Text4baby & Interactive Mobile Health Engagement
Over 90% of Americans have mobile phones

Over 1.5 trillion text messages sent in 2009

Average hours per day mobile phones are within arm’s reach: 19 hours

300 million untapped health behavior change devices in the US

4.6 billion around the world
“They’re the most direct, convenient, and dependable form of communication we have. That’s why the President and I believe mobile phones have so much power to empower the consumer toward a healthcare system in the future...

“The introduction of mobile technology in this move toward electronic health records for all Americans is a huge tool in the tool kit that allow us to drive better care and better outcomes...

“Mobile health has enormous benefits for individuals and improving the health of all Americans...”

HHS Secretary Kathleen Sebelius
October 29, 2009
Reaching the Underserved

Mobile phones are particularly critical in reaching and engaging lower income and underserved populations (e.g. Medicaid).

Mobile Health | Opportunities

Health Plans

- Prevention & Wellness
- Disease Management 2.0
- Post-discharge Support
- Adherence
**Mobile Health | Evidence**

**Diabetes**

The web-based intervention using SMS messaging improved levels of HbA1c and 2HPMG in type-2 diabetic patients for the six-month duration of the trial.  
*Journal of Clinical Nursing, June, 2007, Vol. 16 No. 6, pp 1082-1087 Hee-Seung Kim, Ph.D., RN; Hye-Sun Jeong PhD, RN*

For patients using interactive SMS support service, mean HbA1c improved from 7.5 ± 1.5% to 7.0 ± 1.1% (*P = 0.003*). *Hyuk-Sang Kwon, et. al. Diabetes Research and Clinical Practice Volume 66, December 2004: Pages S133-S137*

**Smoking Cessation**

28% of smokers receiving SMS messages quit vs. 13% of control group.  

**Weight Management**

SMS trial participants had mean reductions of weight, waist circumference and body mass index of 1.6 kg (*P < 0.001*), 4.3 cm (*P < 0.001*) and 0.6 kg/m² (*P < 0.001*), respectively.  
Voxiva | About us

Leading provider of **Interactive Mobile Health Solutions**

- Founded in 2001
- Operations in 13 countries
- Multi-channel platform
  - Public health solutions
  - Consumer health engagement solutions
- Software as a Service model

Operations in:
- US
- Mexico
- Peru
- Argentina
- Canada
- Colombia
- Panama
- Ecuador
- India
- Rwanda
- Nigeria
- Kenya
- Tanzania
- Zambia
A suite of interactive mobile health services designed to support **behavior change** and **engage people** in managing their health.

- Smoking Cessation
- Maternal Health
- Weight Management
- Immunization
- HIV/AIDS
- Diabetes
- Flu
- Adherence

*Content and protocols are developed in partnership with academic and industry leaders.*