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| Microsoft Partnership for Technology Access  Solutions for Public Health How public-private partnerships are improving treatment, modernizing public health systems, and paving the road to knowledge economies | Microsoft® Partnerships for Technology Access (PTA) is an innovative global initiative to extend the transformative power of technology to citizens who cannot otherwise afford to own personal computing solutions. PTA forms public-private partnerships (PPPs) with governments for the purpose of making technology solutions affordable and relevant to low income citizens as a means of advancing specific public policy goals. By becoming an active partner in a PTA solution, government entities can present citizens with fresh opportunities to improve their lives while contributing to national socio-economic development. |

"While industrialized countries have raced forward in developing eHealth, many developing countries remain at the starting gate." World Health Organization

Public health is one of the basic commitments of governments to citizens. In developed countries, higher expectations and longer life spans put strains on public and private health care systems. In some emerging economies, low investment in public health systems over time has resulted in a crisis of quality in healthcare delivery. There is widespread consensus that technology is or should be part of the reform package.

As IT-led health reforms improve institutions, the need for a broader PC penetration footprint among doctors, nurses and consumers becomes clear. Healthcare professionals have a need for digital skills and access to track medical advances and improve patient care. Healthcare information portals can help consumers as well as doctors with information and preventive care options—but only if PC access and appropriate solutions are available. Wider access to public health information has the potential to relieve over-burdened hospitals, help medical professionals do their jobs more effectively, and support a healthier, more productive population.

## The Government Challenge

Public health leaders face daunting challenges as populations grow and age and healthcare technology evolves. Concerns typically include:

* Rising cost of healthcare delivery limiting treatment availability.
* Difficulty gathering data from disparate providers and systems restricts scientific findings for effective health policy.
* Paper-based systems making compliance with healthcare regulations difficult.
* Lack of digital skills among public health workers impeding ability to leverage digital information and keep up with rapidly changing treatment methods.
* Isolated medical professionals who get little knowledge transfer, and fall behind professionally.

## Improving Public Health for Citizens and Public Health Professionals[[1]](#footnote-2)

Citizens experience the limitations of public healthcare systems in many ways including lack of information to make healthcare decisions that stems from a dependency on infrastructure and equipment that may be outdated. Many living in remote areas with sparse facilities have trouble getting adequate access.

PTA creates PPPs that put affordable PC solutions in the hands of public health professionals and citizens. PTA solutions help to improve healthcare by bringing digital skills and access within reach for healthcare professionals, and improving citizen access to health information and services. These solutions also help with:

* Improved healthcare information distribution and training. Public health professionals can stay abreast of medicine despite dramatic change, and take advantage of health information portals.
* Improved efficiency in healthcare delivery, including remote diagnosis, improved information distribution to citizens (reducing unnecessary office visits), and reduction in paper-based processes.
* Improved data gathering enabled by access to online portals and provision of PCs to health providers.

## Partnering For Results

Private entities typically engage in PTA solutions where they face market challenges due to inconsistent government standards for data, low PC penetration for patients and medical professionals and disparate IT healthcare systems.

Through PTA, partners can improve brand awareness and expand their presence in large but hard-to-reach markets. An added benefit is the opportunity to stimulate growth in the local software economy as demand for healthcare-related technology and services grow.

## Creating PTA Solutions

To build a PTA solution, Microsoft PTA works with host governments and partners to advance specific policies for underserved constituencies. Each PPP offers not just a PC, but a unique combination of software, hardware, and services that comprise a made-to-order solution for the constituency.

For more information on building a PPP with Microsoft Partnerships for Technology Access, please find your local contact online at www.Microsoft.com/government/pta.

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| Solution Snapshot: Russia |
| Universal free healthcare is stipulated in the Russian constitution, but only about one-fifth of Russia's citizens have adequate access to health care.2 Male life expectancy at birth has actually declined since 1991, from 64 to 59 years-of-age. Russia has pledged billions of dollars in investment to improve facilities, salaries, equipment, and overall systems through sweeping reforms.  Personal computing solutions are not affordable to Russia's medical professionals. Research shows that in a typical province, 50 percent of doctors and 60 percent of medical staff are computer illiterate.3 Rates are even lower in remote and rural areas. Medical professionals, as employees of the state, earn only about $700 a month—not enough to purchase a professionally useful system priced at $900-$1,200.  Microsoft PTA is working with the Russian Ministry of Health and partners to develop a PPP to put affordable, relevant and compelling personal computing solutions in the hands of medical professionals in the Vladimir region to start. The PPP aims to provide PCs equipped with medical equipment software interfaces, Windows, Office and related technologies that will enable doctors to access health information networks, databases, reference tools, forms, and other resources. Training will be included.  2 Ludmilla, US Department of Commerce, Moscow  3 According to a survey conducted by Microsoft and the Vladimir region MIAC (medical information and statistical center) in 2006. |

1. "Building the Foundation for eHealth," World Health Organization 2006. ISBN 924 1590504 3; ISBN 978 92 4159504 9 [↑](#footnote-ref-2)