Commercial Sector

Information Technology Companies

Introduction

In recent years, information and communications technologies (ICTs) have increasingly played a role in development. *mHealth* (the use of mobile technology to improve health outcomes) is a primary example of an ICT initiative. Given the rapid growth of mobile technology in developing countries, *mHealth* is emerging as a key tool to strengthen clinical care, connect with target users, reduce isolation and fragmentation of providers, improve program management, and attract corporate partners. By gathering country-specific data on mobile phone access and use, and current and planned *mHealth* applications, teams can determine whether there is potential to leverage *mHealth* as part of their recommendations. Specific stakeholders to target during the assessment include mobile operators, software companies/mobile service providers and mobile money operators.

Questions

Mobile Operators

Lists of licensed operators can be found through internet research. Ideally interviews would be held with both philanthropic units (departments of corporate social responsibility) and business departments.

- What is your current market share?

- What segments are you targeting? Probe by men/women, age range.

- Are you engaged in any partnerships to deploy mHealth applications? Describe the application and share your experience working with the health sector.

Software Companies/Mobile Service Providers

These are local technology companies who have relationships with mobile operators and design service to meet particular requirements such as bulk text messaging, data collection, interactive voice response systems, or surveys. Leads will come from mHealth implementers funded by donors, university computer science departments and mobile operators.

- Are you currently providing applications for the health sector?

- What barriers do you see to use of mobile services by the health sector? Ask about differential ownership/use/digital literacy of mobile phones between women and men.

- What do you see as the market potential in this area?

Mobile Money Operators

These are licensed providers of mobile money. (They may be commercial banks, mobile network operators, third- party software platforms, or financial institutions like Visa.) Lists should be available from the appropriate government licensing entity.

- When did you begin offering services?

- What is your market reach? Ask about sex disaggregated data.

- Are you currently providing services to or partnering with any health-related organizations including insurance companies, hospitals, clinics, or international aid donors? [If so, obtain program details.]

- Do you currently have the capacity to administer insurance products? Why or why not?