

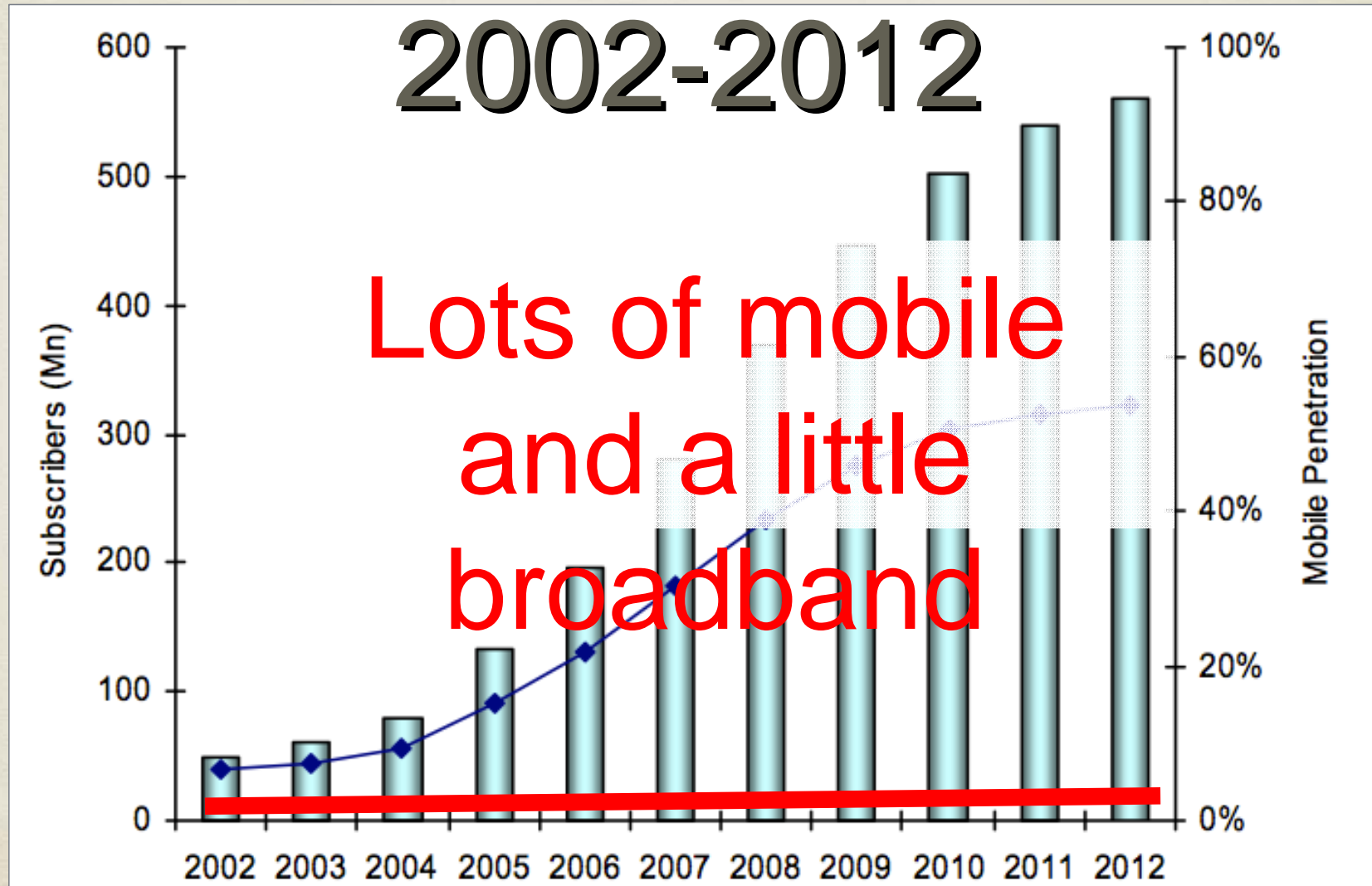


Using broadband web apps to harness mobile phones in the developing world



Joel Selanikio, MD
DataDyne.org

Broadband ~~Mobile~~ Penetration in Africa



Source: Blycroft Ltd



How can we harness this world of “lots of mobile, a little broadband?”



YAHOO!

Mail 

Linked 

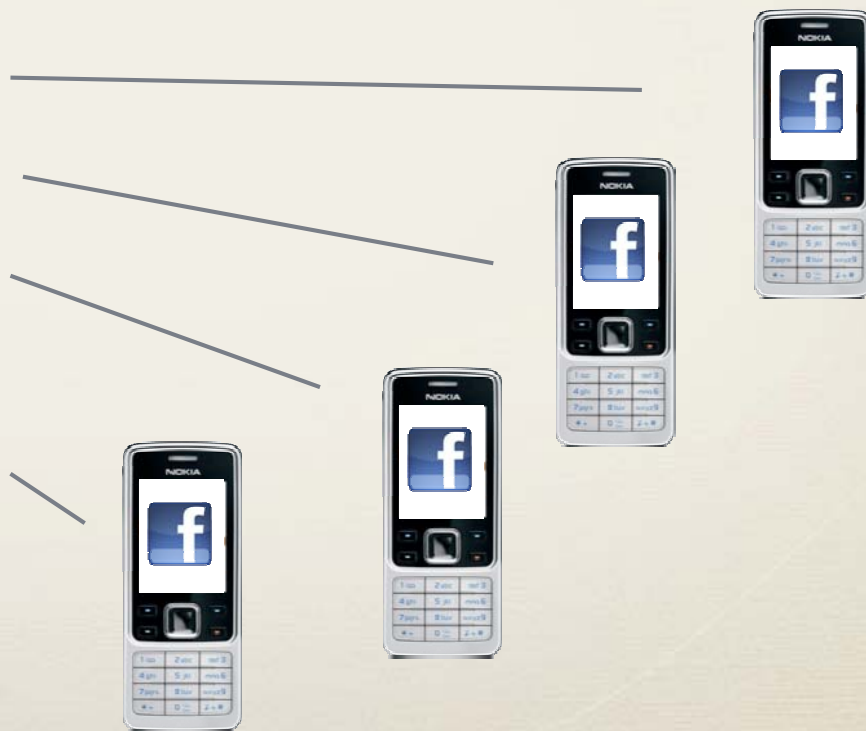
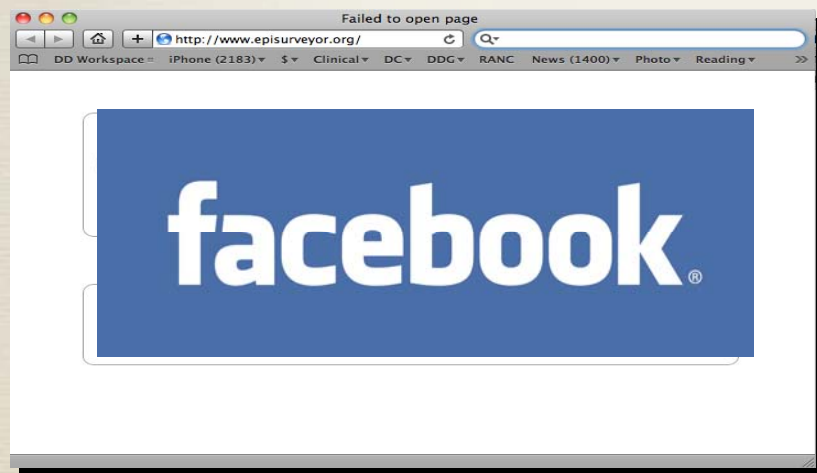


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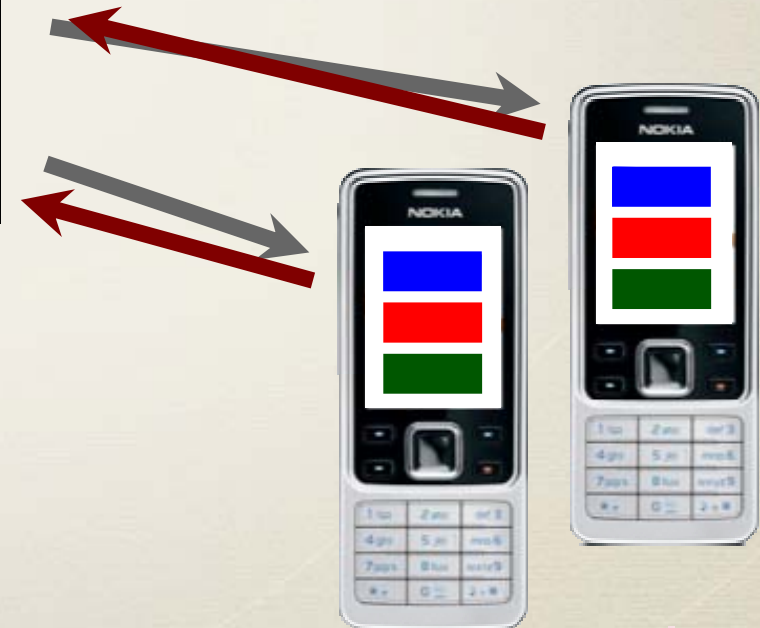
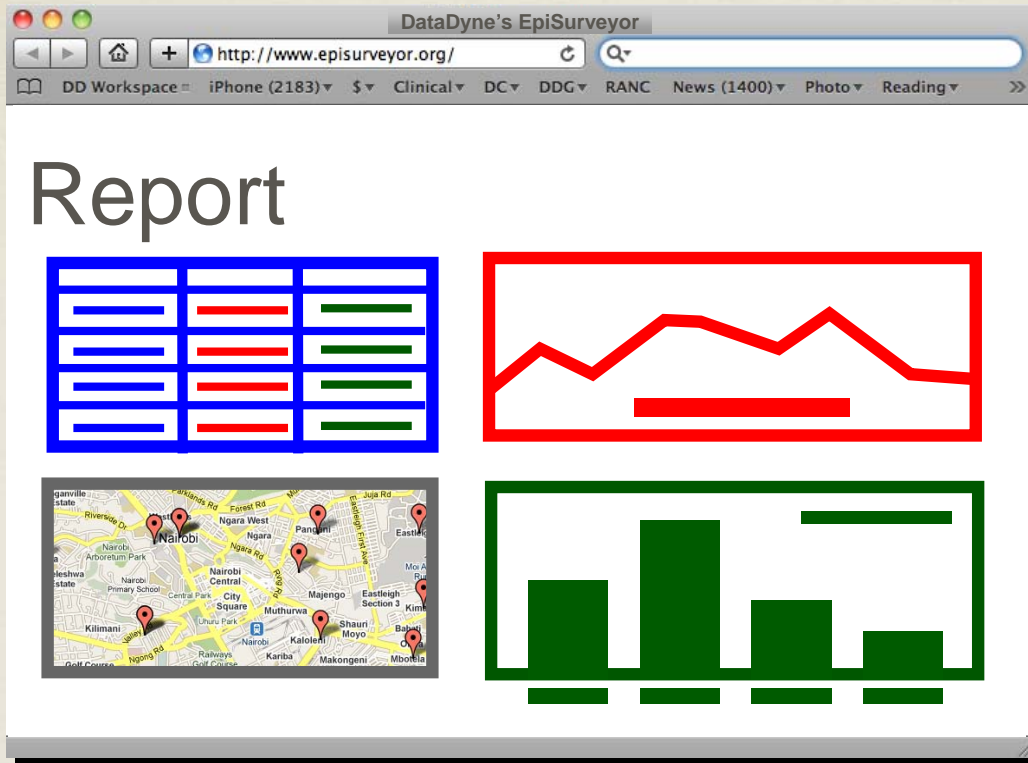
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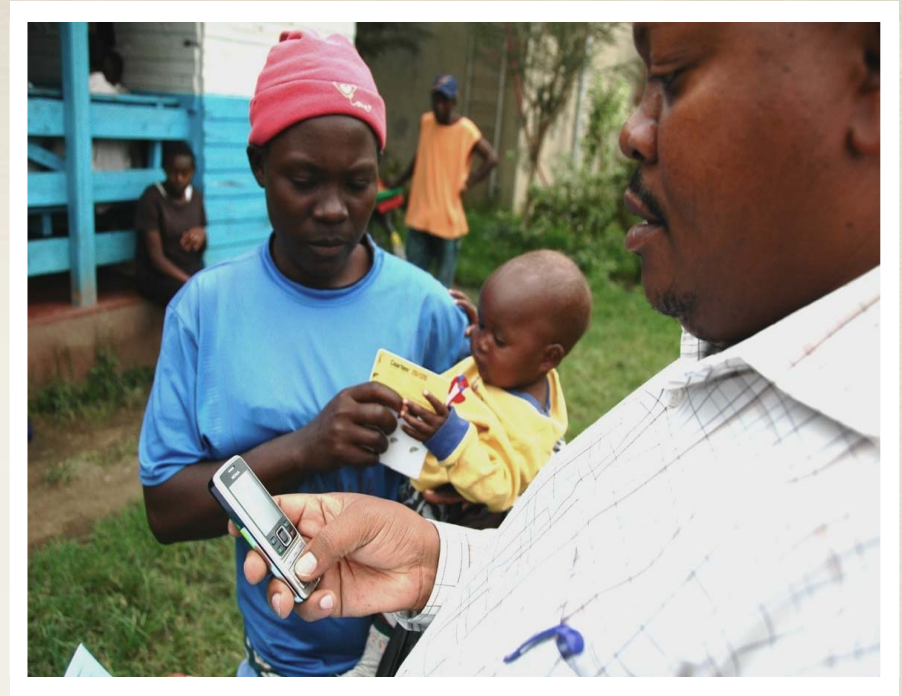


So we built a web app for public health



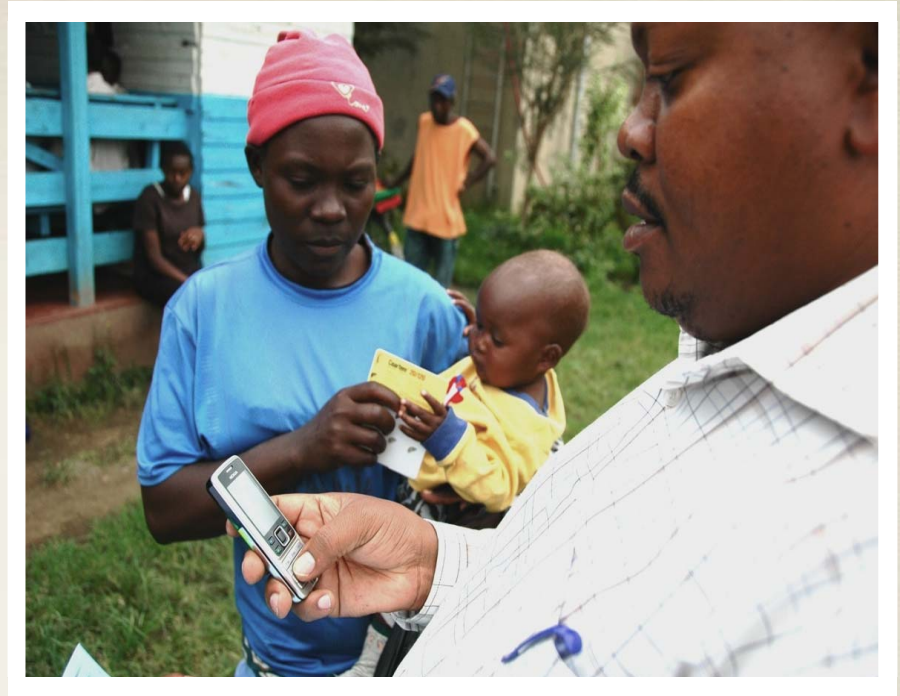
Kenya MOH officers
in Nairobi **with
broadband web
access** design forms
online

Kenya MOH workers
throughout the
country **with just a
simple phone** collect
data and upload it
over the network in
real time



Rather than wait 6-12 months for data entry to occur before analysis

they have real-time data collection, immediate analysis, and same-day action



Connecting the many with mobile & the few with broadband



Since

EpiSurveyor.org was
launched in June

Almost 1000 users from 500
organizations in 100 countries have filled
out 12,000 forms

Wall Street Journal Tech Innovation
Award

Vaccines provided, supplies managed,
outbreaks tracked, lives saved



The Lessons

We can apply the lessons of Gmail and Facebook to use a little broadband to coordinate a lot of simple mobile

We can build those applications once and scale them worldwide





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