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ASIA EDITION

Vodafone, AstraZeneca to develop mHealth patient service platform

March 20, 2014 | News | By BioSpectrum Bureau



Singapore: Global telecom giant Vodafone and AstraZeneca have partnered to use mobile health (mHealth) services to improve health outcomes for patients with cardiovascular conditions by creating a new mobile and internet-based services to support patients through their treatment journey.

Vodafone will provide the technology, infrastructure and expertise for these services, as well as the ability to capture data from a variety of sources to improve overall engagement between patients and their Health Care Professionals (HCPs).

HCPs will be able to give patients the option to use these mHealth services, as an integral part of the patient care process, empowering them to manage their conditions as part of their daily routine. Patients will have access to educational material - personalised for their needs - and will benefit from coaching and treatment support to help manage their medication and lifestyle changes, and track their treatment progress.

The project will be led by the Intelligent Pharmaceutical Group within AstraZeneca, part of Global Medicines Development, working in close collaboration with the in-country marketing teams. Services will be designed to work across geographies, with the ability to adapt to local variations in regulations and patient care. Astra Zeneca has selected Vodafone in light of Vodafone's experience in delivering - and ability to scale - mHealth services.

Mr. Erik Brenneis, Director for Machine to Machine, Vodafone, said, "Bringing together the best in connectivity with the best in treatment and education will create powerful and compelling outcomes for patients. AstraZeneca is a global leader in the

mHealth field and we are delighted to work with them to develop these innovative services."

Andy Jones, VP-Pharmaceutical Innovation, AstraZeneca commented, "It is really exciting to see the progress being made in this area. This work is an excellent example of collaboration between AstraZeneca and Vodafone. Together we believe we are delivering something that will bring real benefit to patients in this important therapeutic area."