

May 22 – 8:30 – 1 pm

INTERCONTINENTAL HOTEL,
Geneva, Switzerland

Global Health Dynamics Roundtables: Scaling up eHealth projects to advance women's health

About

Information and Communication Technologies (ICTs), **eHealth and mHealth** have become key strategies for advancing women's health in both developed and developing countries such as Africa where access and costs are major concerns. These technologies also play a great role in **improving the health care system** as a whole.

The present roundtable will showcase **mHealth pilot projects**, their impact and the **sustainable solutions** for their scaling up beyond the pilot phase.

Experienced players from public and private sectors, as well as

civil society and development organizations, will further discuss the related issues, identifying common interests for developing **win-win collaboration** and creating synergies with **current global initiatives on Women's Health and ICTs**.

This roundtable will brief those ministers and health global professionals attending the World Health Assembly to better understand how, beyond field experiences, ICTs, can benefit women's health. It will also highlight their role in creating the enabling environment to make it happen.

Agenda

8.30 – 8.40 – Welcome and outline of the roundtable

Ba Housseynou Hamady, Minister of Health, Mauritania
Paul Delay, Deputy Executive Director, Programme, UNAIDS

8.40 – 9.15 – *The public and donors' perspectives: Mainstreaming into existing healthcare structures*

Governments have to create an enabling environment to scale up mHealth. This strategy must be mainstreamed into existing health care structures, agencies, as well as policy and priorities frameworks.

Moderator: Dr Veronique Thouvenot, Head of Millennium2015 "Women and eHealth"

- Thérèse N'Dri Yoman, Minister of Health, Ivory Cost
- Jose Pietro Aparicio, Former & President, Latino Caucus-American Public Health Association
- Lili Mohadjer, Consultant in Communication, Life Science Communication (LSC)

9.15 – 9.40 Discussion

9.40 – 10.30 – *Innovation and mHealth: The best use of innovations to advance women's health*

Pilot projects can be considered as a laboratory for exciting innovations in maternal and child health, including innovative practices from mobile health, evidence-based medicine, EMR, finance and marketing.

Moderator: Dr Coumba Toure, Chair, Advanced Development for Africa

- Nicolai Lohse, Programme Director, Novo Nordisk
- Scott Ratzan, Vice President, Global Health, Johnson and Johnson, (USA)
- Jordi Serrano, Project Coordinator, UniversalDoctorProject

10.30– 10.50 Discussion

10.50– 11.30 – *Accelerating prevention: Using mHealth to extend access*

mHealth has a tremendous impact on increasing communities' access to health care and prevention resources. ICT can empower women through the mobile technology and feed back into decision-making.

Moderator: Barbara Bulc, President, Global Development

- Katherine de Tolly, MAMA Project (South Africa)
- Paul Ellingstad, Global Health Director, Sustainability and Social Innovation Hewlett-Packard
- Igor Any Grah, Occupational Health Doctor, CEO, Group Bien Vivre, Abidjan, Ivory Cost

11.30 – 11.50 Discussion

11.50 – 12.30 – *Building a business model: Identifying win win collaboration for sustainable partnerships*

mHealth innovative partnerships create a sustainable and scalable business model applicable for large-scale implementations and can bring in partners to support scale up and to leverage network operator's expertise.

Moderator: Therese Lethu, Global Health Advisor

- Sam Agutu, CEO, Changamka Microhealth Limited (Kenya)
- Anne Roos-Weil, Co-fondatrice et directrice, Pesinet (Mali)

12.30 – 12.50 – Discussion

12.50 – LUNCH

13.30 – Closing remarks

Carole Presern, Director of The Partnership for Maternal, Newborn & Child Health (PMNCH)

Partners



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