



## **PRESS RELEASE**

Dateline: Capetown, South Africa  
1<sup>st</sup> October 2013

### **Mobilium announces the launch of the first ever Pan-African Mobile Health Delivery Network that will be big game changer enhancing health and wellness for Africans in Africa**

Capitalising on the penetration and massive current and future growth of android-based smartphone and tablet devices throughout Africa, **Mobilium Global** is proud to announce the launch of its **Smart Health** application.

With the direct support and guidance of **The Global Fund to Fight Aids, Tuberculosis and Malaria**, Mobilium Global has architected and built the first android "Made For Africa" mobile health and wellness, free and free to use, smartphone application for specific use by, for, and of Africans.

The application, called the **Smart Health** app, is a project that is focused on providing an accurate baseline information resource on HIV/AIDS, TB and Malaria as well as invaluable knowledge on a number of ancillary topics such as Injection Safety. Future releases will include information on nutrition and Prenatal/Postnatal mother and newborn care.

The application also incorporates an intuitive, easy to use mobile web based symptom checker - the Isabel Symptom Checker app, which is listed in the NHS Choices Health Apps Library of safe and trusted apps (reviewed by the NHS).

The **Smart Health** app, beginning in the last quarter of 2013, will be available as a free download to African mobile subscribers/consumers and is aimed at enhancing the health, health maintenance, health behaviors and ultimately the future health of individuals and their communities across the continent.

In addition, through a distribution partnership with Samsung Africa, the **Smart Health** app will also be factory embedded on all new Samsung smartphones and tablet devices distributed in Africa. Samsung has also agreed to provide Mobilium Global with marketing and logistical support for the Smart Health app. This, together with the direction of The Global Fund, will help ensure that android smartphone and tablet users in Africa are aware of the application and how it can be accessed.

Ralph Simon, CEO, Mobilium Global, said, "Our goal is to provide for mobile users in Africa a free, all-access health resource platform that informs as well as encourages safe behavioural practices that in turn will help reduce the transmission and infection

rates of AIDS, Malaria and TB.”

Ralph commented further, “We are especially pleased to include The Safepoint Trust’s **“LifeSaver” ‘New Packet. Used Once. Safely Disposed’** single-use syringe campaign in the Smart Health app.”

The Global Fund, created In 2002, to finally win this fight says: “Be the Generation” – be the generation to defeat Aids, Tuberculosis and Malaria.

Mobilium, supported by The Global Fund, Akon, 2Face and Samsung Africa says, “we’re counting on you” which, through an in-app reply form added into the **Smart Health** application, extends a call to subscribers/consumers, doctors, teachers, health workers in the field, photographers, film-makers, animators, copywriters, designers and others across Africa to submit suggestions, observations, comments and feedback on how Aids, Tuberculosis and Malaria are being fought in the areas and regions in which they live. This collaborative effort across the continent will help contribute to making a difference.

AIDS, tuberculosis and malaria kill millions of people each year and are a crippling obstacle to development. But fighting these diseases isn’t impossible says The Global Fund ambassador, Charlize Theron, *“This is the time when you have to put the accelerator to the floor. It’s such a pivotal moment. We’re in a place right now, that if we take advantage of it, if we can just push that extra bit, we can stop this. “*

Theron sums it up: *“This is the moment that we can maybe turn back and look at our children and say – there was a time...there was a moment that came along where we all got together as countries. We all got together as people from all different walks of life. And we joined together and we changed the course of history. That moment is not next week, or next year, or in 45 years. That moment is right now. “*

For more information please contact Ralph Simon at [ralph@mobilium.com](mailto:ralph@mobilium.com)

Download the app here:

<https://play.google.com/store/apps/details?id=za.co.mobilium.globalfund&hl=en>

*Notes for Editors:*

#### **About Mobilium**

Mobilium Global Limited is the international mobile and wireless applications company that provides platforms, applications and specialised mobile technologies to the mobile health and wellness industry as well as a range of other companies and clients around the world. It serves clients in over 60 countries on six continents, including the BRIC-A nations, and places a huge emphasis on trans-cultural intelligence.

Mobilium is a leader in determining the latest apps, software and devices in the fast emerging mobile and connected health and wellness industries.

With deep experience and specialisation in the mobile medical and wireless and connected health field, Mobilium Global is also a key member of the advisory board of the international Wireless Life Sciences Alliance (the world’s premier trade group responsible for the development and invention of the next generation of connected health and wireless health devices, platforms and diagnostic tools for the medical and nursing professions); it works closely with the GSM Association, the mobile industry’s leading trade body and serves as a Global Ambassador for the CTIA, the North American trade group and organisation that runs the mobile and wireless

industries in the USA, Canada and throughout South America.

With a strong team of mobile professionals who have extensive knowledge and experience in the mobile platform and technology area, Mobilium Global has been creating specialised platforms for consumer and corporate clients for more than a decade.

### **About the Global Fund**

The Global Fund is an innovative financing institution that provides funding to countries to support programs that prevent, treat and care for people with HIV and AIDS, tuberculosis and malaria. The Global Fund to Fight AIDS, Tuberculosis and Malaria was created in 2002 to dramatically increase resources for the fight against the three pandemics. It spurs partnerships between government, civil society, the private sector and communities living with the diseases, the most effective way to fight these deadly infectious diseases. The Global Fund does not manage or implement programs on the ground, relying instead on local experts. It works with partners to ensure that funding serves the men, women and children affected by these diseases in the most effective way.

### **The Isabel Healthcare Mission**

Isabel Healthcare's mission is to improve the speed and appropriateness of patient care across the world by providing clinicians and patients with practical computer aids to help with diagnosis. It was established originally in 2000 as The Isabel Medical Charity (UK registration no: 10803423) to develop a computer based diagnostic system covering children after the Founders daughter, Isabel, suffered a near fatal misdiagnosis. It became a for profit company in 2004 in order to develop and market a system that would cover all age groups and all diseases. Today, the original founding charity remains one of the company's largest shareholders. Isabel Healthcare is the leader in the provision of computer based diagnostic aids. The company is best known for Isabel, its web based Diagnosis Checklist System used by healthcare professionals mainly in the USA and UK and designed to help them when they have diagnostic doubt about a patient or need reassurance.

### **About LifeSaver**

The SafePoint Trust, founded in 2006 by Marc Koska OBE, conducts LifeSaver Safe Injection campaigns to educate the world on the many dangers of syringe re-use.

Alarm bells first rang back in 1984 for Marc when he read a newspaper article predicting the spread of HIV through re-using medical syringes. Appalled at the prospect of such an avoidable catastrophe, Marc decided to do something about it. Some 26 years later his solution the K1, an Auto Disable (AD) syringe, not only physically prevents re-use, but can be manufactured inexpensively, by using existing machinery and is now under license to 14 manufacturers. Conservative estimates credit Marc with nine million lives saved and 14 million diseases prevented.

In 2006 he identified a glaring gap in the market and established The SafePoint Trust, a UK based not-for-profit, that produces hard-hitting, public information films. Marc now spends all his time working with SafePoint on their LifeSaver campaigns lobbying for government legislation and policy change, spreading public awareness and ensuring adequate healthcare worker training is in force to complete the changeover to a safe healthcare system.

The term LifeSaver also represents a social branding and delivery system designed to promote a single, global vision in line with World Health Organisation (WHO) policy. LifeSaver encapsulates the very essence of a safe injection (New packet, Used once, Safely disposed) – an injection delivered only through the use of a WHO approved safety syringe.

### **About Samsung Africa**

Success in Africa requires committing to help create the market and infrastructure around it - not just entering it. Samsung's vision for the continent is to develop products and programmes that are built in Africa. Samsung is involved a variety of initiatives across the continent designed to address the unique needs, resources and conditions of the continent. Samsung set a goal to positively impact the lives of people in Africa. Africa is being hailed now more than ever, as a land of opportunity and Samsung is fully committed to growing this opportunity for all. Its aim is to promote co-operation, innovation and the exchange of new ideas in technology so that our products and technologies continue to respond to the real needs and conditions of the continent – this is accomplished through programmes and products uniquely BUILT IN AFRICA, FOR AFRICA AND BY AFRICA.