



MHEALTH GROUP

KEY REGIONAL NEEDS

- Regional Policy and Strategy framework for eHealth/mHealth
- Identify core audiences and messages
- Demographic considerations (access, profile etc)
- Common database
- Champions (multisectoral) to sell mHealth



CONTRIBUTION OF SECTORS

- The Church – Education/Motivation/Teaching
- Ministries of Health – policy and international support; technical and financial support
- Banking/Private Sector - funding
- Civil Society – advocacy
- Academia – evaluation and research



CONTRIBUTION OF SECTORS

- We need to educate/communicate on what is mHealth
- Best practices across the country/region
- Champions should come from medical profession and should play an important role in the evaluation of mHealth



SUMMARY

- Multisectoral response
- Education
- Modern Way, the world is going electronic, and we need to embrace it
- Timely – mcommerce etc
- Fills a gap
- Small wins

