



IBM Research | Africa

The world is our lab.

Data - driven healthcare service delivery

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Health Sector Partners Forum

Catholic University of Eastern Africa, Nairobi

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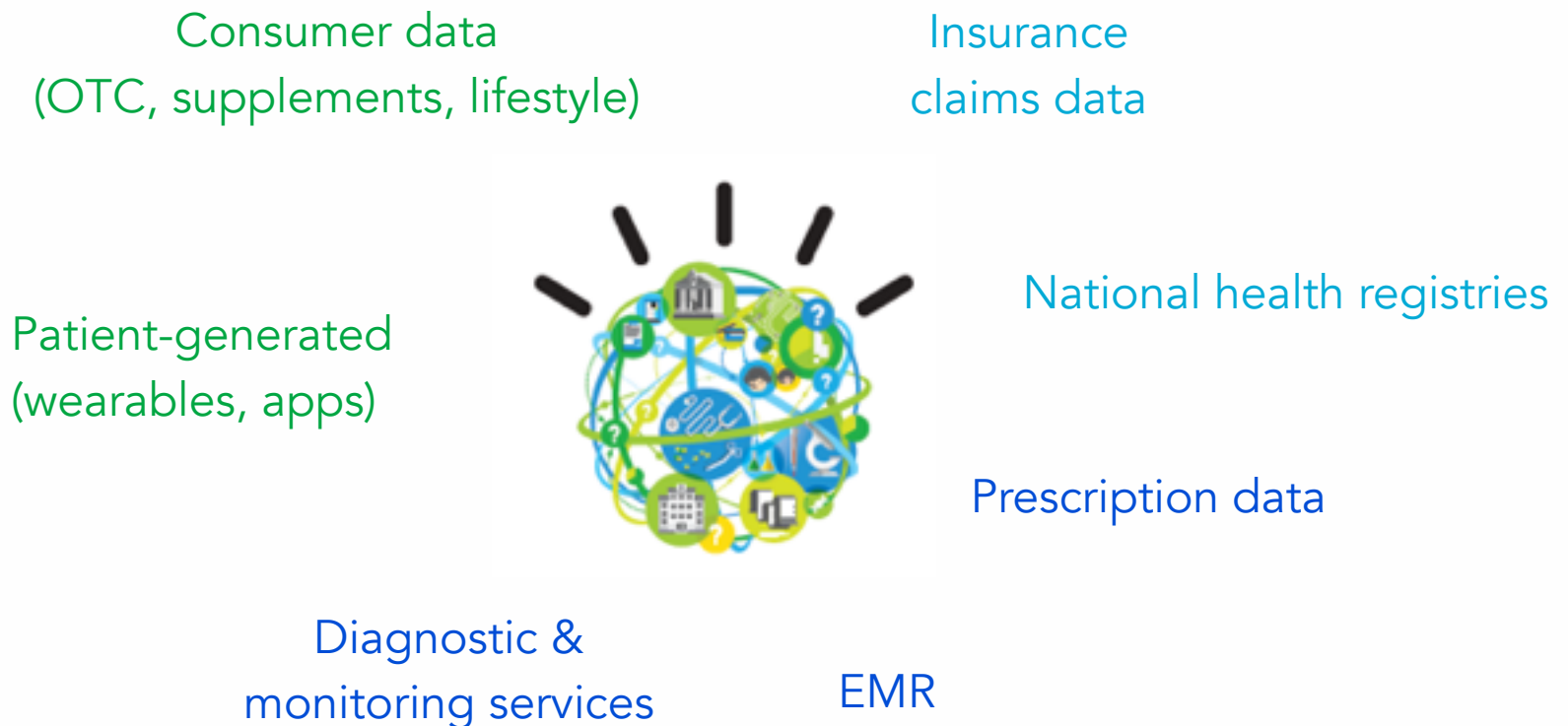
Introduction to IBM Research - Africa



First lab based in Nairobi, Kenya in 2013 and currently has 25 research scientists
New lab opened in Johannesburg, South Africa in 2015

Engagement	 Digital Urban Renewal	 Consumer	 Public Safety	• Consumer-centric engagement services	• Nation Media
Inclusive Services	 Education	 Finance	 Healthcare	• Cognitive Learning • Credit & Savings • Public Health	• Riara, RTI • USAID
Basic Infrastructure	 Water	 Mobility	 Energy	• Digital Aquifer • Living Roads • Outage Prediction	• World Bank, MWA • Nairobi City Council • KPLC
Regulatory Environment	 Government			• Ease-of-Doing-Business	• GoK, World Bank

Where does data come from in developed markets?



Where does data come from in African markets

Consumer data
(OTC, supplements, lifestyle)

Insurance
claims data

Patient-generated
(wearables, apps)

National health registries

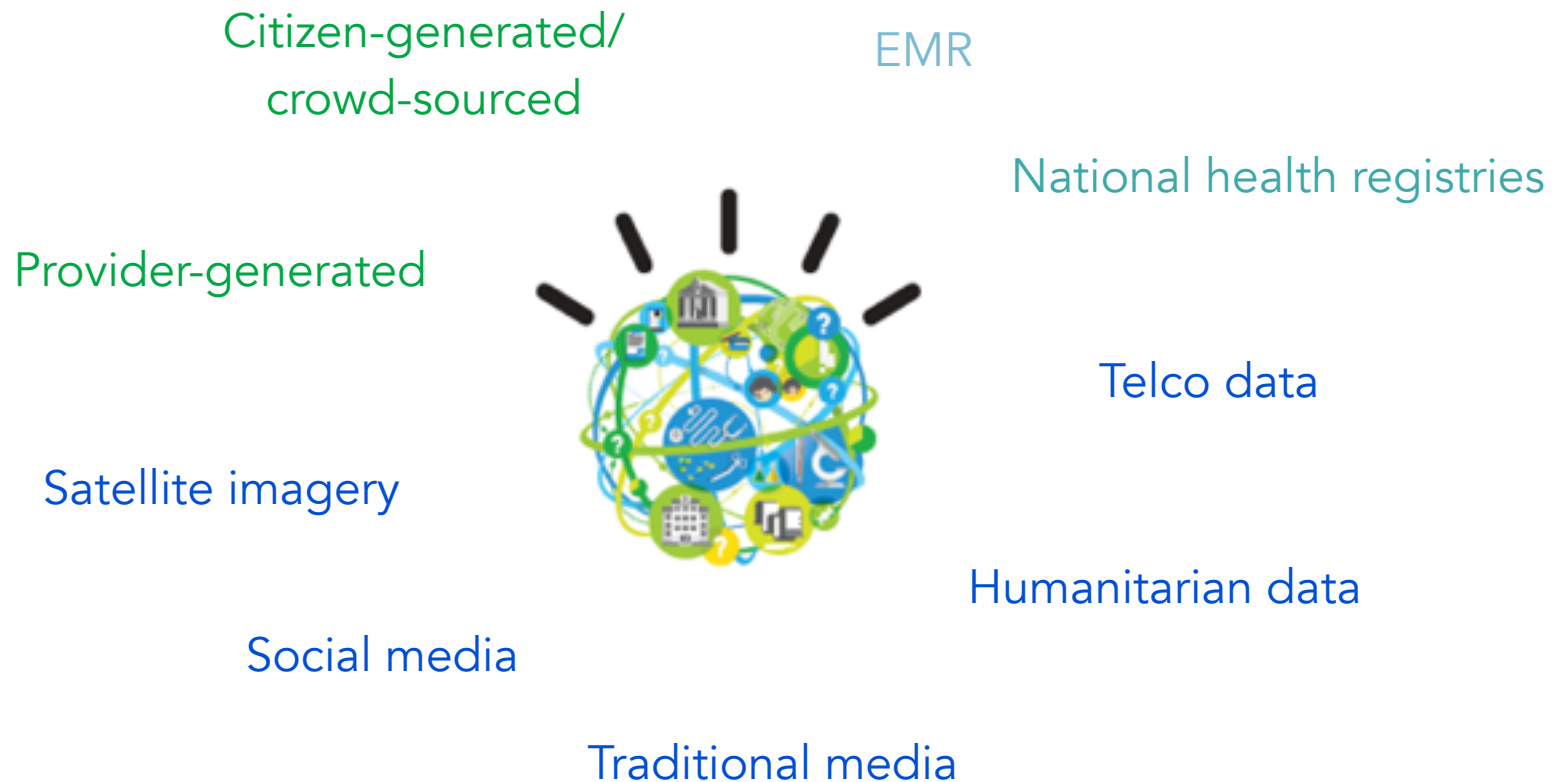
Prescription data

Diagnostic &
monitoring services

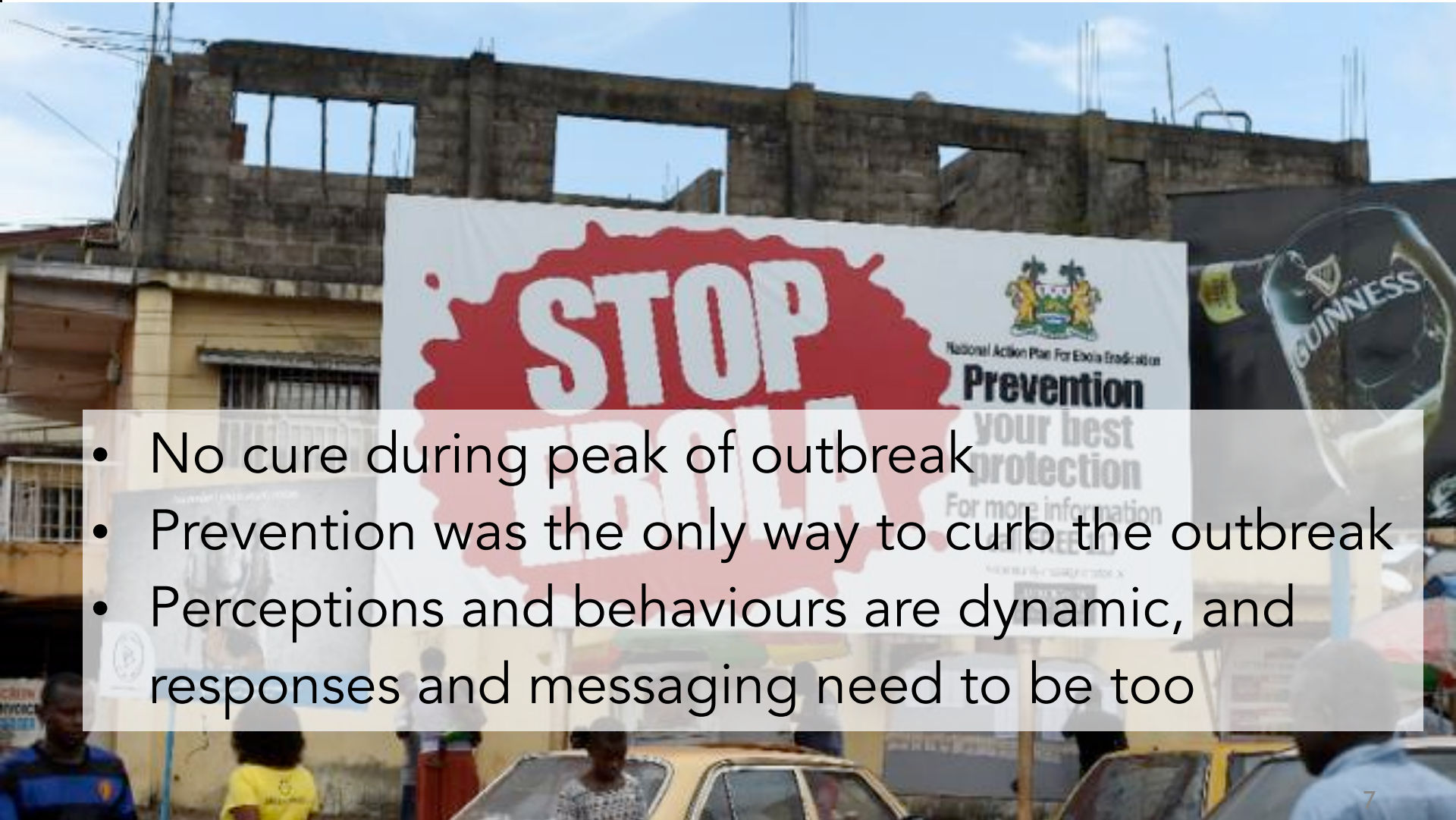
EMR



Where does data come from in African markets?

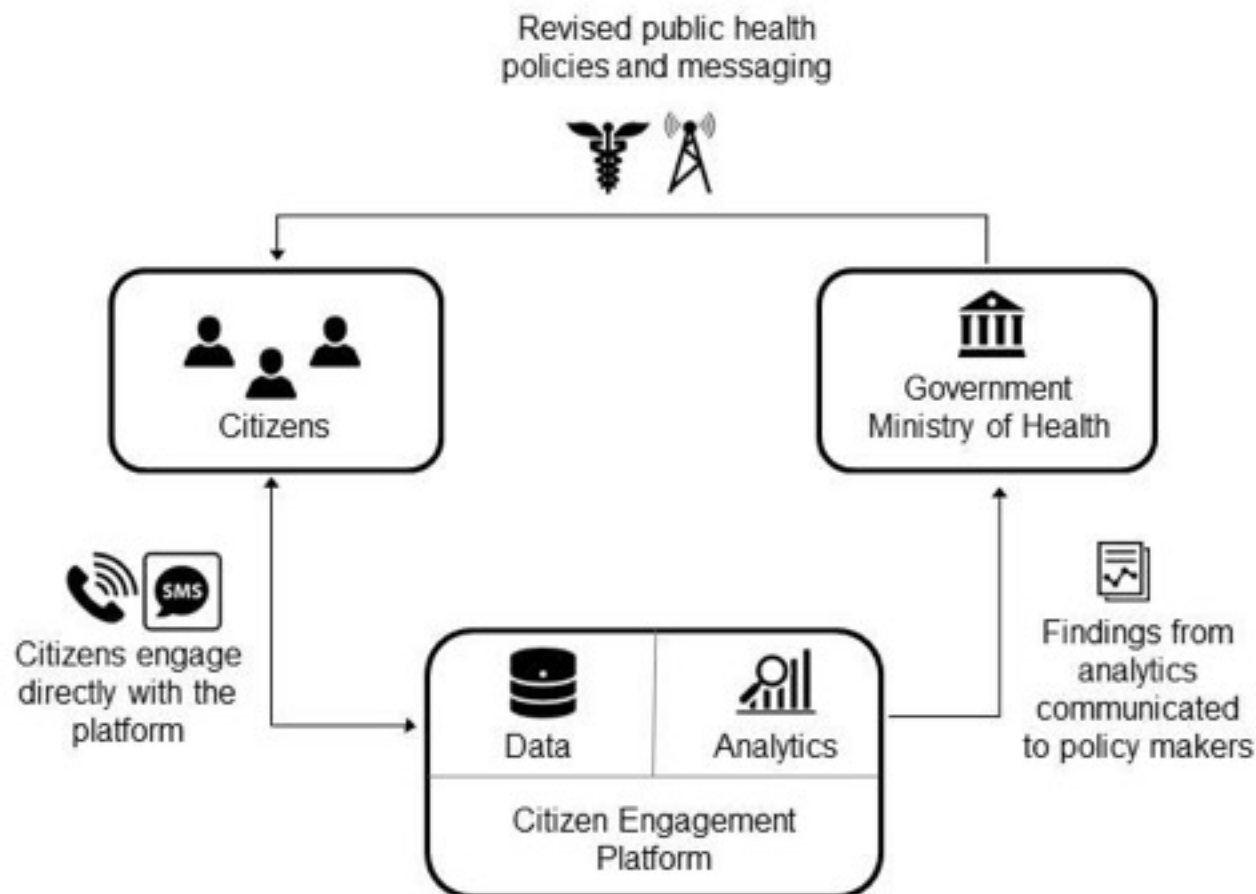


Case study 1: Citizen Engagement Platform in Sierra Leone

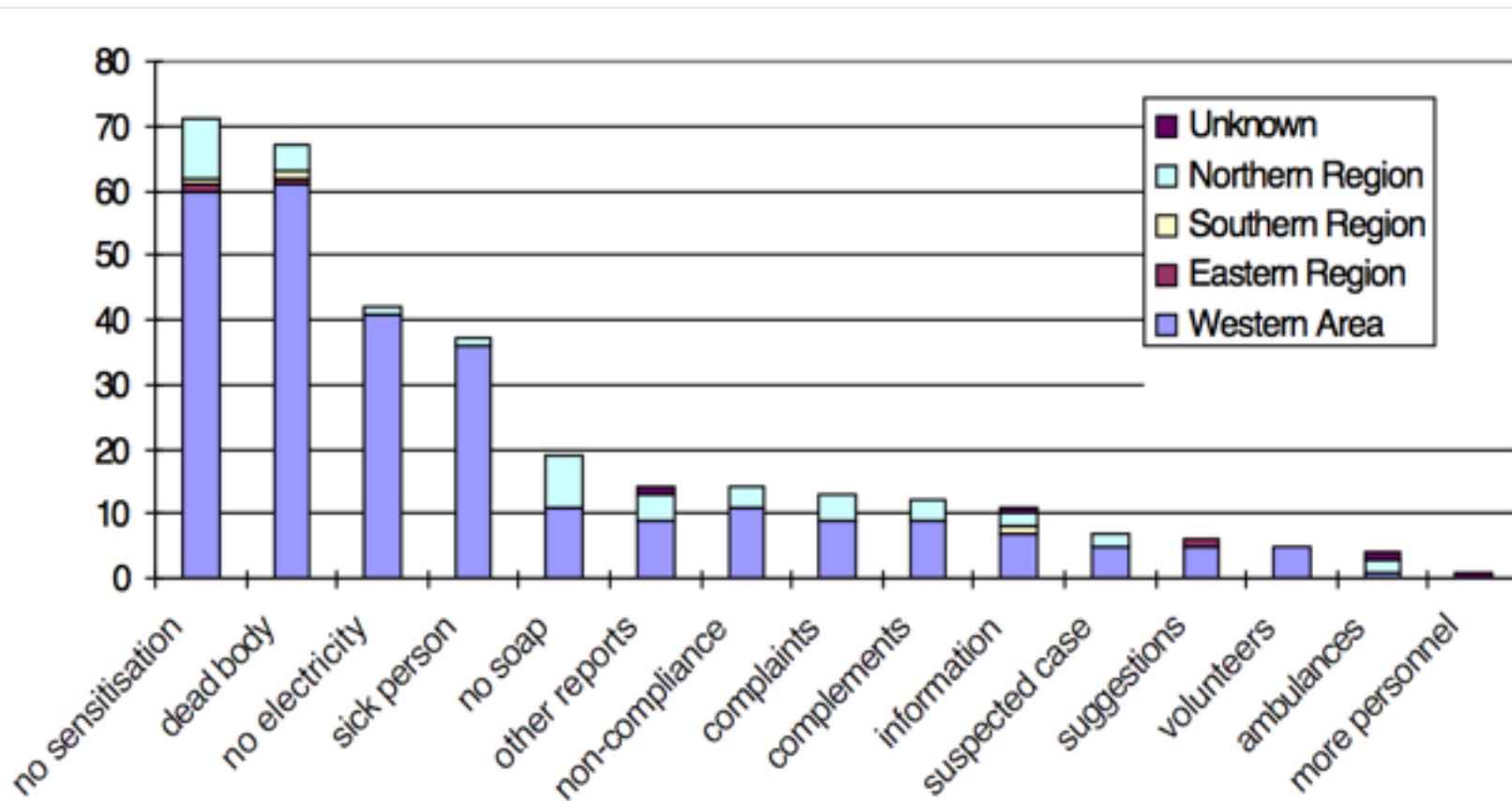


- No cure during peak of outbreak
- Prevention was the only way to curb the outbreak
- Perceptions and behaviours are dynamic, and responses and messaging need to be too

Case study 1: Citizen Engagement Platform in Sierra Leone



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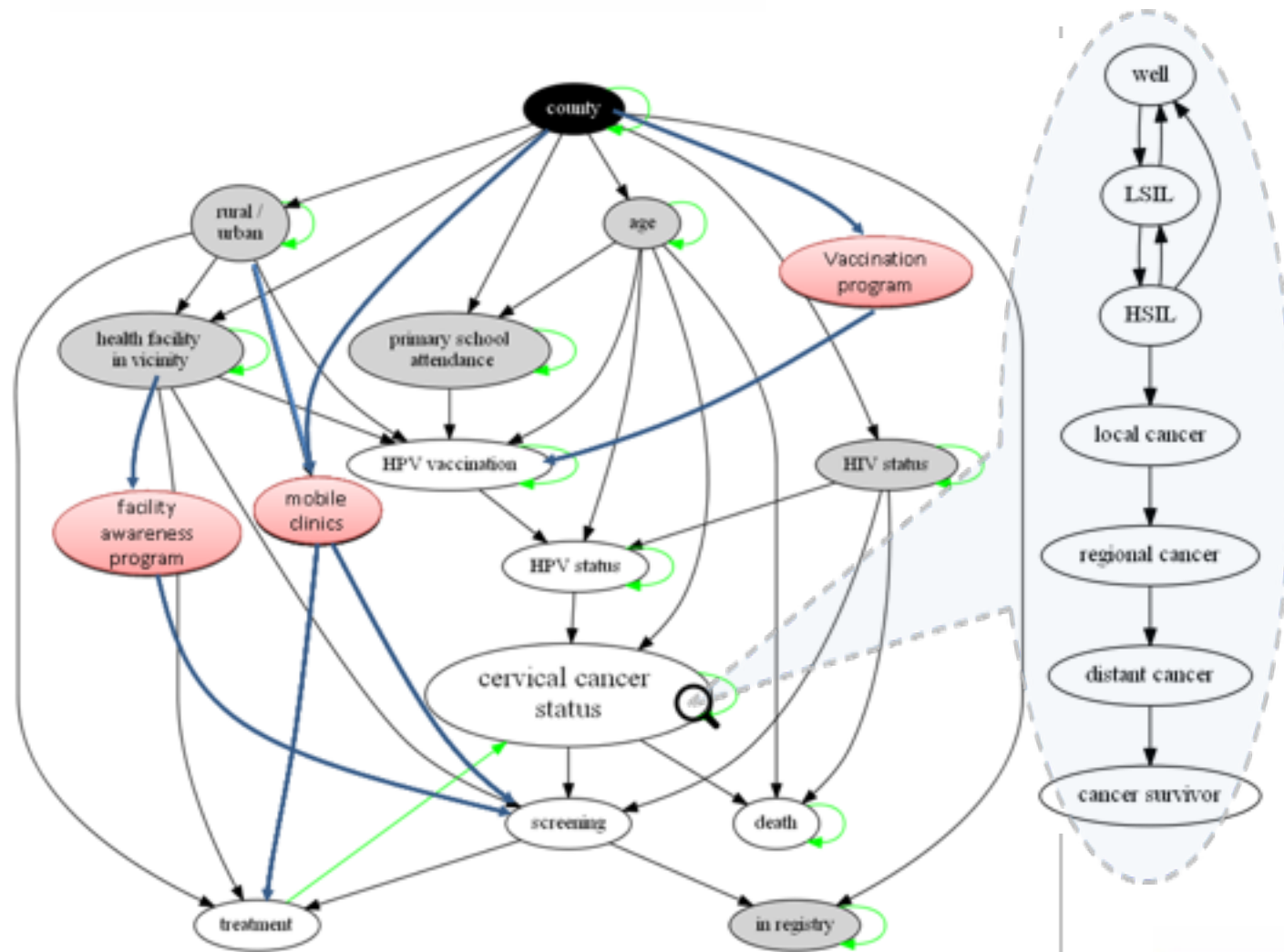
Categorization of issues from voice calls 19th – 23rd Sept 2014

Case study 2: Cervical cancer decision support in Kenya

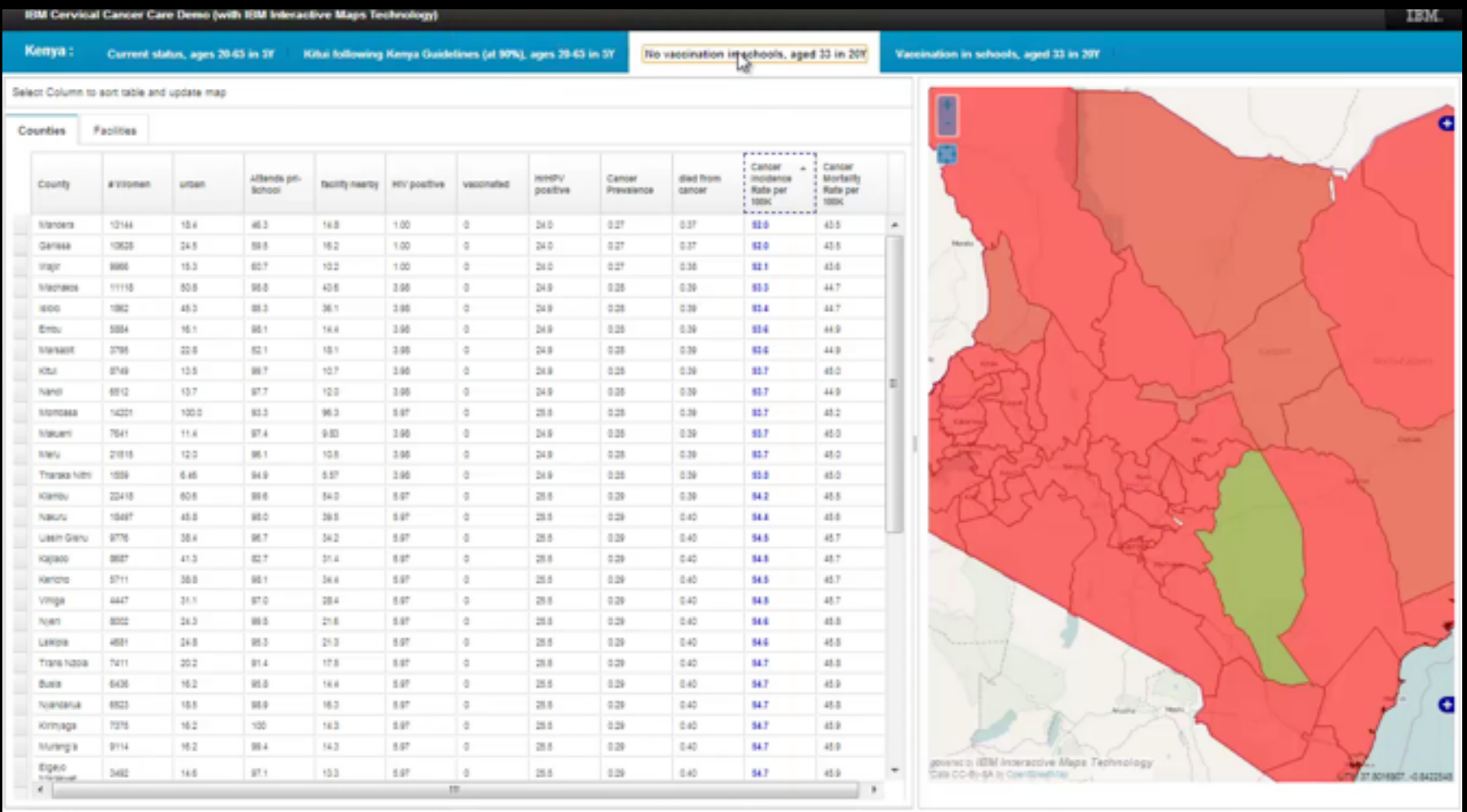


- 53 out of every 100,000 women
- 7 times higher than in Western countries

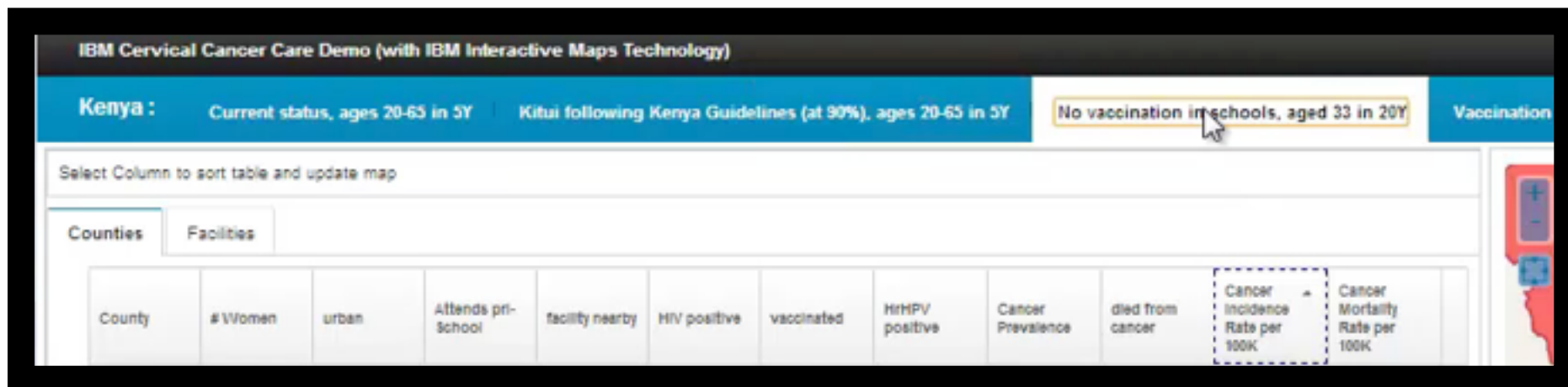
Case study 2: Cervical cancer decision support in Kenya



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Case study 4: Middle income country, middle class problems



<http://nairobinews.nation.co.ke/obesity-is-on-the-rise-in-nairobi/>



“Yes..am a plus size and I love maself the way I am. I dont have time to waste trying to reduce my curvy look. Am a true african woman...loving and celebrating life every second.”

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