

# An introduction to the mHealth opportunity



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# Anyone here been homeless?



# Anyone been a refugee?



# Anyone had a drug problem?



# Can you have an iPhone and really be homeless?



# Can you have an iPhone and really be homeless?





Do you deserve our help if you  
have an expensive iPhone?





Society is so uncomfortable with the homeless having wealth that pro-beggars dress as Victorian paupers



Begging without shoes, which are in safe keeping of friends, tugs heartstrings of passers-by

# Mobile has changed everything



# An important public health message needs to be made about mobiles

- [Practically everyone has a smartphone today in affluent countries \(and +2.6 Billion have a second mobile\)](#) and we shouldn't be surprised to see homeless people in European cities with these devices (a Crisis report suggests that the average age of death for homeless in London is just 47 years).
- Old smartphones are often donated to friends/family as they're not worth a lot of money
- Charities that work with the homeless often give them mobile phones to help them stay connected to services/communities. [Increasingly Healthcare providers are doing this to help Patients with chronic conditions](#) and the opportunity is obvious when you appreciate that the cost of treating an uncomplicated case of TB can range from £2,000-£50,000 and the failure to complete a course of treatment makes the problem much worse.
- You cannot live in a smartphone (yes even the latest most expensive one sold by Apple!)
- Selling your smartphone will be one of the last things someone who has become homeless will do as second hand devices aren't worth that much money (and certainly not enough to cover a deposit/rent payment) and they offer a lifeline for improving your situation (via your mobile friends and prospective employers can contact you, you can find a hostel, get advice, etc).
- Maintaining a Smartphone and your online social networks can be very inexpensive (eg. many public areas and libraries now provide free plugs and WiFi)
- A mobile can be an invaluable life line for someone sleeping rough and it also enables them to provide an invaluable community service eg. reporting crimes and emergencies via 999/112.
- We need to be less judgemental about how deserving homeless people are as otherwise we just exacerbate the scenario we see today in affluent areas of cities where professional beggars pretend to be homeless by dressing up as caricatures.

# Mobile is the newest mass media



# Unique attributes of Mobile as a Mass Media

- 1st – mobile is personal
- 2nd – mobile is permanently carried
- 3rd – mobile is always on
- 4th – mobile has a built-in payment channel
- 5th – mobile is available at the point of creative impulse
- 6th – mobile is most accurate at measuring its audience
- 7th – only mobile can capture the social context of consumption
- 8th – only mobile can offer augmented reality

# Mobile isn't a subset of the Internet



There are

**1.1B**

Landline phones



# Mobile isn't a subset of the Internet



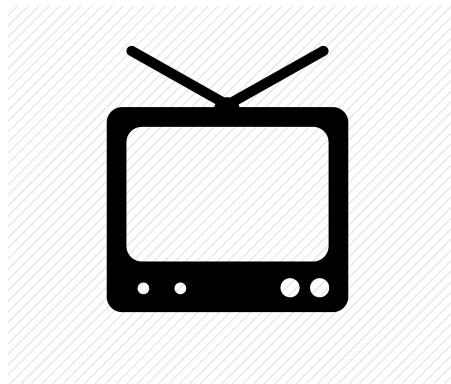
There are

**1.5B**

PCs

(desktops + laptops  
+ netbooks + tablet PCs)

# Mobile isn't a subset of the Internet



There are

**2B**

TVs

# Mobile isn't a subset of the Internet



There are

**7.1B**

mobile subscriptions

# Mobile isn't a subset of the Internet



# 68%

Say they check their phone  
within 15 mins of waking up

# Mobile isn't a subset of the Internet



We check our mobiles

**150**

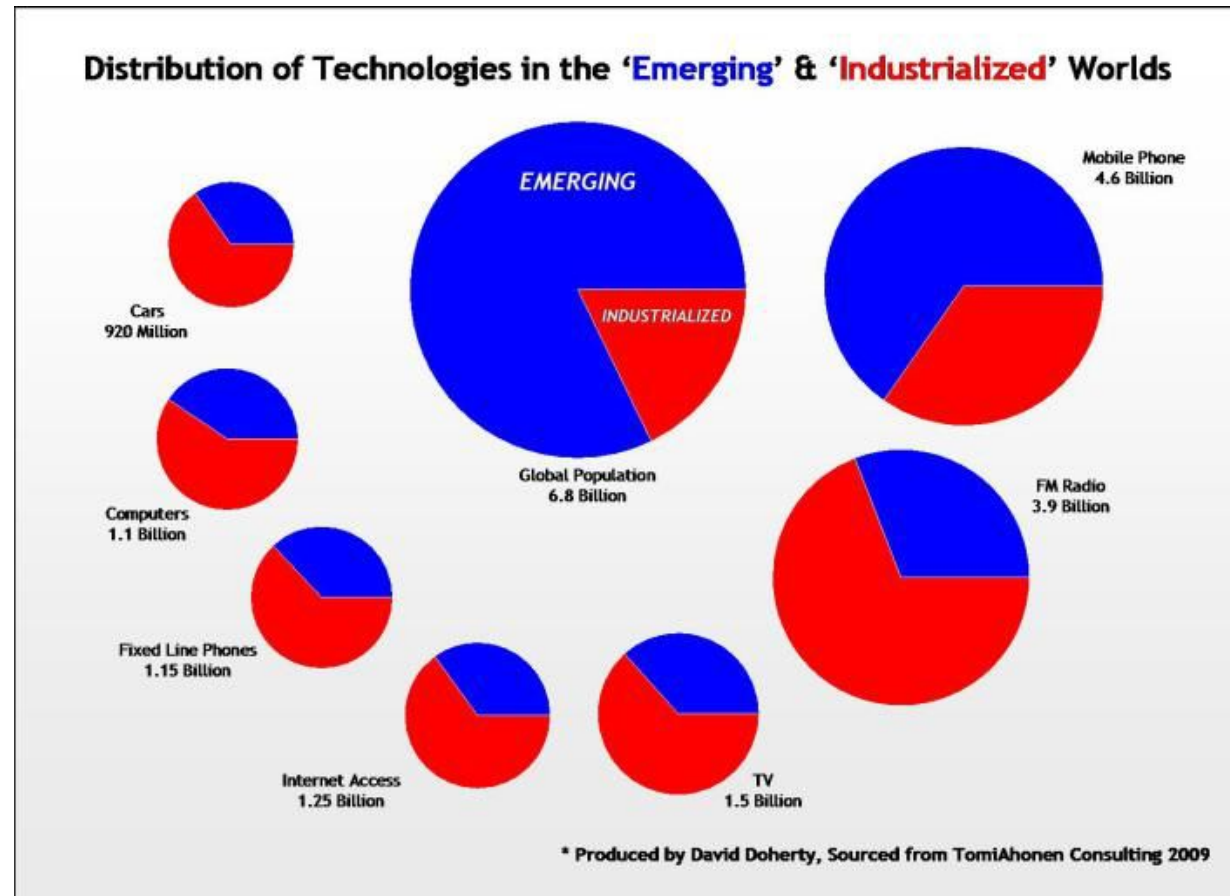
a day

# Mobile isn't a subset of the Internet





# Mobile is the only technology that's more distributed amongst the world's poor



# 2000-2010: The Nokia Decade



# 2010-2020: The mHealth Decade?



# The iPhone is becoming synonymous with Health

**"Perhaps the most profound change iPhone will make is on our health"**

**Tim Cook  
CEO, Apple**



# The world's biggest & most profitable company wants to evolve into a Healthcare brand

Apple CEO thinks mHealth revenues will dwarf the \$Trillion Smartphone market

Posted on August 11, 2016

**Apple CEO Cook: Healthcare may make smartphone market 'look small'**

AUGUST 10, 2016 BY  
BRAD PERRIELLO

**+MASS  
DEVICE**



Apple (NSDQ:AAPL) CEO Tim Cook says that the healthcare market's potential could dwarf the smartphone market that accounts for some 65% of Apple's \$234 billion in annual revenues.

The consumer electronics giant – which is rumored to be developing a stand-alone device to monitor heart rate, pulse, blood and sugar changes – has a significant advantage over medical device and drug manufacturers, Cook told FastCompany.com.

"When you look at most of the solutions, whether it's devices, or things coming up out of Big Pharma, first and foremost, they are done to get the reimbursement [from an insurance provider]. Not thinking about what helps the patient. So if you don't care about reimbursement, which we have the privilege of doing, that may even make the smartphone market look small," he told the website.

Cook was coy with the details, saying only that Apple is "pulling a string" on healthcare and following where it leads.

# It's time for Street Medicine to go Mobile First



# StreetMedicine must start with prevention



Political representation won't come until  
voting is as easy as sending a SMS

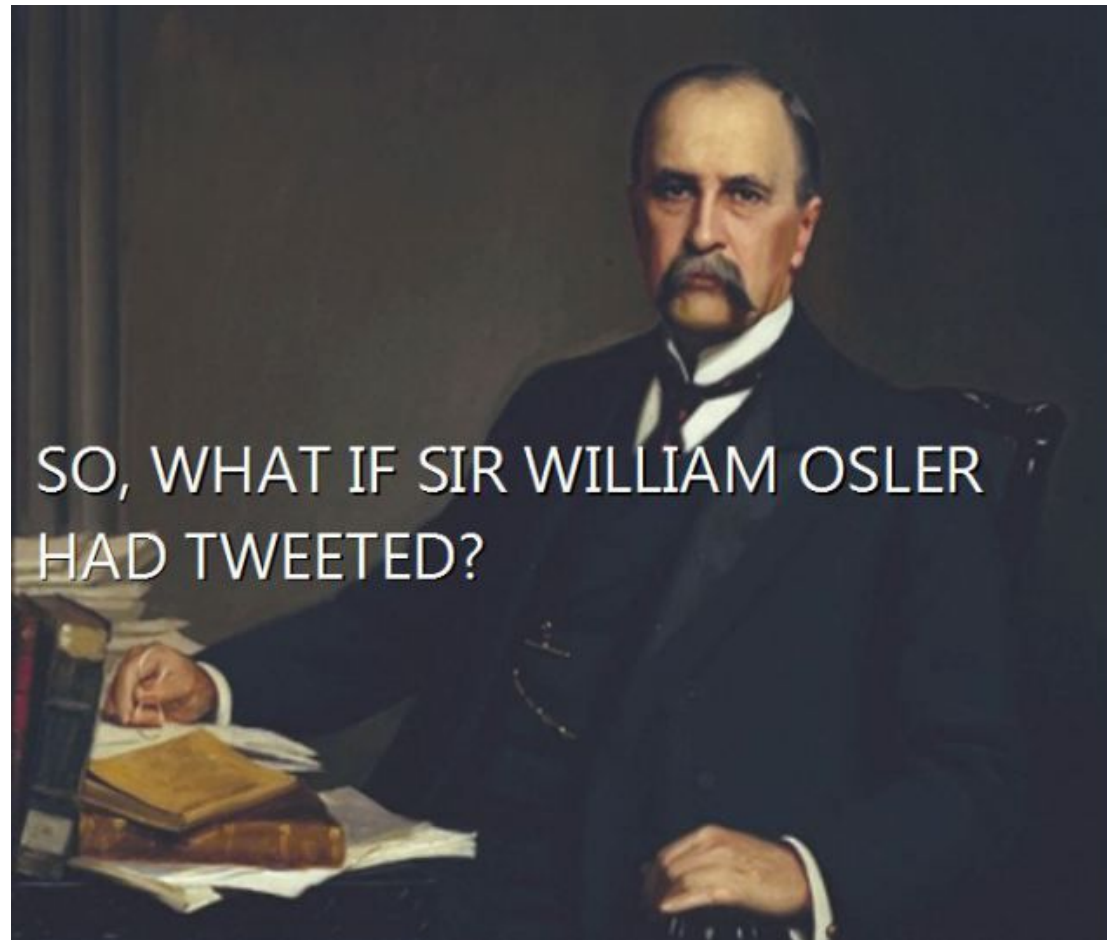


# Let's campaign to get Ireland following Estonia's lead

In the 2014 national election Estonian citizens  
were able to vote with their Mobile Phones.

11% of all votes were cast electronically

# Develop your Social Media skills because we urgently need to connect & propagate the opinions of Carers



# Social Media offers opportunities to educate the public about Homelessness



Quick selfie with the homeless guy sleeping in the lobby

[pic.twitter.com/WmlBxWsaq9](https://pic.twitter.com/WmlBxWsaq9)

↩ Reply ↻ Retweet ★ Favorite ... More

Without mobile the homeless will remain excluded from society and the media.





Mobile is key to finding employment  
and building reputations



# Social Media & StreetMedicine



*I want society to appreciate the importance of homelessness.  
This is how we can mobilise a rally and protest against cuts to services.*

# Social Media & StreetMedicine



*Discover what's happening and is needed right now  
eg. Emergency Food/Shelter needs/availability*

# Social Media & StreetMedicine



*Find a job. Connect with and help others  
to find opportunities*

# Social Media & StreetMedicine



*Learn how to do things, develop interests,  
Share videos of your experiences.*

# Social Media & StreetMedicine



*Check the food and clothes we're donating  
to the Cork Homeless Shelter*

# Social Media & StreetMedicine



# WhatsApp

*I want to stay in touch*

# Social Media & StreetMedicine



*I want mobile first designed public services  
that are easy to use, convenient & accessible*



# Social Media & StreetMedicine



*Let's meet up to share and create solutions to  
Help meet the challenges of Homelessness.*

# Social Media & StreetMedicine



*We're a state funded homeless charity  
looking to improve our search ratings*

# Can we afford a Mobile First approach?



# Rural Healthcare workers in Bangladesh can't afford to ignore Mobile



# What are our priorities?





# What are our priorities?



# What are our priorities?

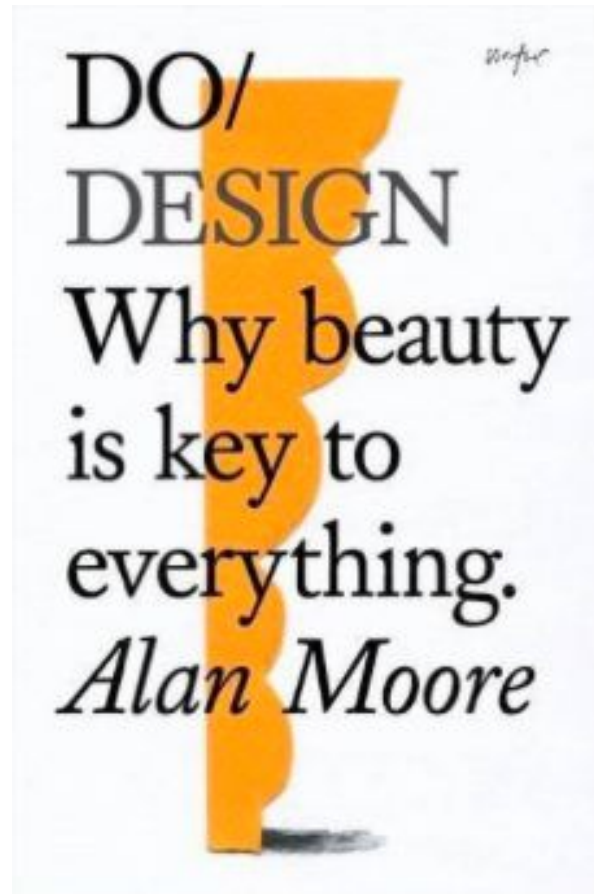


# How little does a mobile phone resale for?





# Mobile First design can make services that are fit for the Homeless



# How would Elon Musk tackle Homelessness in Ireland?



# How would Elon Musk tackle Homelessness in Ireland?

If your dreams  
don't scare you,  
they are  
not big enough.

# When Technology Converges it converges to Mobile



Mobile convergence provides an opportunity to reduce complexity

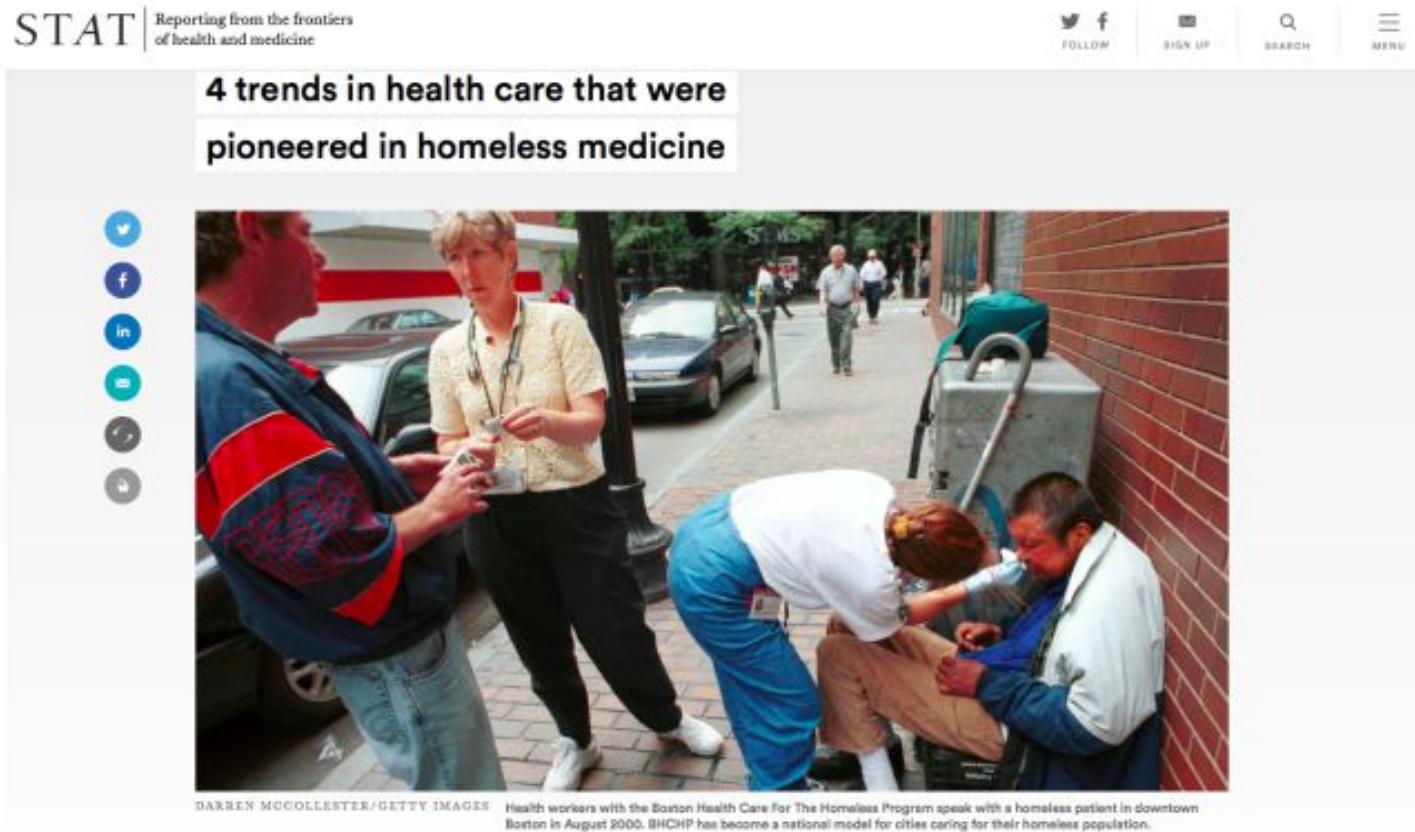




# Getting off the streets can be very complex



# The Mobile Medical



# The Mobile Medical





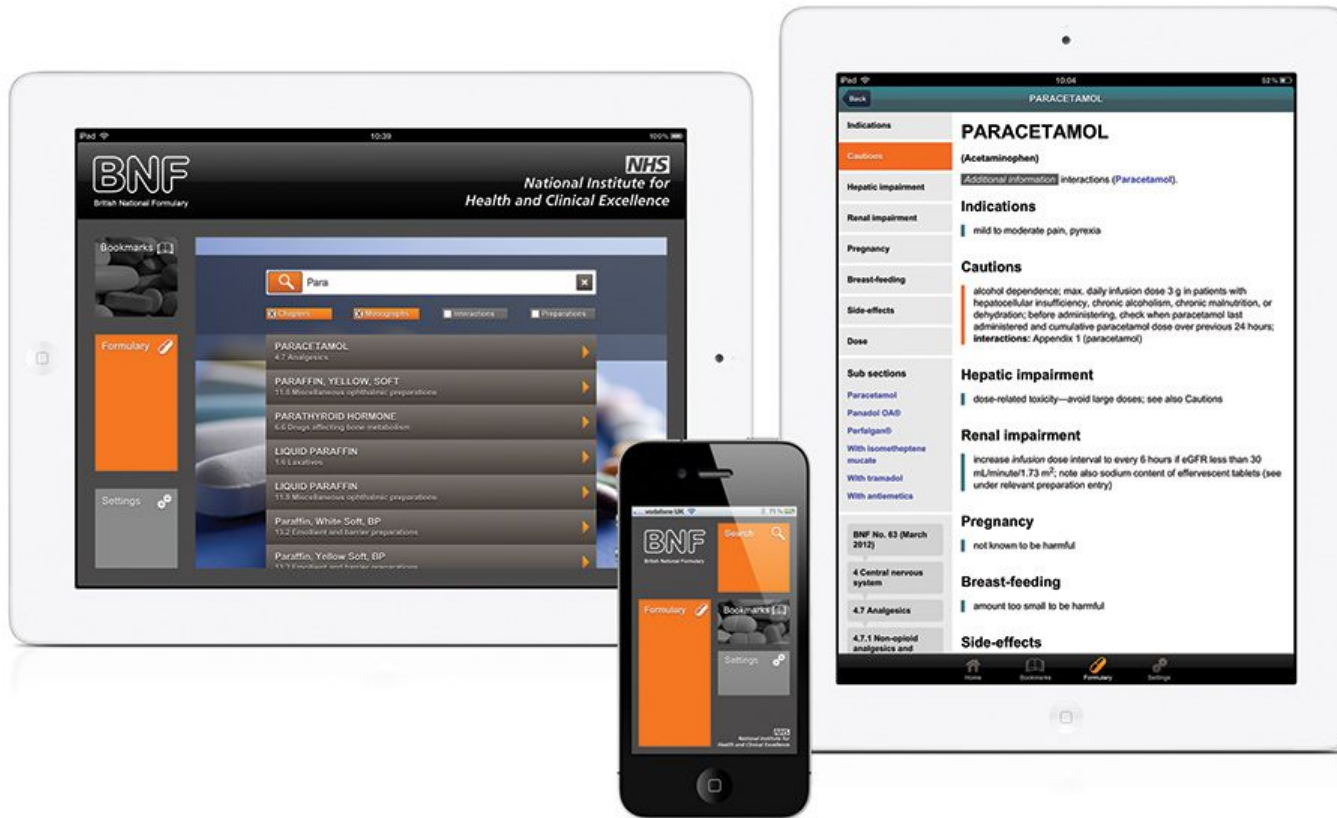
# The Mobile Medical



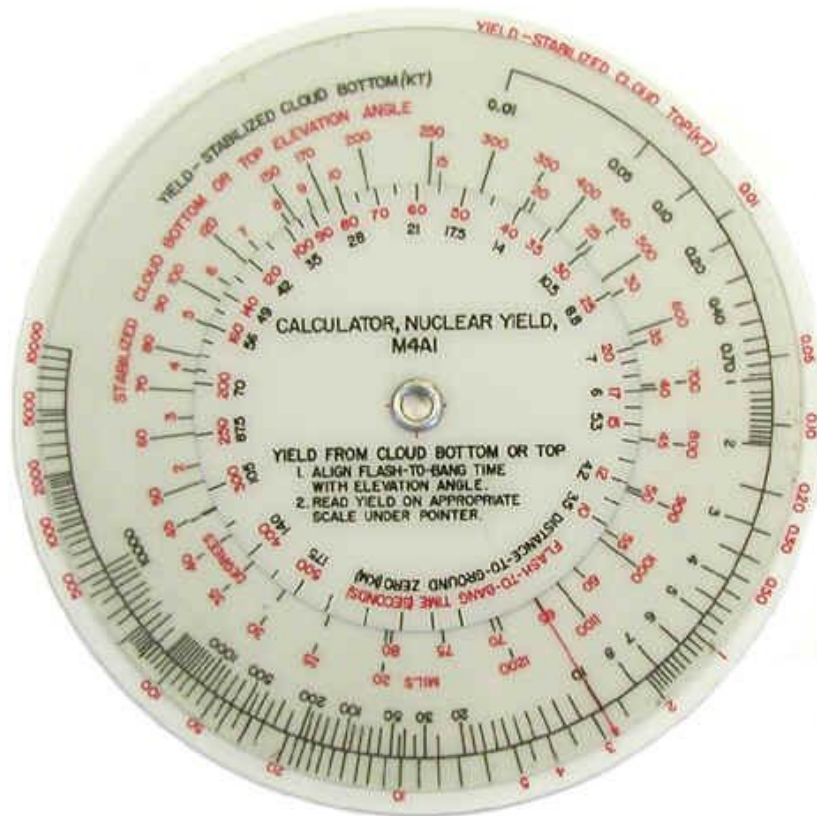
# The Mobile Medical



# The Mobile Medical



# The Mobile Medical



# The Mobile Medical



# The Mobile Medical

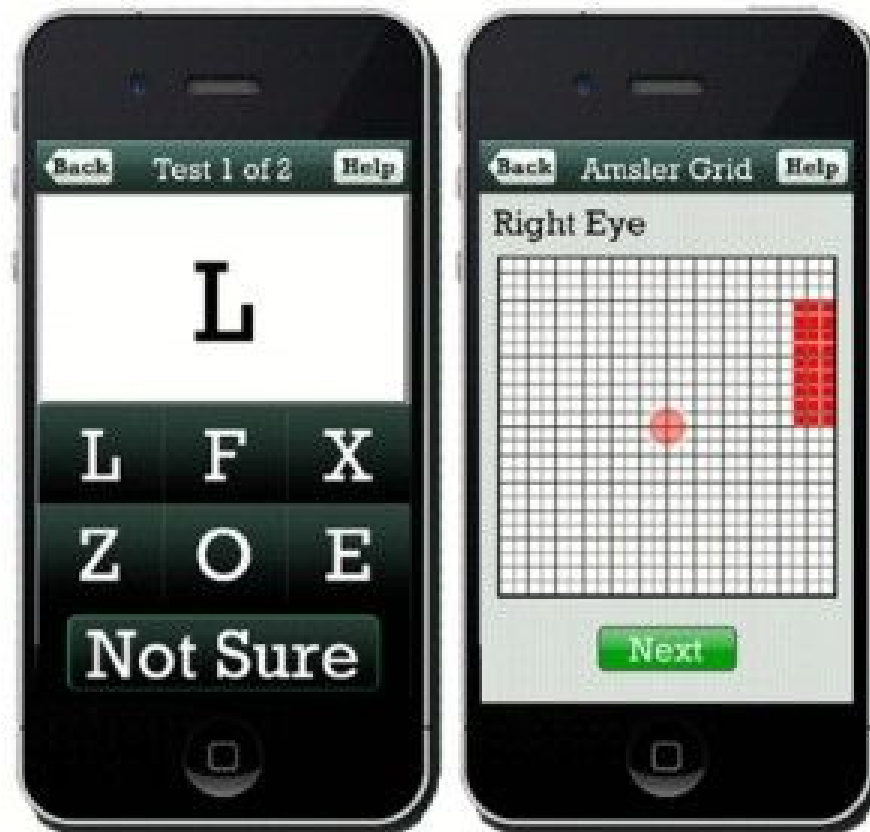




# The Mobile Medical



# The Mobile Medical





# The Mobile Medical



# Disease Management



# Embedding Connectivity



# Embedding Connectivity

## Ebola nurse Cafferkey cleared of misconduct

Updated / Sept. 14, 2016 15:35



Pauline Cafferkey became infected with Ebola while working in Sierra Leone in 2014

# Mobile has made it cheaper to distribute quality health information than water



# This is the world's biggest Clinical Trial Recruitment & Participation Opportunity





Charity can be a SMS with info about where you can find some work/food/a safe place to sleep



# Help us compile a StreetMedicine Guide to Mobile Apps

Share apps & services you're using with the  
#STREETMEDICINE hashtag and say  
why you think they're helpful.



# Help us produce a StreetMedicine Guide to mHealth Webinar

If you've seen anything please share it and we'll try to feature it in the free 1hr CPD accredited webinar that we'll be sharing on YouTube.