“Innovation is embedding invention in routine systems that give it reach and impact.”

– Prof. Marc Ventresca, University of Oxford
"We should all work to meet targets to reduce NCDs."

US$ 7T  9M  6.8 Billion
Healthcare costs & productivity losses 2011-2025
Premature deaths / year
Mobile cellular subscriptions

Origins
Background

**2012**

BHBM founded as a joint programme between two UN agencies in response to the UN High-Level Declaration on NCDs in 2011 and the need for greater action and collaboration.

The initiative works on scaling up mHealth, promoting government ownership of national programmes, and fostering intersectoral collaboration.

**2015**

- 8 official partner countries and requests from over 40 others to join
- Global toolkits on various disease and program management areas prepared for publication in 2016
- Live programs in 2 countries and launches of at least 4 others expected in 2016
- Partnerships with a broad range of multilateral, academic and private sector partners
Be He@lthy Be Mobile

Joint UN program between WHO and ITU

Looks at SCALE: institutionalising successful mHealth tools within national health systems

Aims to help embed innovation management for mHealth and digital health care within countries, bridging the gap between small-scale trial and national service

The innovation is in the HOW and not the WHAT
A scale-up approach to mHealth

2013 – 2016: Be Healthy Be Mobile Programme
- Develop best practice for mHealth at scale
- WHO-ITU build & trial reusable tools to be shared globally

Beyond 2016
- Scale mHealth globally in a meaningful way
- Develop light touch service models
Key operational areas

1. Toolkit Development
2. Country implementation
3. Partnerships
Partnerships: cross-sectoral model

MULTI-SECTOR PARTNERSHIP STRUCTURE

- Best Practices
- Content
- Technology
- Deployment strategy

Telecoms, Insurance, Pharma, Wellness, IT, Sporting Industry, Other Private Sector

- Best Practices
- Content
- Technology
- Deployment strategy
- Policies
- M&E

Government

NGOs, Civil Society, Philanthropies, Academia

- Best Practices
- Content

UN

Private Sector

NGOs, Civil Society, Philanthropies, Academia

Private Sector

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Private Sector
As a core partner, company can be involved in various ways

- Programme Strategy & Planning
- Government Engagement
- Define & refine interventions (PID’s)
- M&E, Impact assessment, ROI
- Country enrolled

- In-country Intervention Design
- In-country Implementation
- In-country Maintenance and refinement

Company possible involvement
Also a possibility
How to collaborate?

At global level

- **Be a Core Global Partner**: As a strategic core partner, provide financial, in-kind and IP contributions to the global program.

- **Be part of Expert Groups**: Provide expertise to support the development of international guidelines for mHealth interventions, Monitoring & Evaluation Frameworks. Share best practices, research results, evidence, etc.

- **Share content & tools**: Share content and mHealth assets to enrich the WHO/ITU toolkit.

At country level

- **Actively engage in country program**: Engage in multi-stakeholders consultations, contribute to national expert groups, share innovations, etc.
How can government/companies collaborate?

- Intellectual Support
- Communications / PR
- Market and consumer intelligence
- Fundraising Support
- government/company
- Annual Contribution
- Contributions for Country Efforts
- Technical subject matter expertise
- Provide Leadership Roles

11
Partnership: benefits for government/companies - NATIONAL

1. Scale-up national healthcare programs & become a **model country** in ICT for health

2. Support national health policy goals and **strengthen public health** system

3. Create **business opportunity** through strategic partnerships and investments in healthcare ICT

4. Foster local ecosystem and policy environment to **mainstream ICT for health**
Partnership: benefits for government/companies - GLOBAL

1. Gain international visibility and global recognition as “digital health champion”

2. Engage with international partners & create global business opportunities (PPPs)

3. Share expertise and experience & help the world address ageing and chronic diseases

4. Become a key player in shaping the future of digital health
Be He@lthy Be Mobile Partners Testimonials

“I appreciate that Norway has got the opportunity to participate in Be He@lthy Be Mobile, together with 7 other countries. We will contribute to the realization of the global goals and objectives for prevention and reduction of NCDs in Norway, and also contribute to disseminate successful solutions globally.” Bent Høie, Minister of Health, Norway

“Mobile technology is playing an ever increasing part in helping communities across the globe access health information and services. [Be He@lthy, Be Mobile] is an exciting opportunity to collaborate with a range of partners to help initiate and scale up innovative programmes that support health workers and patients alike.” Ramil Burden, Vice-President Developing Countries, GSK

“Be He@lthy, Be Mobile has a global reach, but is also effective at the national level, in terms of implementing prevention, treatment and enforcement initiatives. It is showing the world that Governments, UN organizations and other partners are taking action on NCDs.” Katie Dain, Executive Director, The NCD Alliance
THANK YOU

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