

Etisalat Group, Qualcomm and D-tree International Bring Mobile Health to Tanzania

Al Haddad :(mHealth) “to fight Malnutrition in Children and secure safe deliveries for Women”

Dr: - Marc Mitchell: - (mHealth) will revolutionize the way health services are provided

Dar el Salaam, Tanzania and Abu Dhabi, UAE. 13 September, 2011: Etisalat`s Group Chief Commercial Officer and Chairman of Zantel; Essa Al Haddad, has announced a joint program between Etisalat Group, Qualcomm and D-Tree International to bring a new mobile health Initiative to Tanzania.

Working closely with the Government of Zanzibar, Etisalat and D-tree International will use mobile technology to support front line health practitioners to provide high quality counseling, preventive care and treatment to women and children. Etisalat and Qualcomm from their parts will provide connectivity, handsets and technology to the programs. D-tree International, in conjunction with the Ministry of Health of Zanzibar and various leading international non-governmental organizations, will deploy the service.

Commenting on this initiative, Al Haddad said: - “This partnership is part of a broader collaboration, which combines companies’ expertise in developing mHealth decision support applications integrated with sustainable technological backbone for scalable mobile solutions. Focus areas will include projects in the treatment of children, maternal health and chronic diseases.”

Al Haddad continued: “We have been spurred by the rapid penetration of mobile phones in the developing countries and felt the need to use the advanced technology of today to provide and support the health community. He added: “Malnutrition and unskilled deliveries for women have captured millions of lives and threatened same figures in many low-income countries, including Tanzania.”

Highlighting on the product`s features Al Hadad said: “This developed application will help to fight malnutrition in children and secure safe deliveries for women in Tanzania. In practice, the mobile phone will be equipped with a special software to help health workers to structure not only single interactions with children, but also maintain patient records and support extended care. The tool also works as midwives communicator to ensure safer deliveries for women. It can help in quickly and accurately identifying any obstetric emergencies, as well as enable caregivers to arrange transportation during emergencies to nearest health facility where patients can receive appropriate care.

Minister of Health of Tanzania stated that

Dr Marc Mitchell, President of D-tree, said “We believe that mHealth has the potential to revolutionize the way health services are provided in countries such as Tanzania. By providing decision support tools to frontline health workers, combined with Etisalat’s extensive telecommunications portfolio, we can assist governments to extend the reach of the health system into the communities where people live. He added, we are proud to work with Etisalat as one of few operators that have the potential facilities in Africa, the Middle East and Asia to make this initiative a success”.

Jay Srage, President of Middle East and Africa operations for Qualcomm, said: “Wireless connectivity holds the power to extend quality health care to remote areas by effectively removing the geographic barrier between health care provider and patient. Qualcomm is pleased to collaborate with Etisalat, D-tree and others in bringing the benefits of mHealth to Tanzania’s underserved communities.”

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About Etisalat

An uncompromising commitment to excellence and innovation has seen Etisalat become one of the world’s fastest-growing telecom groups, rapidly expanding across Asia and Africa.

Its UAE operations, strategically located at the crossroads of East and West enables Etisalat to be the major hub in the Middle East for Internet, voice, broadcast, roaming and corporate data services.

Its stellar performance has won Etisalat recognition as ‘Best Operator’ ten times since 2006 and ‘Best

Wholesale Provider' four times in the last three years.

Servicing over 135 million customers in 18 countries Etisalat continues to reach out to new customers and markets.

About Zantel

Zantel is the official brand name for Zanzibar Telecom Limited, the fourth mobile service provider in Tanzania. Zantel is a home-grown Tanzanian company that seeks to positively enhance the lives of all its customers through improved communications.

By providing value, high quality and smooth services, Zantel seeks to present customers with service they can rely on whether to conduct business efficiently or simply stay in touch with friends and family.

Zantel offers fixed/wireless services, international traffic and carrier service, data communications service and the Internet, CDMA, IP telephony and VOIP (Voice over Internet Protocol) as well as Value-Added Network Service (VANS).

Zantel was the first private telecom company in Tanzania to own an international gateway that enabled Zantel to reduce the rates for international calls by 60% that paved way for cheaper international calls in the country. It offers the most affordable and competitive international rates in the country to all the popular international destinations in the world and is partnering with more mobile companies to ensure customers roam with Zantel anywhere in the world. Today, Zantel's network covers all cities, major towns, highways and rural areas in Tanzania.

About D-tree International. <http://www.d-tree.org>

D-tree International is a non-profit organization committed to changing the way health care is delivered throughout the world. We are dedicated to improving the quality of healthcare available to the world's poor by using innovative technology to provide accurate and effective point-of-care diagnosis and treatment. The vision of D-tree International is a world in which every person has access to high quality health care.

About Qualcomm

Qualcomm Incorporated (NASDAQ: QCOM) is the world leader in 3G and next-generation mobile technologies. For more than 25 years, Qualcomm ideas and inventions have driven the evolution of wireless communications, connecting people more closely to information, entertainment and each other. Today, Qualcomm technologies are powering the convergence of mobile communications and consumer electronics, making wireless devices and services more personal, affordable and accessible to people everywhere. For more information, visit Qualcomm around the Web:

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