Data helps make our lives better

The alliance between information and communications technologies (ICT), wellbeing and healthcare (with medical protocol) offers countless opportunities. Orange has stepped up to the challenge.
In February 2014, more than 60 healthcare establishments, professionals, sociologists and designers came together to conceive the e-health solutions of the future. This “eHealth Innovation Marathon”, organized by Orange Healthcare and Harmonie Mutuelle, became a supersize brainstorming session to think creatively and come up with a range of disruptive solutions. How?

Participants used real-life situations to rethink the healthcare system over a person’s entire lifespan. The two-day event centred on a “design thinking” approach, a multi-disciplinary process employed by designers to quickly resolve innovation-related issues. Starting with the customer experience and customers’ desires and needs, the participants used systemic thinking and an open-minded approach to avoid simply falling back on preconceived notions. At the end of the 48-hour session, a “trend book” was given to each participant to spark their imagination and inspire fresh “patient-centric” ideas.

You’re putting on too much weight, a doctor is on the way…

In the Auvergne region of central France, patients with heart problems are given a connected scale as part of the Cardiauvergne telemonitoring system. If a patient’s weight exceeds a certain limit, an alert is triggered and the patient receives a home visit from a healthcare professional. The system has led to improved responsiveness and fewer hospital admissions.

100,000 mobile health apps. 300 million medical treatments are provided each year using Orange’s solutions. 29% of Europeans will be 60 or over by 2025. 60% of deaths worldwide are attributed to chronic diseases. 22 countries in which Orange supports the digitization of healthcare systems.

80% of French people believe that ICT offer effective solutions for managing certain chronic diseases.

In 2014, with Orange, you took care of yourself.
reach health services in emerging countries. In Cameroon, Orange offers a simple and fast way of accessing health information via SMS. And under the BetterLife
Up-Partnerhip, Orange has developed a remote solution for dermatology, radiology and ENT. By overcoming distance, connected care also opens up new opportunities. Orange health has made them a strategic partner, developing teleconsultation services to help patients maintain a healthy lifestyle. For chronic disease sufferers who need regular medical care, ICT enables doctors to monitor their patients’ health remotely, and especially, right in their homes. According to the results of a survey conducted by Orange Healthcare and Milk, released in early 2015, 70% of doctors believe that connected devices are particularly well-suited to patients suffering from chronic conditions.

Seamless care for improved patient outcomes

Orange is working in special

renewable in healthcare industry solu-
tions to improve patient care, especially
in fragmented and compart-
mentalized. To improve this situation
Orange helps create digital care net-
works and optimizes medical treat-
ment programmes. If the goal is to
make communications between the
patient’s home, the doctor’s surgery
and the hospital’s nurses, and more

traceable. Hospitals are at the heart
of the plan. To boost efficiency and
deployment, Orange has developed its
model Connected Hospital serv-
ices that are more efficient, user-
friendly and cheaper. ICT helps

deliver high-quality healthcare, even
in the most isolated regions. These
technologies are effective in meeting
challenges related to ageing popula-
tions in industrialized countries, the
shortage of physicians in some rural
areas, and difficulty travelling to
deliver high-quality healthcare, even
in the most isolated regions. Orange
is playing an active role in identifying and developing solutions. • Information and communication technologies enable physicians to monitor their patients daily, particularly for chronic diseases, and to provide assistance if necessary.

Mediplix – complete support, complete reliability

Mediplix is a simple, comprehensive and affordable management tool designed for medical practices. It includes a patient record system, assistance with prescriptions and technical support from our Orange experts.

mhealth alliance with USAID in Africa

Orange and USAID for International Development (USAID) have joined forces to boost mHealth innovations across Africa. The goal is to help health care for patients in Africa, reduce the cost of health services and accelerate access to health information.

Drug authentication service

Some parts of the world are flooded with counterfeit medicines. In Kenya, the percentage of counterfeit drugs is as high as 50%. Orange and M4D provide a drug authentication service via text message, funded by pharmaceutical companies. Orange teamed up with new partners in 2014 to extend the service to other countries in Africa.

My Healthline

People in Cameroon can now have a health query to the short code 289 and receive a reply in one hour from a nurse or a doctor. The service will soon be available in other African countries and improves access to medical information in complete confidentiality. My Healthline improves prevention and reduces costs in areas suffering from a serious shortage of health workers.

Télé-AVC

Medical practitioners have a workshop of four hours maximum to start treatment for a stroke. The first minutes in a diagnosis are crucial – and can save the patient’s life. The Télé-AVC service allows emergency doctors to consult a neurologist and a radiologist directly, 24 hours a day, 7 days a week, without being tied to the hospital and without being disturbed. The patient must be a stroke patient and receiving treatment. The service is provided through a partnership between Orange and the hospital in Paris. The patient can be treated by a neurologist and radiologist in 15 minutes. The service is free of charge. The service is performed by Orange and the hospital in Paris.

Otono-me by Telegrafik

Falling down is an alarm system that can be extremely dangerous for seniors. Otono-me, one of the best 烏 supported in 2014 by Orange, has developed a telecare service which helps elderly and disabled people stay safe at home for longer. With their permission, seniors are installed around their home to monitor movements and habits. An alert is triggered if the sensor stops detecting activity. The system does not use the Internet.
The digital world generates trillions of bytes each day from a myriad of sources, including mobile phone signals. Big data is a term used to describe sets of unstructured data collected and processed on a massive scale. The science of big data has given rise to predictive analytics. Big data makes it possible to predict and anticipate some types of individual behaviour, like purchases, as well as collective events such as traffic jams.

Development and performance

Big data opens up new horizons. To explore the many promising possibilities we launched the "Data for Development" challenge, an open innovation approach to boosting a country’s economic growth by using mobile network management statistics and data supplied by local organizations. This competition is aimed at the international science community, challenging experts to find concrete solutions based on anonymous mobile phone statistical data. The second competition took place in 2014 in Senegal. Entrants focused their creativity on five areas: healthcare, agriculture, transport/urban planning, energy and national statistics. As a data operator, Orange Business Services helps businesses turn their data into information to support strategic decision-making. Our Flux Vision solution uses “irreversible anonymization” to convert millions of data per minute into valuable information about individuals’ movements in a specific area. The information is particularly useful for tourism professionals and retailers.

Confidentiality and security

Data from individuals and businesses are highly valuable – and much coveted – assets. For Big data to be used effectively, there needs to be mutual trust between everyone involved. This is precisely why Orange has made data confidentiality a top priority. In the healthcare industry, we were the first operator in France to obtain approval from the French Health Ministry and the CNIL to host personal data. As a global telecommunications operator, we are strongly committed to safeguarding our customers’ data and privacy. We also help them protect their own data. Our Lookout Premium app locks mobile handsets in the event of a virus attack, loss or theft. Orange Business Services has also made security a pillar in its products and services portfolio.

Healthcare and Big data

Collecting and analyzing data are key to making diagnoses and preventing disease. An unexpected sharp increase in the sale of a medication in a country, for example, can signal the outbreak of an epidemic and trigger an alert. With Big data, new approaches are emerging in epidemiology, and preventive and personalized medicine, and new services are being developed to support patients. Orange is at the forefront of these advances. In late 2014, we co-founded the Healthcare Data Institute with a number of top-tier partners. This think-tank is dedicated to Big data for the healthcare industry.