

Fact Sheet

MOBILE HEALTH (mHEALTH) ALLIANCE

Health and development organizations are increasingly turning to **mobile technologies for the effective generation and delivery of health solutions**, particularly in the developing world where mobile phone penetration is growing at an unprecedented rate. The International Telecommunications Union estimated that by the end of 2008, there were 4 billion mobile phones in use throughout the world, with 64 percent of mobile users living in emerging market countries.

At a major conference on the future of mHealth held as part of the *Making the eHealth Connection: Global Partners, Local Solutions* event at the Rockefeller Foundation Bellagio Center, in July 2008, participants committed to forming a **non-profit mHealth Alliance to maximize the impact of mobile health, especially in emerging economies**. A core group of those participants, including **the Rockefeller Foundation, United Nations Foundation and Vodafone Foundation announced** at the February 2009 GSMA Mobile World Congress their agreement to spearhead the development of the Alliance.

The mHealth Alliance's mission is to be the **global facilitation body enabling maximum innovation and impact in mobile health with the goal of advancing adoption of mHealth eco-systems that are based on open standards, scalable, sustainable, and available to all interested stakeholders in any environment**.

Given the rapid growth of mHealth initiatives by multiple organizations around the world, the Bellagio conference participants agreed in the [Bellagio eHealth Call to Action](#) that there needed to be a vehicle to address the fragmentation, duplication and incompatibility of initiatives in the burgeoning mHealth field.

The Alliance will maintain a broad vision in keeping with the rapid evolution of the mHealth industry while focusing initial activity in **three principal areas**:



- **Thought leadership** to the mHealth sector through: rigorous market research on the size and dynamics of the global mHealth market; presenting the “opportunity for mHealth” by commissioning white papers; undertaking regional conferences and impact studies, and consulting.



- **Global advocacy and collaboration** in the areas of policies, regulations, interoperability, best practices and support of relevant mobile and related health standards.



- **Partnership for selective implementations** in areas such as project design and support, project funding, and driving the public-private collaboration necessary for successful mHealth projects to be nationally and regionally scaled.

To achieve its goals, the Alliance will engage donors, members, affiliates, and project partners from the public, NGO, academic and private sectors. The Alliance will cultivate the **cross-sector partnerships and projects** necessary to build out the existing embryonic mHealth ecosystem.

For further information, to arrange an interview with a spokesperson from the Alliance, or for imagery or case studies, please contact Adele Waugaman, United Nations Foundation communications director at (+1) 202 887 9040 or awaugaman@unfoundation.org.