

# Phones for Health



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# The Reach of Mobile Phones

There are 1.7 billion mobile phones in the developing world.

1 million new phones are sold every single day.

“The explosive spread of mobile phone networks across the developing world has created a unique opportunity to significantly transform how countries can tackle global health challenges.” Dr. Howard Zucker, WHO Assistant Director-General.

# Phones for Health

A global public-private partnership to deliver practical information solutions to strengthen health in the developing world.



**accenture**

**VOXIVA™**



**MOTOROLA**



The global mobile phone industry.  
Leading mobile operators and technology companies.  
The US Government's Global HIV/AIDS Program.

# Proven Deployments. Global Scale.

- **Phones for Health** provides Ministries of Health with integrated health information systems.
  - Health program management
  - Patient monitoring
  - Disease surveillance
  - Drug supply chain management
  - Anti-counterfeiting
- Phones for Health is deploying systems across **10 countries in Africa**.
- Since 2001 Voxiva has deployed national scale health information systems in Latin America, Africa and Asia.
- Voxiva is the core information systems provider to **USAID's \$7 billion** integrated drug supply chain management program.



**PARTNERSHIP  
FOR  
SUPPLY CHAIN  
MANAGEMENT INC**

# The Phones for Health “drugID” Solution.

Simple, because it works with existing infrastructure

Unique encrypted code on every unit can be verified with SMS or Web

Machine-readable 2D code can be verified with a cell-phone camera or scanner

Tamper-evident security seal can include many other security layers



## Instantly verify a drug with SMS

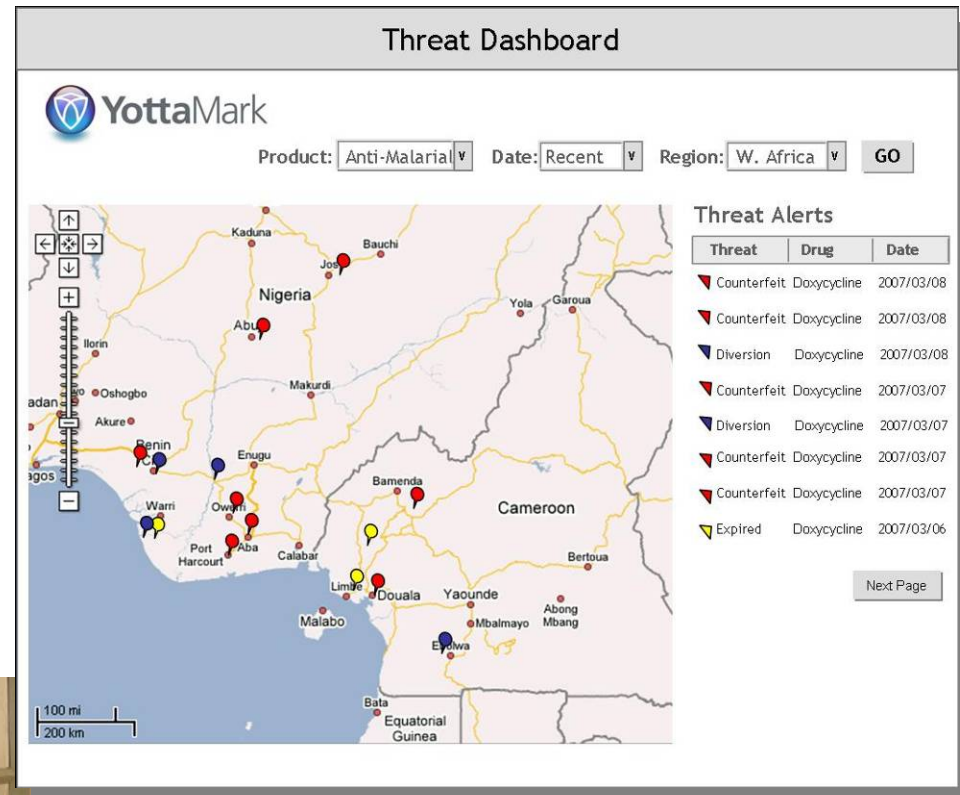


Verify Authenticity

Verify Drug Type

# Beyond authentication: real-time intelligence

- What are the threats.
- Where are the threats.
- Automatic alerts.
- Track and quantify problems quickly.
- Measure verification rates.
- Deactivate suspect codes.



# The solution is already proven



Bottled water



Inks



Electronics



Fresh food

# The Phones for Health “drugID” advantage

- ✓ Proven solution.
- ✓ Patented technology.
- ✓ Verifiably secure.
- ✓ Massively scaleable.
- ✓ Standards-based.
- ✓ Easy to implement.
- ✓ Builds on **Phones for Health Partnership**.
- ✓ Integrated with national health information platform.
- ✓ Leverages 1.7 billion existing mobile phones.

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