

# Implementing M-health across Southeast Asia

Submitted by Swam Saung Oo (Trust Oo M-health Enterprise) on January 19, 2018 - 12:11am

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**Proposal Status:** Out of Scope

## ***Executive Summary***

The majority of rural populations lack basic health knowledge and have limited access to adequate healthcare facilities in time in Southeast Asia. Limited access to healthcare facilities has a negative impact on their quality of life owing to unmet health needs, delay in receiving appropriate care, lack of preventive services, and hospitalisations that could have been prevented.

We propose “ **M-health**” (healthcare provision through mobile devices) that saves time, energy and cost to fulfil their health needs by overcoming geographical boundaries. Health-related information and expertise become accessible virtually anywhere at any time. Better healthcare quality, patient outcome, patient-healthcare provider partnerships and consumer engagement are all expected to contribute to meeting the stakeholders’ needs.

## ***Consortium Team***

Trust Oo M-health Enterprise was founded as a **social enterprise** which has been implementing m-health initiatives through a variety of platforms to systematically provide health education especially in rural areas via mobile phones. The founder is a highly enthusiastic generalist with extraordinary emotional intelligence and people skills, whose background healthcare knowledge and experience are integrated with managerial competence. He is a transformational leader of medical and IT professionals in the remote provision of quality health education and effective medical consultation to all especially rural populations via mobile phones, with the vision of helping ensure Universal Health Coverage (UHC). He is one of the 25 **Young Founders** selected worldwide for the *Westerwelle Young Founders Programme 2017* and the *Young Founders Conference* in Berlin, Germany. He is also a **Global Shaper** (Yangon Hub) since July 2016, actively getting involved in several social welfare activities and projects in *the Global Shapers Community: An Initiative of the World Economic Forum*. His research studies and pilot stages resulted in employing ubiquitous mobile technology in order to promote health knowledge of far-fetched communities with limited access to adequate physical healthcare facilities and skilful workforce.

Currently, Trust Oo M-health Enterprise is the pioneer and the market leader in the m-health industry of Myanmar. We have different m-health platforms, integrated with advanced digital health software and tools. About the half of Trust Oo is qualified doctors who have gone through a series of systematic training including telephone counselling from time to time. Gaining significant experience overtime, our medical team has a rich expertise in remote consultation.

Our business model is Public-Private Partnerships (PPP). We act as an advocate of m-health potential to acquire the steadfast commitment from policy makers and potential partners. We are also looking for collaborators from international communities to implement more effective m-health projects in the developing world. We are willing to share what we have discovered with other parties. The collaboration with potential partners which share a similar vision of uplifting the health status of the society at large is important to us. Partnering with the reputable organizations and innovative IT firms in each m-health platform, our consortium team is getting stronger. All of us can make a contribution and create a synergy indeed.

Our vision is to become a leading provider of remote medical assistance via mobile devices for all. The remote provision of effective and consistent health information and expert advice, and/or timely referral to recommended healthcare units is our mission. Every step that we take in becoming a leading healthcare provider are based upon the **values** of:

**Knowledge:** Medical knowledge is an essence of our business. We continually enhance our knowledge base, and keep ourselves and others updated of the latest medical findings and research.

**Reliability:** We aim to make a difference in people's lives. Hence, we provide dependable healthcare expertise and high-quality healthcare services.

**Confidentiality:** We want to become a trustworthy healthcare provider of our customers and thus we hold the full responsibility in maintaining their personal information private.

**Collaboration:** We recognize the value of alliance and teamwork. We cooperate with potential partners including the government, mobile operators and non-governmental organizations in achieving our goal of helping every mobile user access our healthcare services.

**Integrity:** We conduct our business activities with transparency and due diligence. We communicate honestly and behave ethically. We demand the best of ourselves and accept shared accountability for our actions.

Dr Swam Saung Oo, the organizational management lead, will serve as the point of contact for the proposal or work plan.

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### *Project description*

Our social enterprise has developed different interdependent platforms to increase accessibility and connectivity of all walks of life with different demographics and socio-economic status. Those embody a **24/7 Healthcare Call Center (7887 Hotline)** partnered with the Semi-Government *Myanmar Posts and Telecommunications (MPT)*, a Health Portal ([www.healthcare.com.mm](http://www.healthcare.com.mm)) , a Facebook Page with over 370k audience, a mobile app (**MyHealthcare**) solution that is funded by *USAID* and *FHI 360*, featured in *Forbes* after winning a civic tech project pitch at Innovation Marketplace, Push SMS notifications (**Healthcare for You**), and TV and Radio health education programmes.

Via these different platforms, our registered medical doctors solve the users' health problems remotely round the clock. By integrating all the interdependent platforms into a comprehensive m-health system, we adapt to the gap of user-friendliness and technological feasibility at the present whilst getting ourselves prepared for disruptive innovation in the future.

We serve as a front line medical service provider that lays down a triage system. Triage system is established to assess the severity level of patients' conditions and refer them to most appropriate hospitals and clinics nearby. Furthermore, our doctors provide safe home remedies, prescribe over-the-counter drugs, deliver first aid advice, correct any misbeliefs and misconceptions, and give medical second opinions. Our well-trained medical professionals serve a large diversified customer base with the focus on **Reproductive, Maternal, Newborn and Child Health (RMNCH)**, offering confidential counselling for reproductive health. Migrant workers living in other countries are also targeted so that they can avoid language barriers and immense cost for clinical consultation abroad.

Following the successful deployment of m-health in Myanmar, let us now propose to scale up the current project and develop a universal Mobile Application (like MyHealthcare) enabling new features and multiple languages including English. Its features would basically cover:

- Informative health education to general public
- Symptom-based interactive consultation
- Health Directory
- Chronic disease monitoring and follow-up
- Vaccination reminder
- Appointment booking

In this project, m-health would capitalize on not only core utilities of *voice and short messaging service (SMS)* but also complex functionalities like *Data & Analytics, Global Positioning System and Artificial Intelligence (AI)* technologies.

Overall, this will be implemented to help every mobile user in resource-constrained settings seek medical advice without any time or geographic restrictions. With the prime focus on the general public residing in the rural areas who have transportation and financial constraints, we make use of current day mobile technology in the provision of health education and other health-related services for them. We aim to serve as a premier provider of affordable, reliable and wide-ranging m-health services with 24/7 access to meet the full spectrum of customers' growing needs and demand for easier and faster accessibility.