



Vodafone mHealth Solutions

Sarah Sanders

Global Head of Marketing & Commercial

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Our mission



**“IMPROVE HEALTHCARE OUTCOMES AND QUALITY OF LIFE
BY GIVING PATIENTS AND HEALTHCARE PROFESSIONALS
INCREASED FLEXIBILITY AND FREEDOM”**



The mHealth world in 2020 ...

Elderly will live longer independently in their homes and enjoy better social inclusion
(assisted living)



Chronically ill will have improved quality of care via drug and medical device monitoring
(remote monitoring)



Acute patients will enjoy increased flexibility and independence via telemedical support
(telemedicine)



Emerging markets will have improved drug logistics, protection from counterfeited drugs and mobile flexible working of healthcare professionals



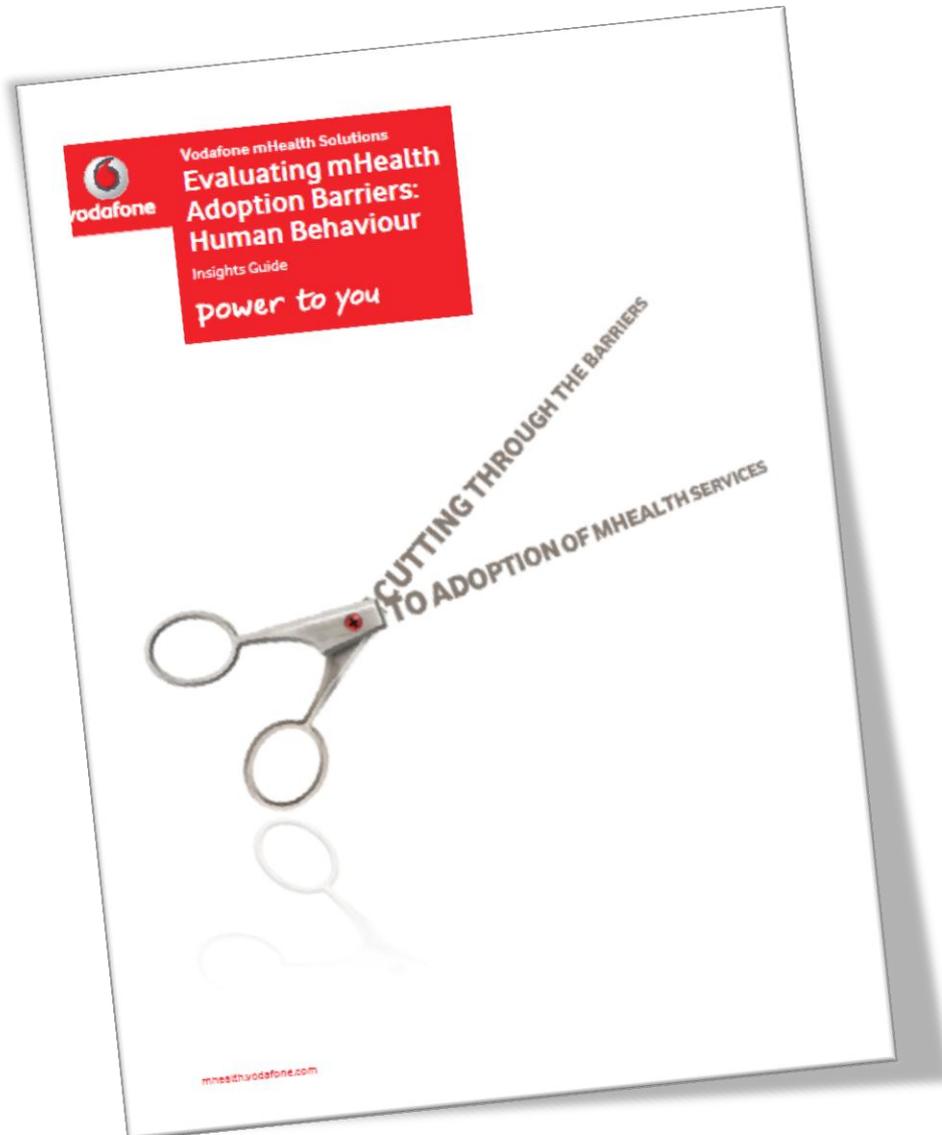
Biggest lesson learnt:

**ENGAGE ALL STAKEHOLDERS IN THE
DEVELOPMENT PROCESS**

ITS NOT ABOUT THE TECHNOLOGY



Barriers to mHealth Adoption



EU ASKS

- Policy/Reimbursement
- Clinical Regulatory
- Privacy
- Liability
- Evidence
- Interoperability

OTHER

- Business Models
- Human Behaviour



Thanks

