



**TC309: mHealth Mobile Phones for Public Health**  
**November 18 - December 13th, 2013**

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## **SUMMARY**

Mobile technologies and networks are increasingly expanding in their sophistication and capacity, and new applications are enhancing the ways in which individuals interact and engage in transactions- resulting in widespread systems disruption. In global health, mobile technologies are beginning to show improvements in access to health services and information, quality of care, and efficiency, yielding time and cost savings in addressing maternal and child health, HIV and AIDS, malaria, TB, universal access to health care, and other health issues. Increasingly, Ministries of Health, industry, NGOs, and various bi-lateral and multi-lateral donors and organizations are looking toward mobile phones as a critical element within their strategies for improving health outcomes and well-being. Many have expressed great interest in becoming better informed consumers and implementers of mobile health (mHealth).

To support this demand, [TechChange](#) and the [mHealth Alliance](#) are pleased to announce their third four-week online certificate course on mHealth: Mobile Phones for Public Health. This four-week course is scheduled to run from November 18th to December 13th and will overlap with the 2013 mHealth Summit in the Washington, DC area. The two organizations have partnered to provide the course based on the pervasive interest in the topic of mHealth, as well as the need to develop more skills and exchange of best practices among stakeholders in the sector.

The Mobile Phones for Public Health course will examine how mobile technologies are revolutionizing approaches to patient care and management, point-of-care support for health workers, health education, diagnostics, and data collection and evidence generation. Through case studies, guest expert interviews, multimedia tutorials, interactive exercises, and live demonstrations of tools, participants will explore delivery mechanisms, such as interactive voice recognition (IVR), SMS (text message) communication programs, smartphone applications, and health information systems for data collection and management.

The course aims to present a broad range of perspectives on mHealth, including those from governments, private sector, academia, NGOs, and bilateral and multi-lateral organizations and donors focusing on work in Africa, Asia, and Latin America. The purpose of this course is to provide user-level training through an overarching introduction to mHealth. It is not to create experts in the field.

## TEACHING METHOD

The entire course is delivered online. The total time commitment is a minimum of 2-5 hours a week. The course is designed to be highly interactive and social, but we also work hard to ensure that the majority of the content can be experienced in a self-paced manner. It will feature one or two real-time interactions each week, such as live discussions, live expert interviews, and live simulations. In order to accommodate busy schedules of mission staff from around the world, we've set up a learning environment where participants have plenty of options to explore content that is most relevant to them through live content and interactions, readings, and videos.

Facilitators will produce weekly audio podcast recaps for participants to catch up on key conversations and topics. Participants can also access all course content six months after course completion so the material can be revisited later.

## OBJECTIVES

After the course, participants will be able to...

- critically analyze both the opportunities and the pitfalls that emerge when working with mobile technology to address challenges in public health
- connect relevant international development, humanitarian and public health delivery theories to the mobile technological strategies and tools discussed in the course
- manage specific mobile platforms and utilize various mobile technological tools for responding to a variety of health challenges
- design dynamic and effective strategies for using mobile technology platforms to enhance successful public health outcomes
  - work collaboratively with others using new tools by participating in dynamic group exercises and simulations
  - develop confidence and critical self-awareness in working with mobile technology to promote public health

## DURATION

November 18th - December 10th, 2013 (4 Weeks)

## SCHEDULE/SYLLABUS

### Overview

- Week 1: Introduction to Mobile Health
- Week 2: Strengthening Health Systems
- Week 3: Moving Towards Citizen-Centered Health
- Week 4: Countdown to the MGDs & mHealth Summit Coverage

### Pre-Course

The weekend before the course opens, participants will have a chance to share introductions, do our scavenger hunt platform orientation, and fill out profiles and learning goals.

### Week 1: Introduction to Mobile Health

The term mHealth was coined in 2003 by a biomedical engineer named Robert Istepanian to refer to rapidly evolving work in the sensor technology field, long before it was considered a strategy to address global health challenges. Now, in global health we are seeing significant trends in systematic use of voice and SMS, alongside increasing movements toward the use of health applications by the general population and health workers alike and movements towards remote diagnostics and sensors.

### Key Topics

- Historical progression of mHealth (2000 – present)
- Overview of key terms
- Trends in mHealth design and implementation
- mHealth at scale

### Guest Experts (Potential)

Session Topic	Speaker	Type
Course Introduction	Patricia Mechael and Nick Martin	Live
mWana &	Merrick Schaefer or Erica	Live

Unicef Innovation	Kochi	
mHelp	mHealth Alliance Team	Live & Recorded

## Week 2: Strengthening Health Systems (Point-of-Care Support/ Data Collection/ M&E/ Supply Chain Management)

Having a well-supported health workforce and system is pivotal to improving health outcomes in developing countries. In many countries, there are either too few and/or insufficiently supported health workers. Mobile technologies offer an unprecedented opportunity to support health workers at the point of care, collection of data and health systems strengthening.

### *Key Topics*

- Working with Telecoms
- Continuum of Care and Signal Functions
- Data for Decision Making
- mHealth Outcomes: Why evaluation is critical

### *Guest Experts (Potential)*

Session Topic	Speaker	Type	Contact Information
Data Collection		Live	
Telecoms: enabling scale of mHealth, sustainable financing mechanisms, and improving access to healthcare		Live	

Continuum of Care / Signal Functions	Alain Labrique, JHU	Live	alabriqu@gmail.com
mHealth Outcomes			

### Week 3: Moving toward citizen centered health

Mobile technologies are increasingly enabling the delivery of services and health information directly to clients and the general population as both mass messaging campaigns and through tailored and targeted programs based on an individual's needs. mHealth is being leveraged as a key strategy for behavior change, and monitoring patients in their homes. This push toward, citizen-centered health, is putting greater control and power over health in the hands of the people.

#### **Key Topics**

- Moving toward citizen centered health
- Gender and mHealth
- mHealth exercises and simulations

#### **Guest Experts (Potential)**

Session Topic	Speaker	Type	Contact Information
Overview of Citizen Centered Health	Gustav Praekelt, Praekelt Foundation	Live	gustav@ praekelt.com
Design and Implementation	Robert Fabricant, frog design	Recorded	Robert.Fabricant@ frogdesign.com
Gender and MNCH in mHealth	Madhu Deshmukh, CARE/mHealth Alliance	Pre- Recorded	mdeshmukh@ mhealthalliance.org
Standards and Interoperability	Dr. Abul Kalam Azad, Ministry of Health, Bangladesh	Pre-Recorded	profakazad@ gmail.com

Point of Care Support	Steve Ollis, D-Tree International	Pre-Recorded	steve.ollis@gmail.com
Mobile Telemedicine	Shariq Khoja, mHealth Alliance	Pre-recorded	skhoja@mhealthalliance.org

## Week 4: Countdown to MGD's Large Scale Demonstration Projects

### *Key Topics*

- mHealth and the MGDs
- Policy Trends and Implications
- Sustainable Financing
- Public-Private Partnerships
- Interoperability and Standards
- Key Examples of Large Scale Demonstrations: MAMA

### *Guest Experts (Potential)*

Session Topic	Speaker	Type	Contact Information
Saving One Million Lives-Nigeria	Panel: Armstrong Takang, Intel; Jon Payne, mHealth Alliance	Live	at@alreqict.com  jpayne@mhealthalliance.org
mPowering Frontline Workers	Panel: Lesley-Anne Long, mPowering Frontline Health Workers; Sandhya Rao, USAID	Live	lesley-anne.long@open.ac.uk  srao@usaid.gov
Education and awareness (MNCH)	Kirsten Gagnaire, MAMA	Live	kirsten.gagnaire@mobilemamaalliance.org

