

ClickMedix, LLC Joins the Business Call to Action Utilizing Mobile Health Tools to Scale-up Delivery of Services

NEW YORK, Dec. 09 /CSRwire/ - Leading U.S based social enterprise, ClickMedix has announced it will join the Business Call to Action (BCtA) with plans to provide more than 1,000 community-based nurses, physicians, and health workers with mobile smartphone technologies to help them improve care for more than 1 million underserved patients.

ClickMedix equips physicians, nurses, and health workers with mobile smartphones running a ClickMedix application to screen for health risks and transmit information about patients' symptoms – including images, videos, and decision-tree based triage data – to remote specialists who in turn respond with diagnosis and customized treatment instructions. These patient-facing health professionals serve as the “eyes and hands” of remote medical experts who virtually extend their care, while learning about how to treat various symptoms.

By leveraging mobile technology, ClickMedix has initiated coverage in 13 countries using its mobile-phone powered healthcare program to provide treatment and reach residents in remote or underserved communities. Using a special One-Click model, the company has helped expedite life-improving treatments for patients with cancer, heart conditions, diabetes, and HIV/AIDS, while creating jobs for community and home-based healthcare services

“This new commitment by ClickMedix to the BCtA demonstrates the important implications of mHealth platforms as it expands the delivery of affordable healthcare services, when and where they are needed,” said Sahba Sobhani, Acting Programme Manager, Business Call to Action. “ClickMedix allows health professionals, care givers, and patients the ability to use smartphones and tablets to securely send data to doctors and specialists, reducing time and cost for quality healthcare.”

In India, where much of the economy relies on mobile technology for information, ClickMedix provides the necessary technology to train health providers and workers to use mobile devices for public health intervention. The company expects to train an estimated 1,000 new community health care workers, in collaboration with partners such as Medtronic.

ClickMedix is working with Medtronic to establish its iHear, “Shruti” program to develop a new workforce of health workers trained to screen for ear infections, helping prevent deafness and hearing loss accross India. More importantly, by connecting patients to remote healthcare providers through community health professionals, ClickMedix expands diagnostics and knowledge transfer for clinical practitioners at the local level.

“We’ve established a service that we think could literally help doctors serve 4 to 10 times more patients than they do today,” said Ting Shih, CEO and founder, ClickMedix. “That’s how we think we can bridge the gap between the shortage of doctors and the increasing demand for healthcare services.”

With a number of new partnerships programs in place, the company plans to scale up its interventions in numerous regions across South Asia, Latin America, and the Caribbean, in addition to North America.

Business Call to Action is a global initiative that challenges companies to develop inclusive business models that offer the potential for development impact along with commercial success. The initiative is the result of a partnership between the Australian Agency for International Development (AusAID), the Dutch Ministry of Foreign Affairs, the Swedish International Development Cooperation Agency (Sida), UK Department for International Development (DFID), US Agency for International Development

(USAID), United Nations Development Programme (UNDP), the United Nations Global Compact, and the Clinton Global Initiative to meet the anti-poverty Millennium Development Goals by 2015. Companies report on progress toward commitments on an annual basis. For more information, please visit www.businesscalltoaction.org or join the conversation on Twitter at @BCTAInitiative.

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