

With VidaNET...patients have more power to drive their own care and convey their concerns to doctors... now that access to much of the world's medical expertise is increasingly just a text message away.

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Customer Profile

The Instituto Carso de la Salud (ICS) is a non-profit organization that guides private resources in financing social interest projects in the health sector, nutrition and the environment. The main objective of ICS is to contribute to resolving large and serious health problems in Latin America. ICS seeks to take advantage of new technological innovations and reduce serious health risks in Mexico, such as HIV/AIDS.



Situation and Challenges

HIV is a chronic degenerative disease that has infected more than 198,000 people living in Mexico with over 130,000 HIV/AIDS cases reported since 1983.

The HIV+ population represents a major demand on public health services and medicine, significantly increasing the domestic health care expense. Most of the problems are a result of PLWHIV stopping their treatment. ICS is concerned with reducing people who stop treatment and taking advantage of the new technological innovation to face these development and health challenges.

Our Solution

The main objective of this project is to develop a strategic model of educational communication by promoting projects involving revolutionary telecommunication technology to improve health. With these tools they can generate changes in attitude towards self-care, health risk prevention, and adherence to treatment.

Vidanet was designed to support PLWHIV and create awareness on the importance of adhering to their treatment. By accessing VidaNET via multiple channels of communication such as text message (SMS), fixed-line phone (IVR), and Web, PLWHIV will have the ability to receive educational messages regularly, manage medicine and appointment reminders and track exam results and adherence behavior through graphs.

Capabilities of Solution

- **Educational messages:** PLWHIV receive messages on a regular basis via SMS on their cell phones and e-mail.
- **Medicine and appointment reminders:** Participants set up reminders based on their personal preferences. Users decide when they should be reminded to take their medicine or attend an appointment.
- **Track exam results in graphs:** PLWHIV enter their exam results, such as CD4, Viral Load, Hemoglobin and weight via text message or Web and track them in graphs that may be shared with their doctor.
- **Adherence surveys:** Adherence to treatment is encouraged through constant monitoring and interaction with the participant. Users may receive a daily question asking if they have taken their medication or a monthly survey to determine their monthly adherence level.
- **Additional support information:** VidaNET provides PLWHIV access to additional information on HIV/AIDS, such as Frequently Asked Questions via Web and IVR.

Benefits

- **Patient Empowerment:** Participants have a better understanding of their disease with increased engagement and improved adherence leading to an overall better quality of life.
- **Improved Clinical and Non-Clinical Services:** Our system analyzes inputted evidence, lab results, electronic data and surveys to evaluate the progress of the participant.
- **Cost Effectiveness and Efficiency:** VidaNET promotes self-monitoring and adherence, decreasing outpatient visits and improving the way doctors track and monitor their patient's progress.
- **Decrease Inequities in Access to Health Services:** HealthConnect HIV/AIDS eliminates geographical barriers between patient and doctor, improves access and communication, and encourages coordination between care providers.