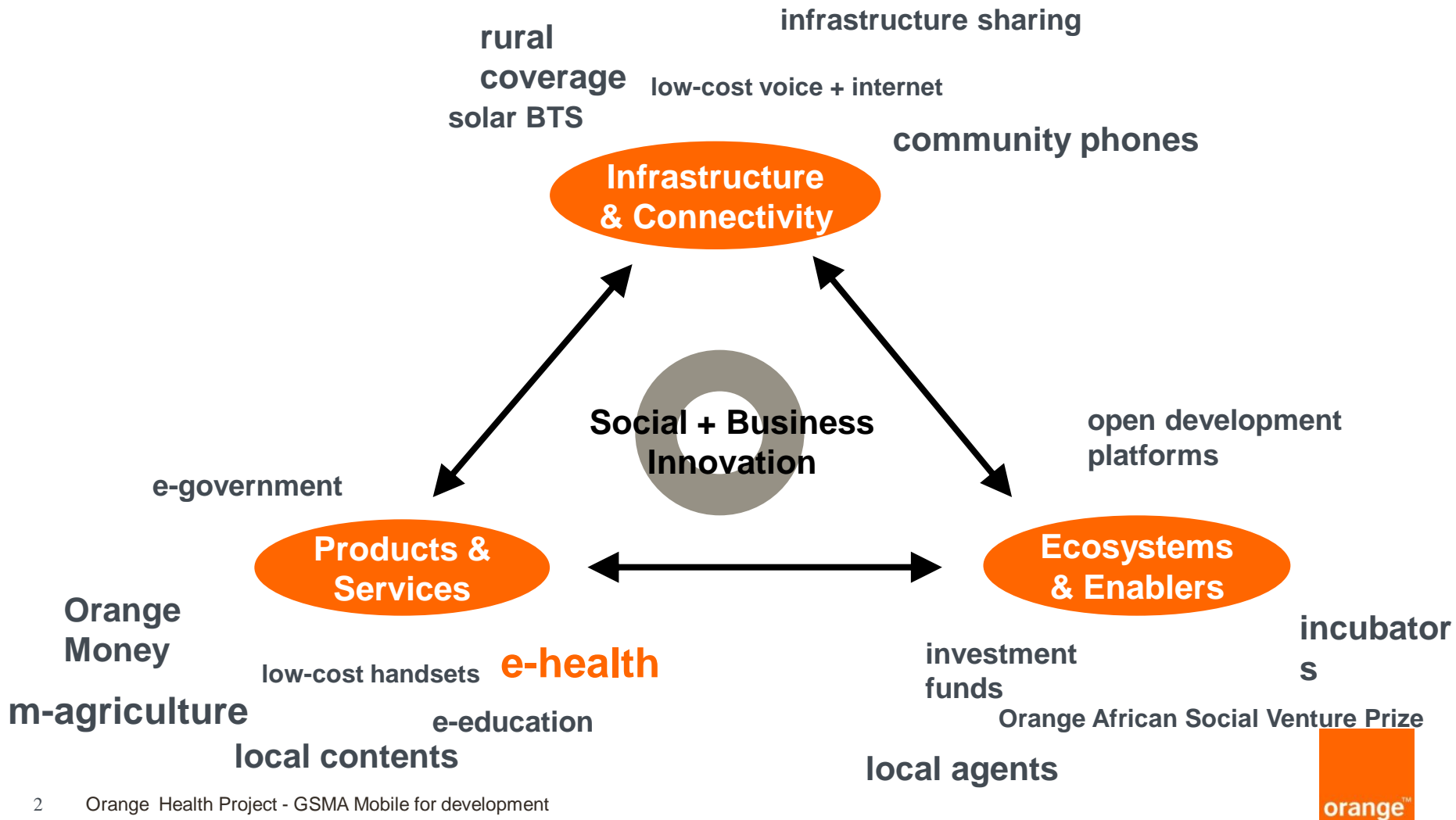


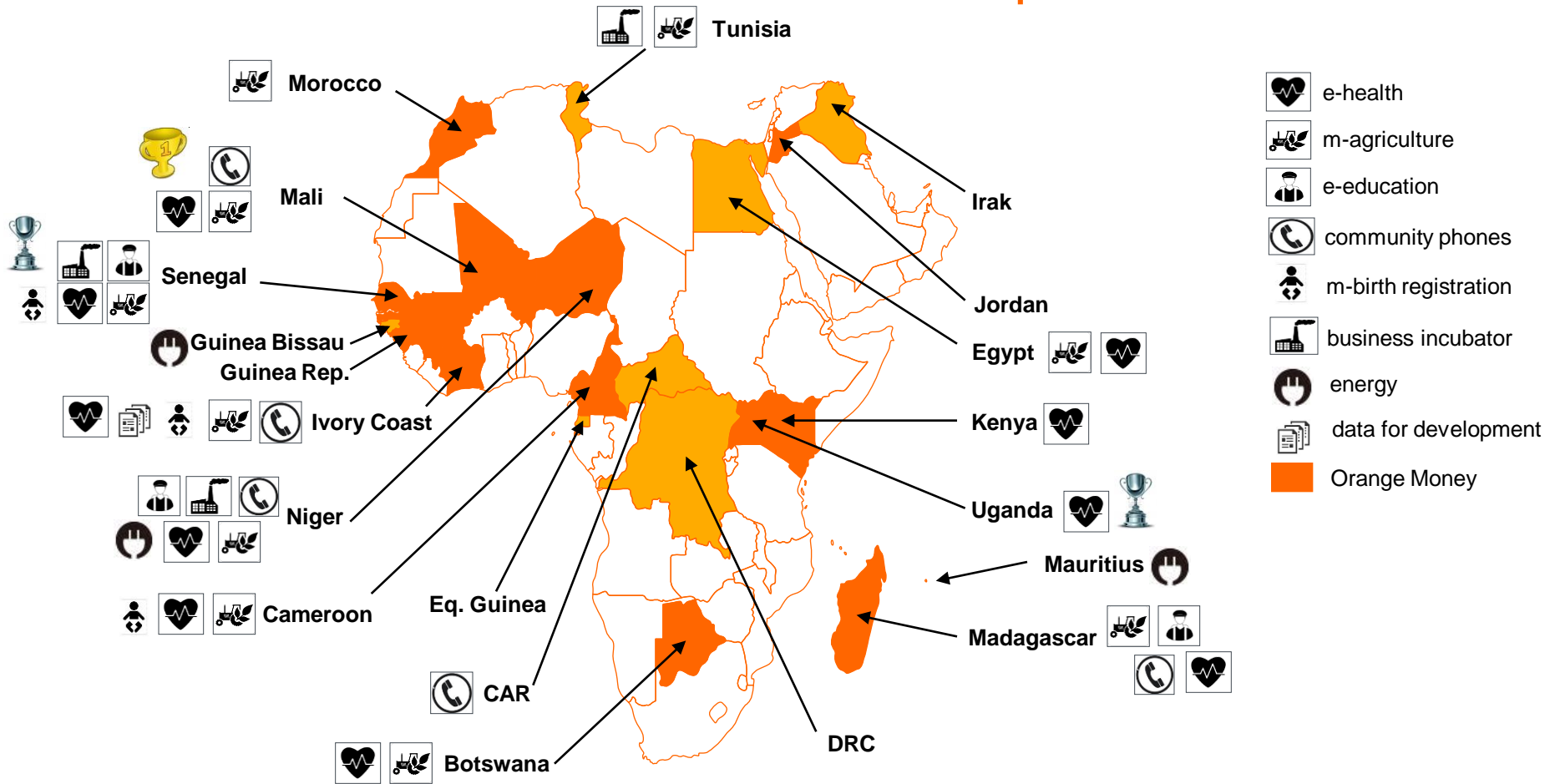
# Orange in Sub-Saharan Africa



# Orange disposes a development program focusing on innovative services in emerging countries



# innovative services have a social impact



Runner-up for “**Best Network Improvement**” in Uganda for the internet for all project (AfricaCom Awards 2012)

Runner-up for “**Best Quality User Experience**” in Mali for the Voices project (AfricaCom Awards 2012)

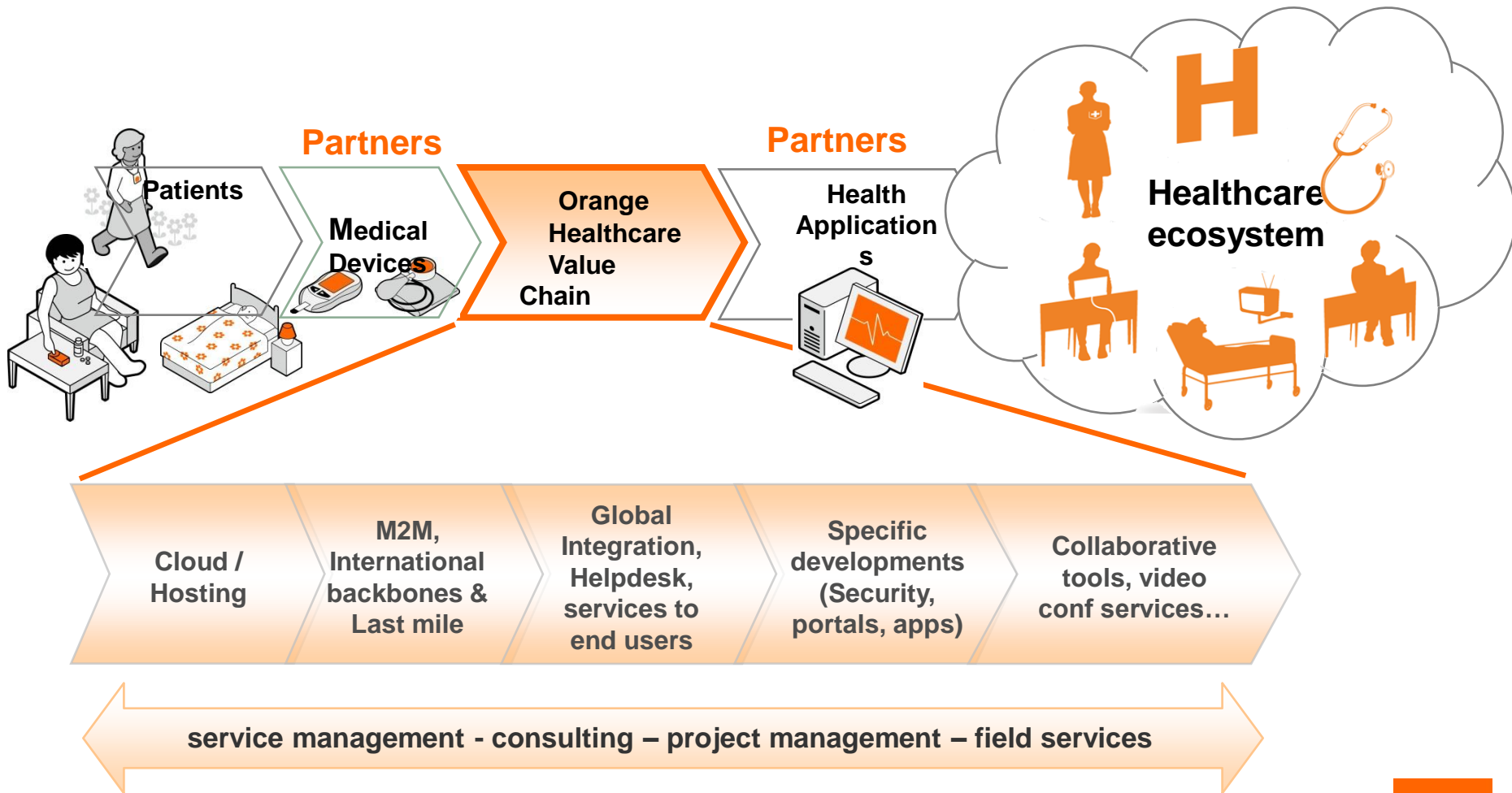
Runner-up for “**Changing Life Awards**” in Senegal for the birth declaration project (AfricaCom Awards 2012)

“**Best Rural Solution**” for the community phone concept in Mali (AfricaCom Awards 2010)



our **e-health solutions** facilitate exchanges  
between healthcare providers, enhance patient  
journey and improve healthcare

# Orange provides its core technology solutions to surpass local health challenges and answer the needs



# Orange works closely with local stakeholders and ecosystem actors to develop eHealth projects

- Initiate collaborative work among a multidisciplinary team (Orange corporate and local teams, University, Entrepreneur, Company, NGO...)
- Stimulate the development of new creative applications with local partners following population needs
  - identify creativity challenges
  - select ideas of applications to be developed in the code camp or directly in collaboration with University and/or with Small Entrepreneur
  - produce concept boards for transfer to code camp or development by partner (university, small entrepreneur)
  - stimulate the team building for future implementation of the concepts
- Respond to public tenders in coordination with the other stakeholders
- Find the appropriate funding provider to finance a specific project

# Orange solutions which could answer the needs of projects revolving around HIV

## potential needs

## Orange suggested solutions

### education and awareness

- SMS platform to “push” awareness campaigns
- USSD platforms to access information about HIV

### personalised follow-up

- SMS platform to remind patients to take their drugs
- Web/Mobile application to follow patients health status
- HIV patient record
- hotline available to address personalized questions

### drugs stock management

- application to support vaccine stock management
- truck localisation and tracking of antiviral drugs
- antiviral drugs authentication solution

### health centres communication

telecom solutions to interconnect antiviral distribution centres

# Orange could adapt its solutions to answer the family planning programmes

## potential needs

## Orange suggested solutions

**patient follow-up**

mobile application to declare new born and facilitate mother and child healthcare follow-up

**train community health workers**

eLearning platform disposing all information to help CHW in their daily tasks to follow up mother and children

**education and awareness**

SMS solution to inform mothers about their pregnancy and child's health

**micro insurance**

partnership with insurance companies and local communities to build a micro insurance plan

**manage community health workers retribution**

using Orange Money to facilitate the payment of the community health workers on the field



# some health case studies

# 1. m-Pedigree: SMS-based drug authentication

www.orange.co.ke

take the drug text  
ensure that you are getting genuine medicine



How to check if the medicine is genuine



Look for a scratch pad on the pack of the medicine\*\*  
Scratch the pad to reveal the Serial ID

Text in the serial code on your mobile

Send it to 1393

\*\*Only for Knac and Knac  
For more information, call customer care on 180 from your Orange line or 020 222 1000 from any other network.  
For any medical query, please send an email to [info@pharmacy@orange.co.ke](mailto:info@pharmacy@orange.co.ke)  
For any service query, please send an email to [info@mPedigree.net](mailto:info@mPedigree.net)



## facts and figures

- pharmaceutical labs losses >\$44bn
- up to 30% of medicines are counterfeit
- successful drugs are the most counterfeited

## patient benefits

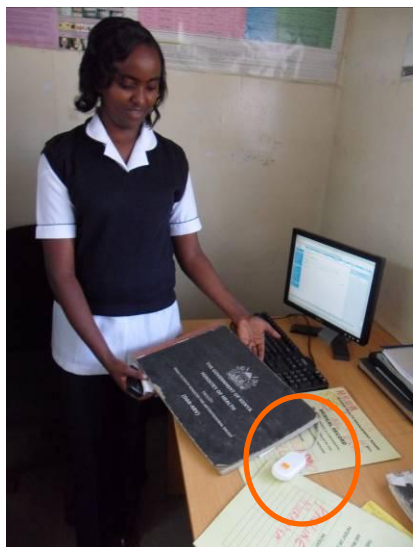
- improves quality of life
- free for users
- patients buy real drugs

## for Pharma Labs and pharmacies

- address counterfeiting issues
- acquire new customers
- generate extra revenues

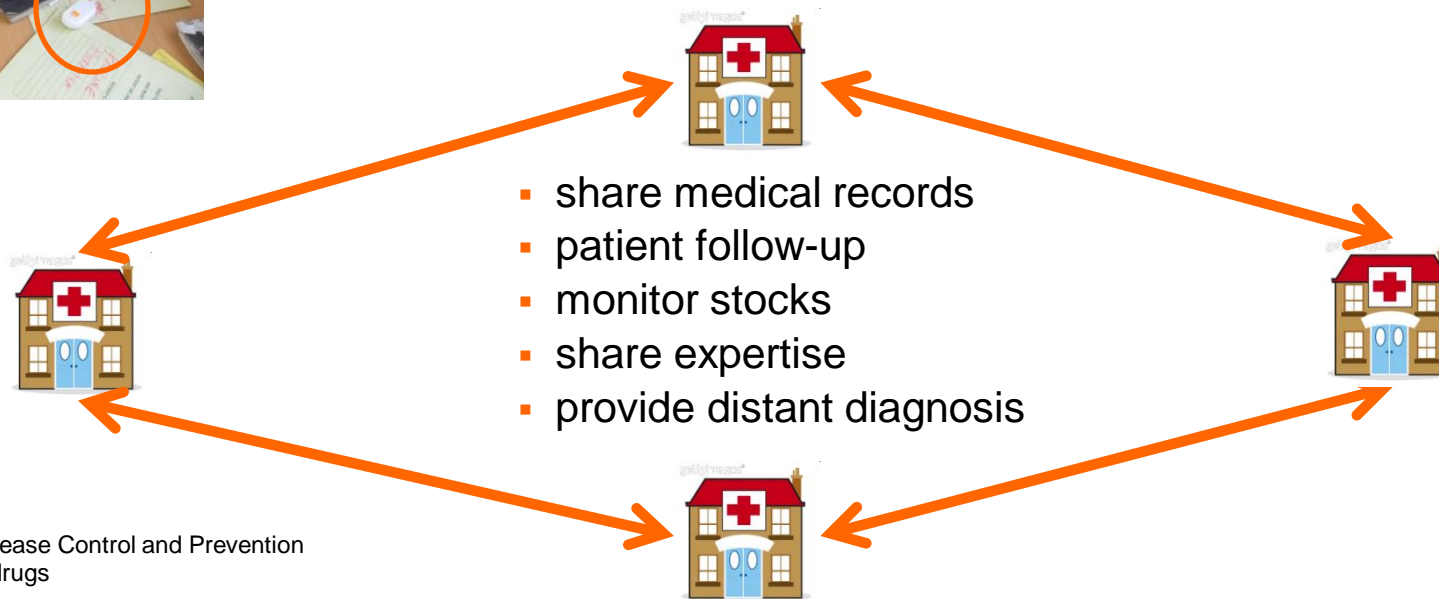


## 2. Wireless reach: interconnection of CDC\* in Kenya Kenya



**on-going pilot with the Ministry of Medical Services & Qualcomm to monitor ARV\*\* stocks**

- 10 health centers in Nairobi equipped with a computer, a software to manage ARV stocks & follow-up patients, and a connectivity
- Orange modems allow health centers to send stock reports to KEMSA and re-order medicines in time



\* Centers for Disease Control and Prevention

\*\* Antiretroviral drugs



## 3. Telemedicine: Orange CSR

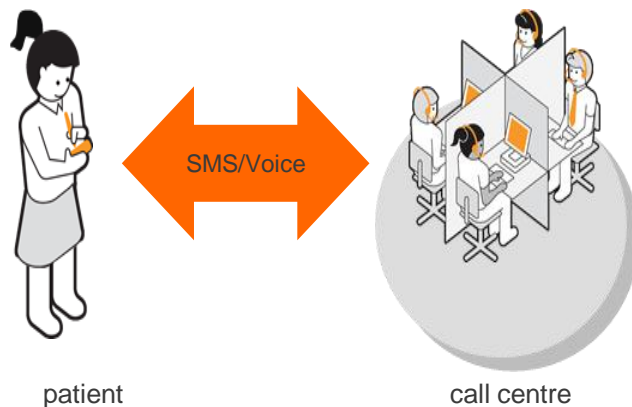
### Scope of the CSR Telemedicine project

- Provide free connectivity to 4 identified sites for a period of 2 years to allow remote doctor services
- The project is in line with CSR Strategic Focus Area: E-Health spread over 5 YEARS
- Works on fiber or PTP radio access





## 4. health hotline for access to medical advice



### facts and figures

- only 4% of African's GDP is spent on health
- 73% of Africans have a mobile phone
- 63% of the African live in rural areas

### patient benefits

- a trustful medical advice
- no judgment
- anonymous

### for medical providers

- other way to address patients
- benefit from its notoriety
- optimise resources



## 5. find the nearest duty chemist

On Duty Pharmacy is a convenient service that allows Orange subscribers to have information about on-duty pharmacies



712  
pharmacies de garde

Duty chemist solution is available in the Ivory Coast, Abidjan and inside the country.

The service is available through a short code number. The customer dials 712 and listens to the server. He is proposed a list of cities, with a choice between: Abidjan, Bouaké, Yamoussoukro and other cities.



Senegal &  
Mali

## 6. mobile applications to monitor maternal and infant health



- Members of “mutuelle de santé” are visited weekly by community agents
- Medical data collected on the field by CHW on a basic phone is sent via SMS to the health system
- Alerts generate messages to the CHW and the patient is sent to health post when needed.
- Mother and children access to free consultations and drugs thanks to their “mutuelle” membership.



### patient benefits

- facilitate follow-up
- ease medical treatment payment
- save transport time and money

### for health ministries

- innovative system to promote care
- strengthen the national health systems
- implicate community-based insurances

### facts and figures

- each year, **125K pregnant women and 870K new born die in Africa** during the first week
- **financial access** to quality health care is a major **preoccupation**
- **organisational bottlenecks** slow down the development of health systems

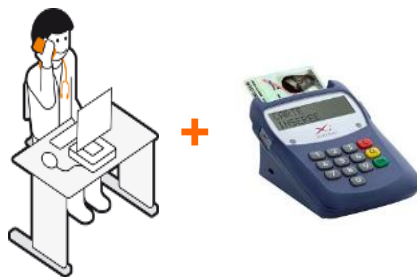




## 7. cloud-based health insurance settlements system Senegal



patient has a personalised card



the doctor uses the card reader and internet connection



secure internet site to check the patient rights

### patient benefits

- optimise patient journey
- ease access to care
- save time on insurance approval
- fast reimbursement

### for insurance providers

- lower operational costs
- increase efficiency
- limit frauds

### facts and figures

- 700 000 are managed by IPM
- 30% of IPM were **bankrupt** due to frauds
- 1 day is the average **approval** time from the IPM

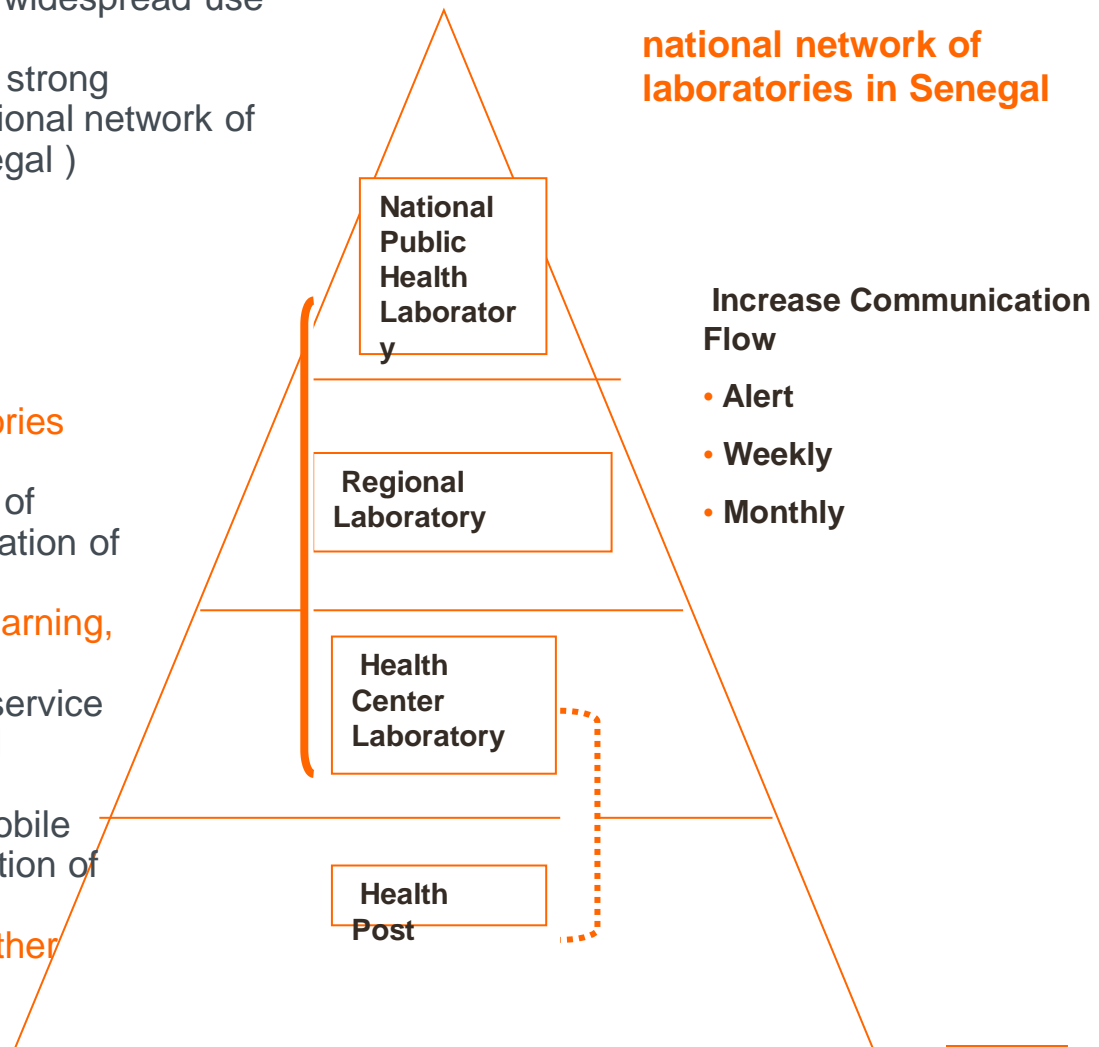


## 8. Data Collect Epidemiologic case / M-Training & Information

- The epidemiological surveillance is not operational in remote areas below the district level,
- Diseases surveillance system based on the widespread use of mobile phones could have a real impact
- VOICES Partners, Fondation Merieux with strong involvement with the Coordinator of the national network of laboratories ( part of Health Ministry in Senegal )
- **Launch two M-Health services :**
  - Epidemiological Surveillance
  - M-Training and M- Information

### ➤ M-Health Services

- Interconnection of the care site and **laboratories epidemiological site** in the Senegal
- to ensure a better and **quicker transmission** of information from the field, a quicker identification of infectious disease outbreaks.
- **Develop intranet solution** :adapted for **M-learning**, global information system for laboratories
- **M-Training and M-Information** using voice service based on new concept solution of voice and multimodal service with **an IVR tool**
- Enabling field workers to receive on their mobile **phones alerts**, specific training for the detection of specific diseases happening,
- appropriate behavior to **adopt to prevent further** expansion of the disease in the population.



Thank you

