

### **JOEP LANGE INSTITUTE**

The Joep Lange Institute aims to make health markets work for the poor. Mobile technology can revolutionize healthcare, connecting those who are currently excluded to better quality care and more equitable finance. We identify and accelerate innovative digital solutions and advocate to scale those that have real impact. Ultimately, we believe that the question isn't whether or not inclusive healthcare is possible. It's whether there is enough political will to make it happen.

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[www.joeplangeinstitute.org](http://www.joeplangeinstitute.org)

JOEP LANGE  
INSTITUTE  
AIDS2018

**MEETING  
THE 90-90-90  
TARGETS:  
FASTER AND  
BETTER**



**AIDS  
2018**

## PROMOTING A DIGITAL AGENDA FOR GLOBAL HEALTH

Here, at the 22nd global AIDS conference Joep Lange Institute (JLI) aims to share with you the promises of mobile technology for healthcare: how can it help to meet the 90-90-90 targets, faster and better?

JLI combines science, activism, and pragmatism to reach its goal: making health markets work for the poor. Over the last two decades, we have been pioneers in the delivery of HIV/AIDS treatment in Africa, and in working with the private sector in the public interest. Keeping the patient at the heart of our approach, JLI believes the way forward towards inclusive, economically sustainable health markets is a revolution in health financing and delivery on the back of the mobile revolution.

The wide adoption of the mobile phone has made happen what was long thought to be impossible: it has given millions of people in rural settings and urban slums a voice. Mobile phones make the individual count. Nearly everybody is within reach, in sickness and in health, at little to none marginal cost.

Moreover, the unprecedented rise of the mobile phone and mobile money can be extended to make a tangible difference in health markets for those typically excluded. Connecting patients to providers and payers, mobile technology can potentially transform health markets into fully transparent mobile health exchanges. On this transparent and trusted exchange, public and private funds can be pooled and redistributed to support those who need it, to ultimately achieve universal healthcare coverage. Such pooling of funds into risk pools is a must for equitable and economically sustainable health markets.

With a growing population, not yet tamed HIV and other epidemics and a sharp increase of non-communicable diseases, clever pooling of funds and risks alone is not enough. We need to do better in preventing people become ill.

Today, prevention is literally underrated. With virtually everybody in reach and the wealth of data available, mobile technology can prove very helpful in a targeted and personalized approach. We can support people in making better health decisions, ranging from saving for health, to adherence to medicine and healthy living.

High on JLI's digital agenda for global health is the issue of health data ownership. In today's world, big profits are being made with (free) privatized data;

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MOBILE

TECHNOLOGY

FASTER

BETTER

AIDS

HIV

PERSONAL

TARGETS

SMARTER

DIGITAL



the losses – as has been demonstrated too many times over the past year – are being socialized. We cannot let this happen with health data.

Trillions of dollars are spent on health worldwide, and yet many lack access to affordable care. The world can do much better, and it should. Failing health markets not only undermine the health of individuals, it drives families and communities into poverty. Moreover, good health allows children to learn and adults to earn, helps people to escape poverty and provides the basis for long-term social and economic development.

We believe technology is the way to connect those who are structurally excluded. That is why the JLI promotes a digital agenda for global health. We spark discussions and shape agenda's around new promising perspectives, test innovative ideas in a real world setting, and advocate for policy change based on what works and what doesn't.

### OUR ACTIVITIES AT AIDS2018

**22 JULY** Whole day pre-conference: *Meeting the 90-90-90 targets: faster and better*. Hosted by chairs Mark Dybul, Nduku Kilonzo and Lillian Mworeko.

**24, 25, 26 JULY** Trigger Talks: short, provoking lectures and discussions around new ideas and digital opportunities for the global fight against HIV/AIDS.

**24, JULY** Seema Yasmin's book *The Impatient Dr. Lange* launched at de Beurs van Berlage in Amsterdam

**25 JULY, 10 AM** Dr Michael Merson will present his book *The AIDS Pandemic: Searching for a Global Response*, in the Global Village.

**VISIT OUR BOOTH** In the booth, we illustrate the digital health ecosystem and the impact it has on people's lives.

**MOBILE EXPERIENCE** 24-hour multimedia story on your mobile phone to show how modern technology tools can provide support in the fight against HIV and AIDS.

For more information please visit  
<https://www.joeplangeinstitute.org/tag/aids-2018/>