CIBC FirstCaribbean’s Mobile Financial Services

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Date: May 29th 2012
What is Mobile Financial Services?

- CIBC First Caribbean has chosen the Mobile Device, based on its adoption and usage in the Caribbean which has outstripped that of many typical markets, as the low cost medium to offer mobile financial services. “Mobile banking” continues to provide us with the opportunities to increase service options, create non traditional methods for our customers to access their funds easily and hassle free and offering products which appeal to the 18 to 35 age group as well as young professionals.
Our mobile banking service offering provides our customers with the ability to view their balance, transfer funds to their own accounts as well as pay their bills.

CIBC FirstCaribbean in the very near future will offer a stored value/Mobile Wallet service, offering very similar services to persons whether or not they are bank account holders. Subscribers of this service will have options of:

- Repaying a Friend
- Paying a Bill e.g. Electricity
- Paying for Groceries, Medication or Health care services
- Purchasing Airtime for yourself or Someone else
CIBC FirstCaribbean endeavors to make the Mobile Wallet service an all encompassing tool for government agencies, non-profitable and charitable organizations to achieve greater efficiencies by leveraging our mobile phone transaction base services. Our services will be excellent drivers for:

- Charitable donations
- Aid distribution in times of disaster
- Easy Government distribution of health benefits
- Disbursing Wages and Pensions
- Health care Insurance
The US Health care system is struggling.

There are 5100 hospitals in the US.

More than 133M. Americans are afflicted with one or more chronic conditions.

In N. America, chronic disease consumes 78% of total health costs.

NCD’s are largely preventable through “Behavior” changes.
To reach 50 million people:

38 yrs.  13 yrs.  4 yrs.  3 yrs.
Increase in Human Life Expectancy
Accumulation of Medical Knowledge
Expanding knowledge through mobile technology

Old Model

New Model
And, how do we fix it?

OLD:
Emergency rooms and Inpatient treatment
Expensive hospitals and overworked medical staff
Out-dated processes and technologies

NEW:
Community and home care
Patient tools & technologies
Focus on prevention, education and self-care
Comprehensive, integrated & accurate information
What the experts say

Increase focus on prevention
Decrease the prevalence of chronic disease
Use incentives to change behaviors
Work with employers to start wellness programs
Reduce fraud and errors
Connect people in health care
Bring better intelligence to decision making
Increase adoption of smart technologies
mHealth

- Micro savings
- Micro insurance
- Co-payments
- Personal health records
- Common infrastructure
- Integrated supply chain
- Powerful tools on your phone
- Support NGO, Government and Civil Society
Growing array of health-focused mobile apps

**Live Strong**

**Pillboxer**

**My Health**

Self-measurement technology:

T4G The Intelligent Application of Technology™
Mobile Chronic Disease Manager is a personalized medical and wellness tool that will enable consumers to take ownership over their personal health information to prevent and control major chronic diseases and their risk factors.

Chronic disease is responsible for 7 in 10 deaths and 75 cents for every healthcare dollar.

130 million Americans have chronic disease.

Smart Messaging
- Messages type (SMS, email, voice, or push notification) can be based on individual patient preference. The clinical care team can configure health alerts and tips based on the rules that make sense for their area of specialization.

Health Channel Subscription
- The application will allow each consumer to personalize it for their own needs. Consumers can “subscribe” to their treatment therapeutic area.
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Mobile Chronic Disease Manager

- Diabetes
- Cancer
- Heart Disease
- Chronic Obstructive Pulmonary Disease (COPD)
Mobile Chronic Disease Manager will enable consumers to connect with their pharmacists for direct counselling, to automatically upload their results (i.e. blood glucose) and receive alerts and reminders, all from a personal health record and a mobile device.

ROI for an investment in medication therapy management (MTM) programs which involves pharmacists counseling patients to improve medication adherence is $12.5 per $1.00 of services provided (source: National Association of Chain Stores, March 2011)
Thank You

Dennis Young
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