Demographic Changes	Tomorrow's Healthcare Picture
<ul style="list-style-type: none"> • Communicable diseases. • Lack of immunizations. • Lack of safe water sources. 	<ul style="list-style-type: none"> • GDP growth increases spending on healthcare. • Traditional diseases controlled (TB, smallpox) and new diseases appear (SARS, avian flu). • Aging populations mean increase in death from non-communicable causes. • Declining birth rate and climbing life expectancy. • Adoption of 'developed country' behaviors. 	<ul style="list-style-type: none"> • Current health care picture issues continued. • Shift from 'late stage' treatments to prevention and early detection. • Increased focus on health issues of elderly. • Continued health worker shortages and distribution inequities.

Table 1. Looking ahead: Evolving mHealth services for evolving health needs.

Players



Value Proposition



Medium:	Sensors	Mobile Base Unit (MBU)	GPRS UMTS	Management system	Mobile + fix networks	Medical service traffic
Players:	Sensor supplier	Handset + Solution Supplier	Mobile network operators	Tech. solution provider	Health Care provider	Network ops. Service provider

Africa: Value Chain

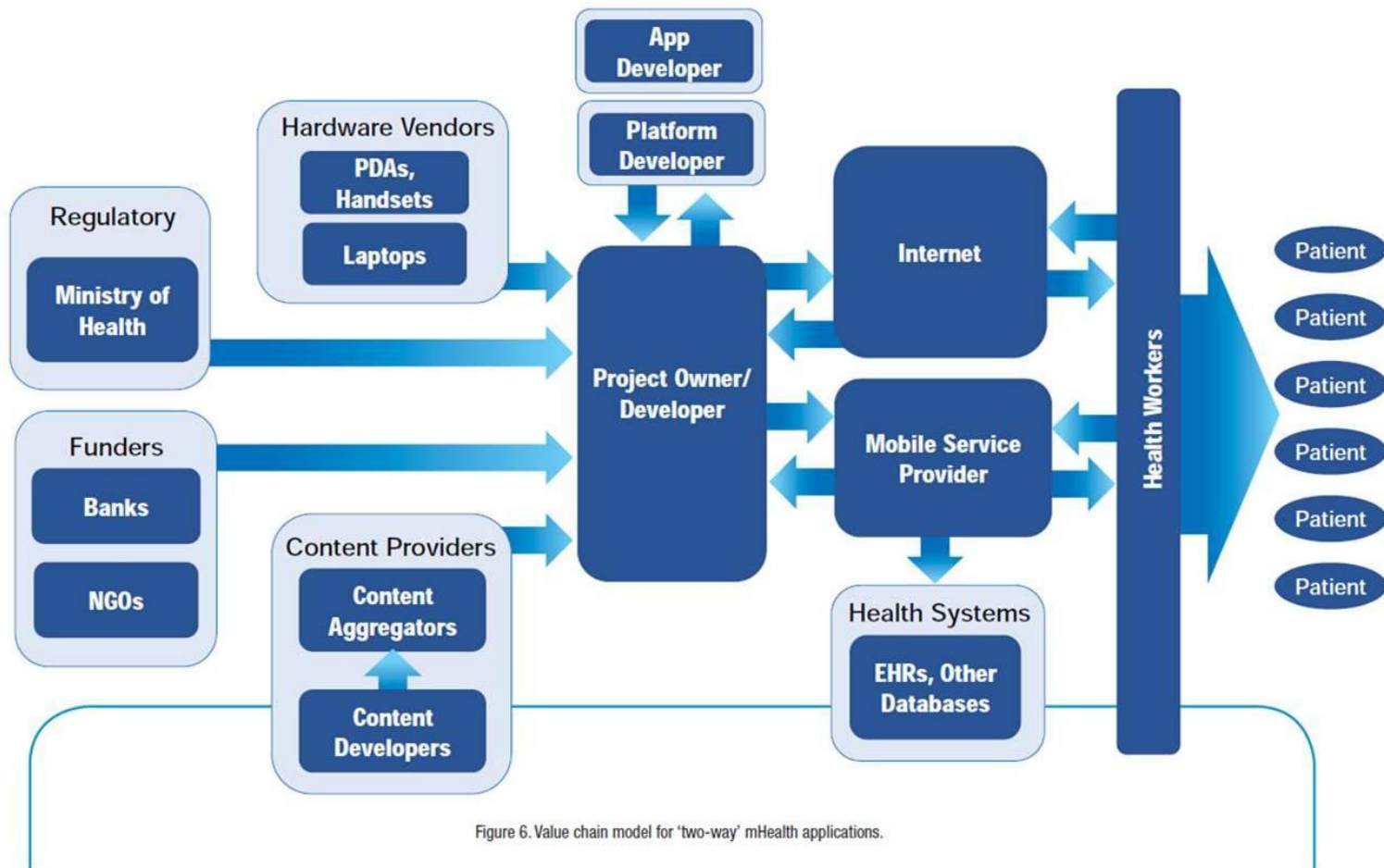


Figure 6. Value chain model for 'two-way' mHealth applications.

Europe: Value Chain

