



Agenda

QUALCO/V/N°

Born Mobile™

- 29+ years of driving the evolution of wireless communications
- Making wireless more personal, affordable and accessible
- World's largest fabless semiconductor company, #1 in wireless
- S&P 100 / S&P 500 / Fortune 500







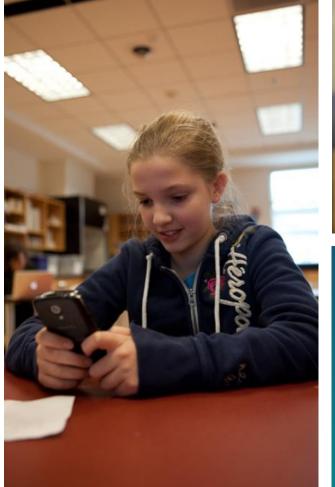




























Wireless Reach Program Selection

- 1. Must demonstrate how QC technologies can improve lives, especially advanced wireless technologies
- 2. Must **involve collaborating stakeholders** including, but not limited to:
 - a local 3G/4G operator
 - an on-the-ground implementing organization
 - a research organization
- 3. Must be **aligned with one of the five Wireless Reach verticals** (education, health care, entrepreneurship, public safety, & environmental sustainability)
- 4. Must meet a community need that is **aligned with the local government's relevant social and economic policy goals**, such as ICT, education, health care and environmental policy goals
- 5. Must be scalable and sustainable on its own after two to three years of funding

mHealth Strategy (among others!)

Wireless Reach programs aim to develop the global ecosystem by:

- Encouraging scalable solutions by targeting diseases and conditions for which mobile broadband is the best monitoring tool and have large total addressable markets
- Investing in four key focus areas, which meet this objective: chronic disease management, child and maternal health, aging in place, and mobile health education
- Reducing barriers to scale:
 - Catalyzing innovative business models to encourage financial sustainability
 - Building the evidence base for mHealth interventions
 - Engaging with local and national ministries of health to ensure solutions fit with local ICT goals and policy objectives
 - Promoting interoperable solutions



Nigeria: CliniPAK360

Health Care

Strategy

 Demonstrate a replicable health care use case for mobile; showcase importance of IP in health care delivery for resource-scare settings; integrate mobile broadband as the foundation of the national electronic medical record system to meet country and global MDGs

Technology

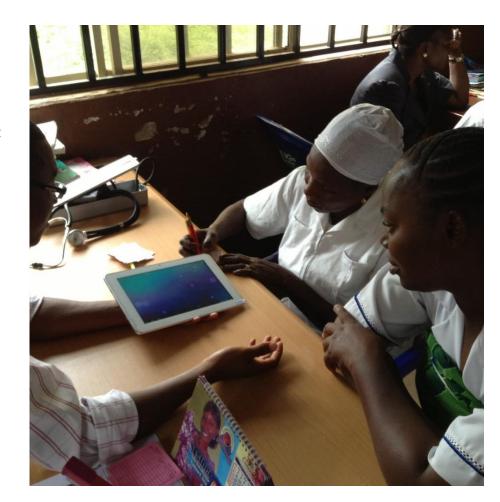
- 3G enabled tablets and electronic medical record system

Stakeholders

 Vecna Cares, InStrat Global Health Solutions, Etisalat, Evidence for Action and National Primary Health Care Development Agency (NPHCDA)

Results

- Pilot rolled out in three states and 14 clinics in 2013; expanded to four states and 51 clinics by late 2014
- The program's frontline health workers have touched over 91K patients to date
- Rapid replication of the program in Sierra Leone and Liberia to aid in efforts against Ebola





South Africa: Mobile Health Information Systems

Health Care

Stakeholders

Eastern Cape Department of Health, FHI 360, MTN South Africa,
 Nelson Mandela Metropolitan University - Nursing Sciences
 Department, South Africa Partners

Technology

 Internet-capable, commercially available smartphones and tablets housing a locally relevant, reliable clinical library

Results

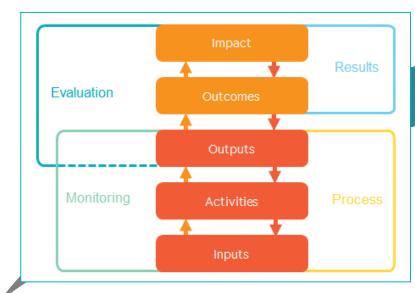
- Nurses and doctors reported that being able to access health information at the point of care assisted in making an accurate diagnosis, prescribing the correct treatment for their patients and reducing patient mortality.
- As of 2013, the portal was transferred to the Eastern Cape
 Department of Health and is being managed locally.





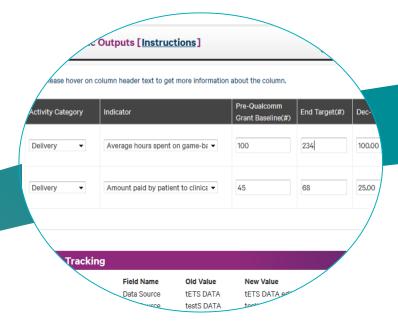
Monitoring and Evaluation Framework

Logical Framework per Project



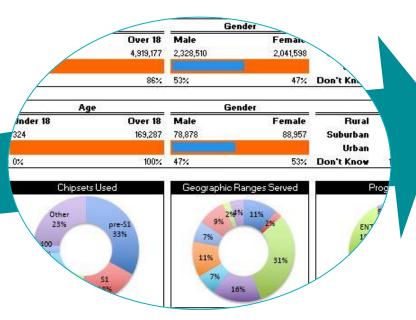
Designing the roadmap to ensure project success

Quarterly Monitoring Report per Project



Partners enter over 500 data points per project on a quarterly basis, which we validate

Dashboards for Projects and Entire Portfolio



Seamless data aggregation and analysis producing visuals across geographies, verticals and time



Elevating Our Profile through PR and Marketing

Event Participation

We participate in approximately **100+** events/year, including project announcements/ launch events, speakerships, sponsorships, conferences, tradeshows, demos and booth presence

Media Outreach

- 2,800+ media imprints that include print/online articles, radio and TV spots
- Active engagement with Twitter followers on @Qualcomm_GA and @QCWirelessReach (currently 1,100+)
- Refreshed web content around each project milestone

Building Our Brand

Efforts to raise awareness of Wireless Reach:

- Project Announcements/Event Launches
- Wireless Reach Leadership Profiles
- Leadership Features in Specific Verticals
- Executive Spokespeople at WR Events
- Strategic Sponsorships & Speakerships







Wireless technology helps improve health





Q & A



Thank you

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