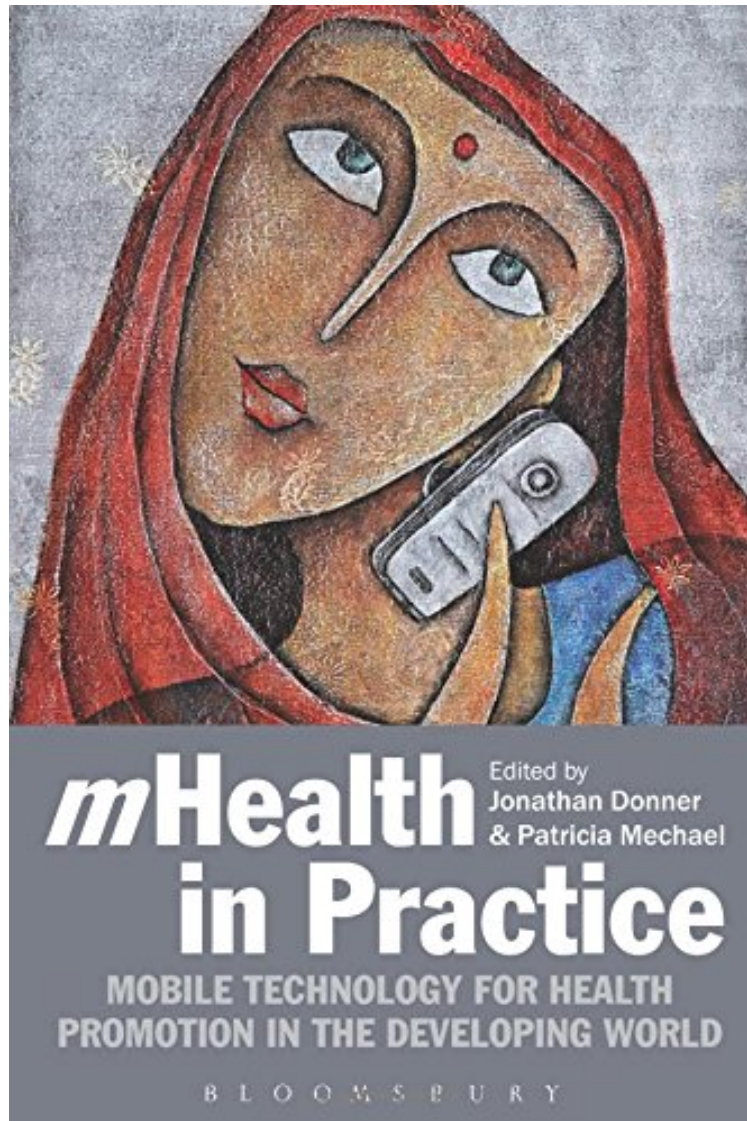


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## mHealth in Practice: Mobile technology for health promotion in the developing world

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**From Bloomsbury Academic :** mHealth in Practice: Mobile technology for health promotion in the developing world before purchasing it in order to gage whether or not it would be worth my time, and all praised mHealth in Practice: Mobile technology for health promotion in the developing world:

0 of 0 people found the following review helpful. This is a great book of use cases in mHealthBy dtmThis is a great book of use cases in mHealth. While telemedicine has now been around for decades, there are so many lessons to be

learned. When I think about mHealth in the US, we take a much more technology and general health/triage/diagnosis/treatment approach as yet another path for care for the sake of convenience. By contrast in developing countries, there are no alternatives. There is more rural and remote access issues in a poorly funded, fragile system of care where people die from things that are routinely treated in the US . Herein is the paradox: mHealth is more like to be successful and embraced in a no alternative environment of care. For me, some cases in this work were more insightful than others but this is one of the better books published on mHealth (especially international health). Hats off to co-authors, Mechael (who is now at HIMSS) and Donner (at Caribou).0 of 1 people found the following review helpful. Good for case studies in emerging and frontier marketsBy D. SalottiThis book will not give you a primer in mobile or digital health, however it does describe in fine detail several case studies for using mobile health in practice. The caveat is that these cases are in emerging and frontier regions rather than developed nations.That being said, I think there are many key lessons learned in these cases and it is a worthwhile read when considering how to approach mobile or digital health initiatives for clinical research, public health and commercialization purposes.

There has recently been an explosion of interest around the application of mobile communication technologies to support health initiatives in developing countries (mHealth). As a result, there is a need to promote and share rigorous research for better informed policy, programming, and investment. There are, however, few platforms for the exchange of information and proven practice between practitioners and researchers.The subtopic of prevention, well-being, and health promotion within mHealth is particularly ripe for deeper exploration. While many reports tout the potential of mobiles to influence behaviour change for health, there is limited knowledge about what works (and what does not work), and about how to evaluate current and future programs. This is a focused edited volume with contributions from leading researchers and practitioners to identify best practices in using mobile technologies to promote healthy behaviours (and reduce unhealthy ones) in resource-constrained settings with a special focus on developing countries. This topic is inherently interdisciplinary. Though the opportunities to leverage mobile phones for health are new, the challenges confronting researchers and practitioners are well-established and theoretically complex, with roots in decades of work on mediated behaviour change campaigns and theories.

About the AuthorJonathan Donner is Researcher in the Technology for Emerging Markets Group, Microsoft Research, India.Patricia Mechael is the Executive Director of the mHealth Alliance, United Nations Foundation, Washington, DC, USA; and faculty at the Earth Institute and School of International and Public Affairs, Columbia University, New York, USA.