



mHealth, eHealth & ePetitions

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Advocate. Educate. Communicate. BE INNOVATIVE

TO BE EFFECTIVE, SUCCESSFUL AND REMAIN ACTIVELY FOCUSED ON THE IMPROVEMENT OF THE HEALTH OF THE SOCIETY, CIVIL AND CHARITABLE ORGANISATIONS **MUST** HARNESS THE POWER OF TECHNOLOGY AND WIRELESS COMMUNICATION TO EFFECTIVELY ADVOCATE, EDUCATE, COMMUNICATE THEIR MESSAGE(S).



What is eHealth?

- eHealth is the combination of electronic communication and information technology. It is the cost effective and secure use of information and communication technologies (ICT) such as computers for health services and information in support of health and health related fields.
- eHealth also includes health care services, health surveillance, health literature and education, knowledge and research available online.
- eHealth also refers to internet based applications and technology in the health care industry.



Why is eHealth an important tool?

- Increased access to healthcare and health-related information, particularly for hard-to-reach populations.
- Improved ability to diagnose and track diseases.
- Timelier, more actionable public health information.
- Expanded access to ongoing medical education and training.



What is mHealth

The application of mobile and network technologies to improve healthcare outcomes or efficiencies

mHealth applications include the use of mobile devices in collecting community and clinical health data, delivery of health care information to practitioners, researchers, and patients, real-time monitoring of patient vital signs, and direct provision of care



Why is mHealth an important tool?

Mhealth Solutions are diverse across the Healthcare spectrum

Education & Awareness – SMS/Text Messaging in support of health programs

Disease & Emergency Tracking – Use mobile Devices to send and receive disease incidence

Data Collection and Record Access – There are applications to enter and access patient data

Health and Administration Systems – Allow access to mHealth and Public Health systems

Monitoring and Medication Compliance – Maintain care giving appointments and medication regime

Analysis, Diagnosis and Consultation – Access to staff or information via mobile devices for diagnosis.



mHealth & eHealth Ecosystem

- mHealth and eHealth are inextricably linked—both are used to improve health outcomes and their technologies work in conjunction.
- While there are many stand-alone mHealth programs, it is important to note the opportunity mHealth presents for strengthening broader eHealth initiatives.
eg. Get The Message



Benefits of mHealth & eHealth programs

- Core focus on adherence for patients
- Feedback on quality of care
- Increased focus on interaction with at-risk populations.
- Improved quality of care
- Provides reassurance
- More efficient way to receive health information
- Discrete
- Services can be tailored to fit the population's needs
- Cost effective



mHealth Campaigns in the Caribbean

- Get The Message
- World Heart Day 2012 Campaign
- Cervical Cancer Advocacy
- QuitNow – Smoking Cessation Campaign



e-Petitions

- An e-Petition is a formal request, addressed to an official authority, documented online, signed by numerous individuals. It is signed online usually via a form on a website.
- Civil societies and charities can use ePetitions to advocate for their cause(s) or also to support fund raising activities.



Benefits of e-Petitions

- Local causes can gain global exposure
- Simple to create
- Free of cost (usually)
- Easy to administrate



Considerations

- User-engagement
- The Caribbean has had limited involvement in design or implementation of mHealth programs
- Concern about technology & concerns about integration and interoperability of mHealth applications
- Technical limitations of users
- Security Concerns
- Workflow modalities
- Processes and procedures around collection, organisation, analysis of data, and how to implement action is needed

