



mHealth in the SHOPS Project

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SHOPS is funded by the U.S. Agency for International Development.
Abt Associates leads the project in collaboration with
Banyan Global
Jhpiego
Marie Stopes International
Monitor Group
O'Hanlon Health Consulting

Strengthening Health Outcomes through the Private Sector (SHOPS) Project

- Global project, 50 countries, 2009-2015
- Mandate
 - To increase availability, improve quality, and expand coverage of health products and services through the private sector
- Family planning, maternal and child health, HIV/AIDS
- Partners:
 - Banyan Global, Jhpiego, Marie Stopes International. Monitor Group, O'Hanlon Health

mHealth: Use of Mobile Technology to Improve Health Outcomes

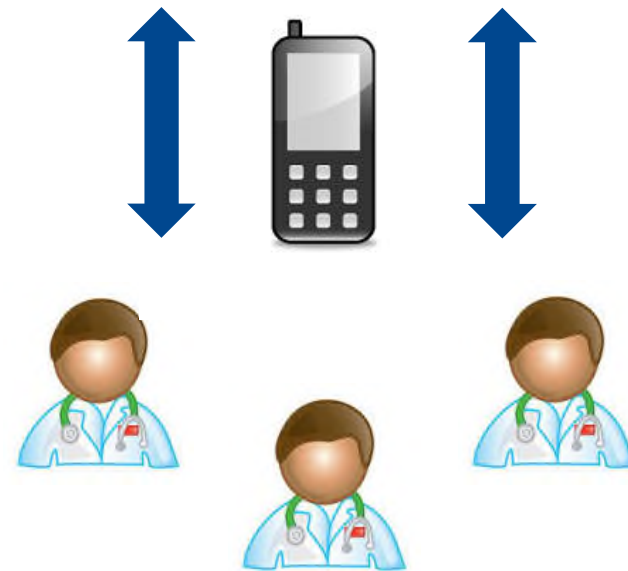


Mobiles Promote Dialogue between Public and Private Health Sectors

- Channel to facilitate communication
- Increase engagement
 - Data collection
 - Surveys
 - Feedback
 - Incentives
 - License certifications



Ministry of Health
Health Information Unit



Mobiles Strengthen Bonds Among Loosely Networked Providers

- Private providers can be isolated, lack formal support
- Mobile technology provides an organizing mechanism
 - Strengthens cohesion
 - Enables peer-to-peer support
 - Training reinforcement

“Reminder: follow-up training next Tuesday 10-2. Award ceremony to follow. Bring your manuals.”

mHealth Attracts New Private Sector Resources to Health

- mHealth requires engagement with commercial sector
 - IT, mobile operators, media, software developers
- Partnerships leverage innovation, skills and resources of corporates
 - mHealth may provide first foray into health system
 - Opens options for financing, designing, promoting health services

Sponsorship messages



Evolution in Technology Choices

Uganda m4QI 2010

SMS platform to increase FP provider adherence

- Databank of messages that can be stored by topic
- Quiz functionality with automated responses
- Message scheduling in advance
- Reporting by question, cohort



2014



FRONTLINE SMS CLOUD



CommConnect

Evolution in Partnerships

Inception MAMA Bangladesh 2010



West Africa mhealth landscape 2014



Evolution in Knowledge Dissemination

2010

- SHOPS produces first mhealth econference

Using Mobile Technologies to Improve Family Planning, Maternal Health and Newborn Services in the Developing World

- Co-sponsored with mHealth Alliance
- 770 participants, 60 countries
- 30 panelist and exhibitors

2014

- mHealth Alliance dissolved
“Our job is done”
- 20+ mHealth repositories
 - Case studies, content libraries, evidence databases
- 2013 mHealth Summit = 5,600 attendees
- mHealth online certificate classes, webinars, specialty journals

SHOPS mHealth Case Studies

- India: Ram Ganesan
FP clients
- Ghana, Nigeria: Joseph Addo-Yobo
Commercial vendors
- Kenya: Mbogo Bunyi
Consumers





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