

## The role of mobile phones in increasing accessibility and efficiency in healthcare

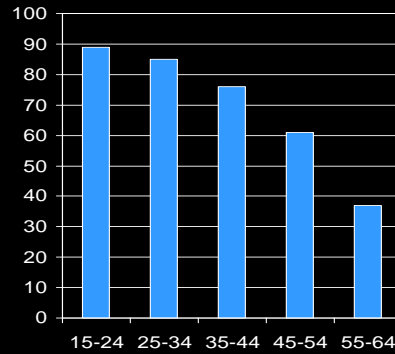
Malcolm Miller  
Vodafone NZ Limited

## Mobile phones in healthcare

Simple, highly cost-effective interventions, for common, uncomplicated long term conditions need to happen dependably: dependably over time and for all populations

## Mobile phones in healthcare

- Over two billion mobile phones
- Individual
- Private
- Anywhere, anytime
- Low cost



SMS use by age group in UK

- Txt to 3767:

- pot
- cocaine
- acid
- LSD

NEW ZEALAND  
**Drug Foundation**

Vodafone  
New Zealand  
Foundation

runthered  
HEALTH FOUNDATION

## Patient appointments

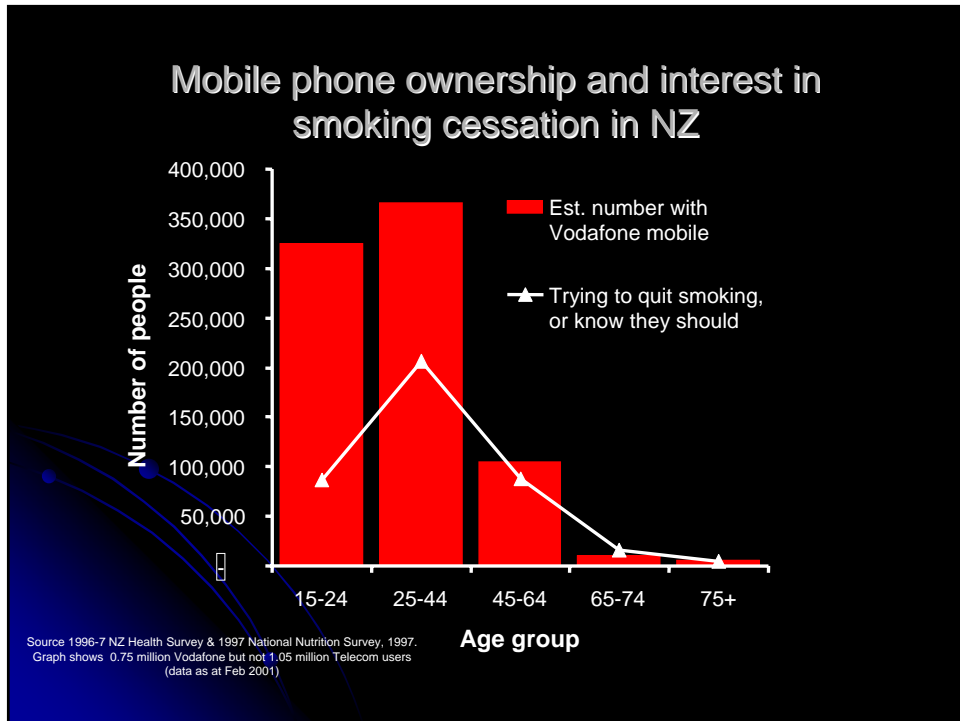


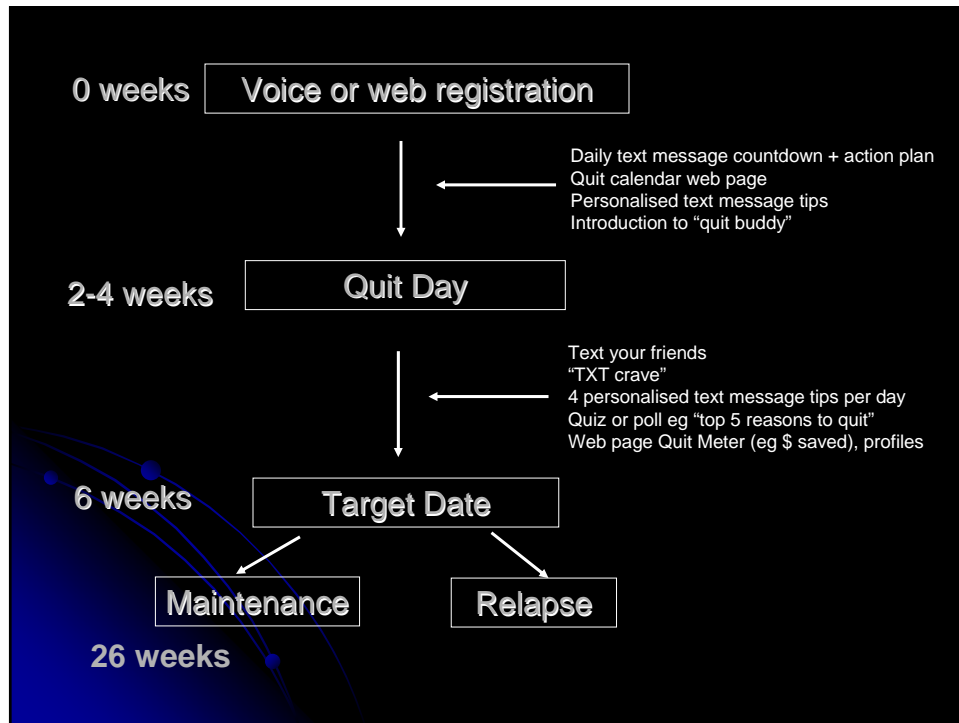
- Approx 65% of DNAs are “forgot appointment”
- Same or higher rates among Maori
- Slower take-up

## Asthma – Virtual friend Max

- “Doctors try to make young people comply with treatment, while young people try to make the disease comply with their lifestyle”
- Example txt messages
  - “Yo dude, its Max reminding U2 takeur inhaler”  
“Yep dis mornin”
  - “Bonjour, Max here. Forgotten something 2day?”  
“Beat U 2 it. Just tkn it!”

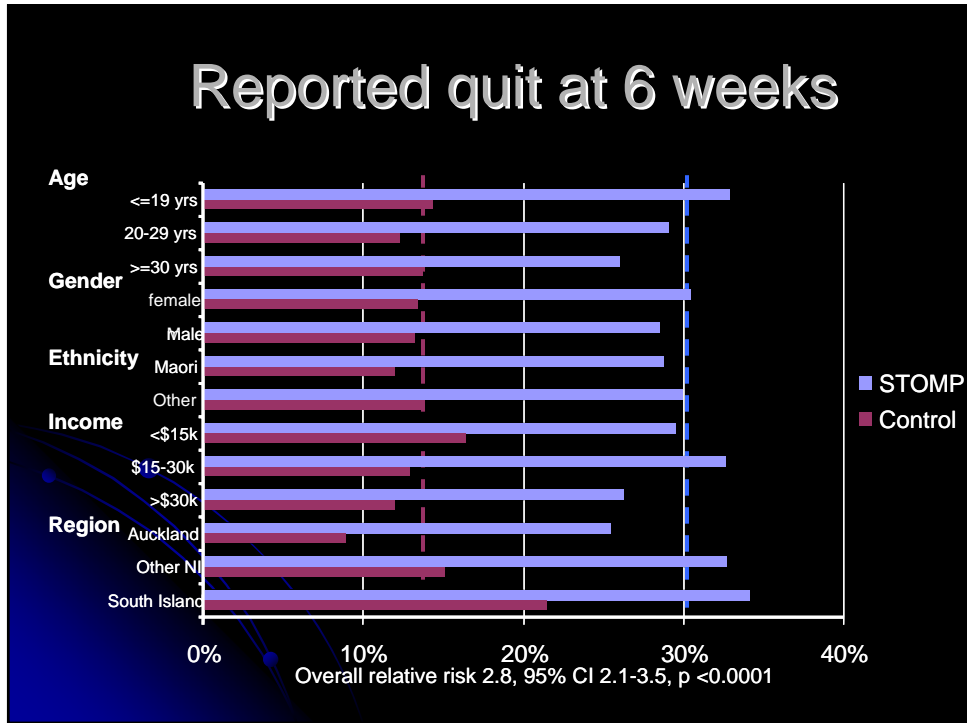
# Smoking cessation





## Examples of text messages

- Who else r u givng up Smoking 4? Write down 4 people who will get a kick outa u kickng butt. Your son, daughter, mum, dad, m8's?
- Failed 2 QT b4 & believ you'll fail again? Rewrite ur belief 2 "I have the power 2 stick 2 my plan, I have gr8 support, I am stronger each day"
- Quitting=an investment in yr life, finances, friends, family-what r ur 3 top reasons 4 quitting? TXT them 2 a frnd



**STOMP** [stomp@ctru.auckland.ac.nz](mailto:stomp@ctru.auckland.ac.nz) [logout](#)

**STOP SMOKING WITH MOBILE PHONES TRIAL**

Welcome Amanda, Your quit date: 25/06/2002

Well done Freddy  
So far, you've saved \$1043  
and you've saved  
33.46 days of your life.

- Uni fees
- Palm Handheld
- Aussie shopping trip
- PlayStation 2
- Weekend away
- Sky Tower bungy jump
- Day Skiing
- CD
- Movies

WANT 2 SEND A FREE TXT 2 STOMP EDITOR? GIV EM A REV UP, OR SHARE UR BST QT TIP OR WATZ GOING GR8 4 U (MSGS R LMTD 2 160 CHAR)

Time lapsed:

characters

**HEART**

**MUSCLE**

**MIND**

**STOMP SURVEY**

*"Only those who dare to fail greatly can ever achieve greatly"*  
**Robert F. Kennedy (1925 - 1968)**  
American Senator and Attorney-General

## Conclusion

- Good evidence mobile phones help improve dependability and reduce inequalities
- But need for more clinical trials with **economic evaluation** to inform systematic application
- **[www.vodafone.com/healthcare](http://www.vodafone.com/healthcare)**