

eHealth by Orange Healthcare

eHealth : Citizen's Perspective and Leveraging the social
Media Revolution



Estelle Verdier, eHealth Africa
Conference, Nairobi
April, 2012

The social media revolution in Kenya: key facts

- More and more people looking for medical information on the internet
- More than 60% of the population in Kenya has a phone
- Cell phones are quickly becoming the main source of internet browsing > a main source of access to medical content
- Skills in using mobile phones and mobile applications:
 - Young population open to innovation
 - various usages: mobile applications, m-payment...
 - Health workers are not left behind: IT classes

The opportunities of the social media revolution for eHealth

- On the health worker side
 - Break the health worker isolation, especially in rural areas
 - Keep health workers informed / up to date
 - Increase collaboration : 2nd opinion on rare cases
 - Continuous training : medical education

- On the patient side
 - Access to medical expertise, especially in rural areas
 - Second opinion
 - Manage particular diseases
 - Talk anonymously, especially about taboos

- For other stakeholders:
 - Deeper understanding of the sector
 - Access and collect medical data for researchers

➤ Through its network Orange is supporting access to this content

Threats of the social media in the field of Health

- On the Health worker side

- Limits of Google usage as a diagnostic tool: mislead practitioners
- Health workers can suffer from the loss of control over information

- On the patient side

- Advisers with no medical expertise
- Self medication can also delay medical consultation
- Issues around the ownership and privacy of information

➤ To counter these threats regulation on ehealth is a must: medical content displayed and storage of medical information

➤ Consortiums based on partners with acknowledged competencies for provision of ehealth services

What can Orange bring for ehealth to make the most of the social media revolution

- **a mature technology** and the means to master key issues related to its implementation into the healthcare ecosystem
 - authentication, traceability, data privacy
 - secured data transmission and interoperability
- **a robust network of partners** and the means to structure long-lasting partnerships throughout the ecosystem
 - integrators, software/technology developers, device manufacturers
 - content providers, care givers, research & development...
- **a long and international experience in the health sector**
 - Orange has acquired considerable experience in the healthcare field
 - Orange Healthcare: expertise on collection and management of health data... this Business Unit supports subsidiaries e.g. Telkom Kenya
 - All over Africa we have supported the development ehealth initiatives

In Africa, we are partnering with NGOs and healthcare players to provide e-health solutions

MALI & SENEGAL

- infantile and maternal mobile follow-up
- health data collection on mobile



SENEGAL: «Voices»
epidemiology monitoring
and training, in
partnership with
'Fondation Mérioux'



IVORY COAST

SMS service to localize the
nearest pharmacy on duty



CAMEROON

interactive SMS quiz for
health prevention and
awareness

medical insurance
subscription via mobile &
Orange Money



MADAGASCAR
oncology
tele-consultation

EGYPT & BOTSWANA

tele dermatology services



KENYA

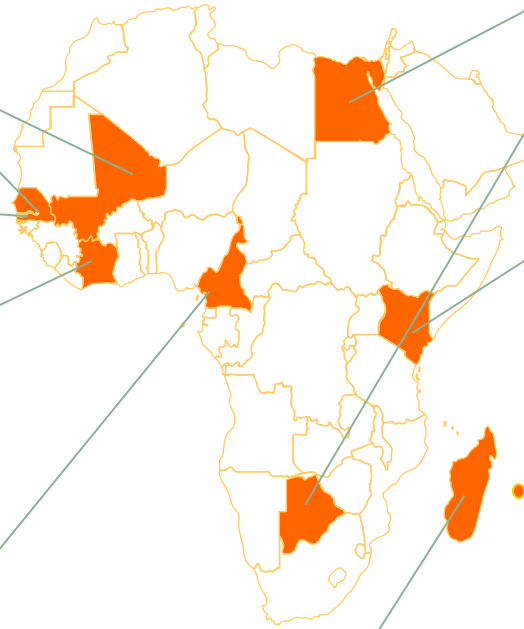
mobile service for drug
authentication

electronic stock follow-up



MAURITIUS

full IP
connectivity
for hospital



asante



A common commitment of all the stakeholders is necessary for a successful e-health development

- the technology is ready
- the field operations already provide decisive results
- the transformation of the medical practices is complex
- the local resources and expertise are sometimes limited
- there are innovative cost effective solutions

Orange keeps working with its partners to develop new ways of providing healthcare