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Case Study 5

Project Name: mDiabetes

Organisation: Arogya World

Location: All India

Project since: 2012

Project URL:
www.arogyaworld.org

Description:

mDiabetes was launched by Arogya World in partnership with Nokia Life across India in January 2012. The objective of this initiative was to disseminate vital information about Type 2 Diabetes and what life style changes one should make to prevent diabetes through alerts in 12 languages to 1 million con-

sumers throughout India. Nokia phone users, who subscribed to Nokia Life services, were sent these carefully designed alerts which would be useful reminders for adults about healthy living as a way to prevent diabetes. Users receive content twice a week on their Nokia Phones. mDiabetes is an ongoing Clinton Global Initiative from Arogya World.

The diabetes awareness and prevention content has been developed with strong emphasis on science and behaviour change. These have been reviewed for cultural relevancy, technical accuracy, translated and transmitted to mobile phone consumers throughout India. The program's effectiveness in increasing the adoption of healthy lifestyles, known to prevent diabetes, is being periodically measured. The user



subscribes to the service by browsing the Health menu on Nokia Life or opting in to a service offer alert that they have received.

mDiabetes is considered the largest mobile-based program in an emerging market to-date for diabetes prevention. The uniqueness of this program also lies in the ecosystem of partners built for the initiative. This effort is new and is one of the first nationwide diabetes education mHealth initiatives in a large developing country and can provide much data of interest to the public health world. The effort includes several public-private partnerships in which every partner has a valuable role.

- Nokia provides an innovative device and technical platform - Nokia Life - to reach consumers throughout India.
- Arogya World's Behavior Change Task Force of medical, health promotion and consumer experts from the US, UK and India have reviewed the content and shaped evaluation.
- Emory University has provided behavior change and diabetes expertise for content development.
- The program's market research partner is Ipsos (formerly Synovate).
- Private sector partners Biocon, Lifescan Inc., and Aetna are providing support for various aspects of this initiative.

Result: The mDiabetes program is already operating at a national scale

since Jan 9, 2012 and 1 million consumers have received the diabetes content till date, so the sustainability is high. The content of the application is available in English and 11 other Indian languages.

Project Strength, Weakness, Improvisation & Scalability

1. The project 'Nokia-Arogyam mDiabetes' is about creating awareness about diabetes. The content of the application is towards creating awareness among people towards the disease of diabetes and motivating them to follow better health practices.
2. The sustainability of the project is high because of the relevance of the subject it focuses on and the mobility to reach out to citizens.
3. The project is inherently scalable due to low cost model and simplicity. Further the subject it addresses has wider need and acceptance amongst potential user segments.
4. However, the content plan needs to be updated. There should be addition of interactive voice component along with a mechanism to record the performance of each user.
5. There should be an incorporation of other array of lifestyle diseases as well as linkages with local medical practitioners.