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Web MD Foundation

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O-Web M. J.
Foundation

The WebMD Foundation

FAX

Date: August 23, 2000

To: Rosa Whitaker
White House African Liaison

Fax: 202-395-4505

From: George Gellert
Chief Executive Officer and President
The WebMD Foundation

Subject: Health InterNetwork

THE UNITED STATES TRADE REPRESENTATIVE
EXECUTIVE OFFICE OF THE PRESIDENT
WASHINGTON, D.C. 20508

OFFICE OF AFRICAN AFFAIRS



FROM: Assistant Trade Representative for Africa Rosa M. Whitaker
Phone: 202-395-9514 **Fax:** 202-395-4505

DATE: August 23, 2000

TO: Cheryl Bayerle

Phone: 6-29-59 **Fax:** 6-2439

SUBJECT: Health InterNetwork

COMMENTS: _____

The WebMD Foundation

400 The Lenox Building
3399 Peachtree Road, NE
Atlanta, GA 30326
Phone 404.495.7814
Fax 404.495.7961

August 23, 2000

Ms. Rosa Whitaker
White House Africa Liaison
The White House
Washington, DC

Dear Ms. Whitaker,

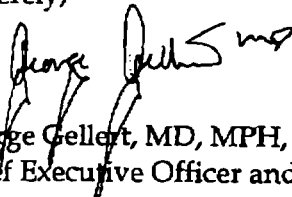
I am referred to you by Dr. Dean Ornish with respect to the President's planned visit to Africa. The WebMD Foundation is the philanthropic arm of the WebMD Corporation, the leading Internet health company in the world. The Foundation's mission is focused on overcoming the Digital Divide in health between the developing world and the advanced industrialized nations. Heightened attention to the Digital Divide has resulted from the recent declared intent of the G8 nations to overcome the Digital Divide. However we have been planning our effort for almost a year now. We are partnered with the United Nations, the World Health Organization, the United Nations Development Program and other information industry leaders in building this infrastructure, which we call Health InterNetwork for Developing Nations.

Please find attached an overview of the Health InterNetwork. It was Dr. Ornish's thought that this initiative, which will begin by the end of 2000 with a pilot in India, would be of interest to those who are accompanying the President to Africa. We intend to launch the Health InterNetwork in all 53 nations of Africa.

If you believe that there would be potential value in a representative of the Health InterNetwork participating in the mission to Africa, we would welcome the opportunity to share our work with both U.S. and African leaders.

Please feel free to contact me at 404-915-7699. Many thanks for your consideration. I look forward to hearing from you.

Sincerely,



George Gellert, MD, MPH, MPA
Chief Executive Officer and President

The WebMID Foundation

**A Health Information *InterNetwork*
For Developing Nations**

***Global Equity In Health Knowledge
Through Connectivity***

**George A. Gellert, MD, MPH, MPA
President**

The WebMD Foundation

Mission

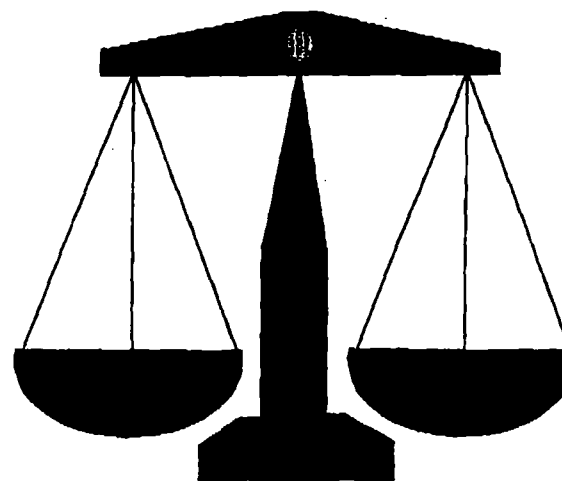
The WebMD Foundation seeks to improve the **understanding, utilization, and impact of health care** among people around the globe by **aggregating and deploying the power of the Internet** and the varied assets of Healtheon/ WebMD Corporation and its strategic partners.

A Health Information *InterNetwork* for Developing Nations

Goals

**To improve global public health through the creation
of knowledge equity.**

**Everyone, everywhere
should have equal access
to the global storehouse
of public health and
medical knowledge.**



A Health Information *InterNetwork* for Developing Nations

Goals

To build a powerful **two-way channel** on the Internet **by 2003** for **communicating needed public health information** within/to the world's poorest communities, and **capture essential health data** for local, national, and international institutions.



A Health Information *InterNetwork*

Initial Partners

- **Healtheon/WebMD Corporation**
- **The WebMD Foundation**
- **The United Nations**
- **The World Health Organization**
- **Satyam Computers Services, Ltd. (India)**
- **The United Nations Development Program**
- **The United Nations Foundation**
- **The United Nations Fund for International Partnerships**



A Health Information *InterNetwork* for Developing Nations

Objective 1: Information Conveyance

Enable every physician and nurse in **100 public health sites** in each of the **130 least developed nations** of the world to have **routine, sustainable access** to state-of-the-art **public health, medical and health care information** on the Internet . . .

. . . Irrespective of technological and infrastructure obstacles.

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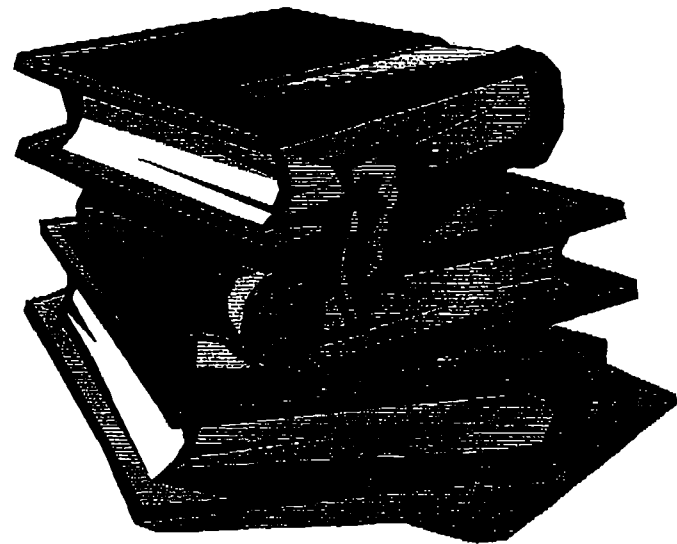
Conveyance (Outbound) Focus

- **Advancements in scientific understanding** of the origin and course of high morbidity diseases
- **Innovations in the prevention and clinical treatment** of infectious and chronic diseases, and injuries
- **Epidemiological reporting** of new and emerging public health threats as well as old foes
- **Health education, promotion, behavior change, and disease prevention tools** for patients and communities
- **Strategic management of health care** delivery to increase its quality, cost-effectiveness and efficiency

A Health Information *InterNetwork*

***Knowledge Equity Empowered By The
Vehicle of The Internet***

**Constant and
Instantaneous Access
To The Global
Public Health Science
and Knowledge Base**



A Health Information *InterNetwork*

***Knowledge Equity Empowered By The
Vehicle of The Internet***

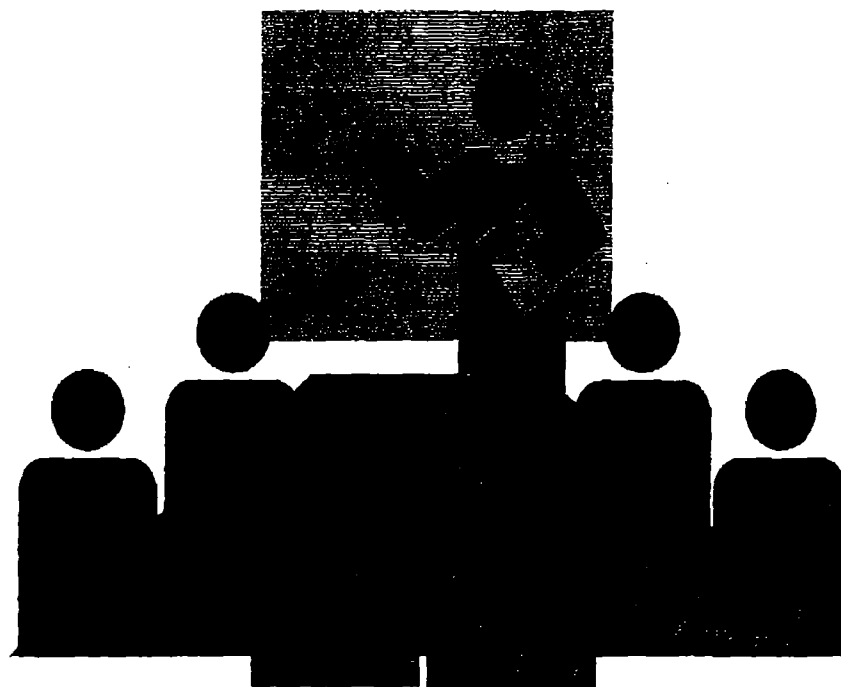
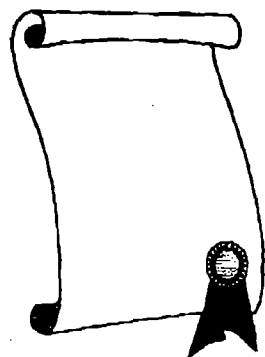
**A Vehicle for Continually
Renewing and Updating
the State of Public Health
and Medical Practice**



A Health Information *InterNetwork*

***Knowledge Equity Empowered By The
Vehicle of The Internet***

**A Global Continuing
Public Health
Education System,
Remote and On-Line**



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A Health Information *InterNetwork*

Objective 2: Information Capture

Establish an inbound **surveillance and data transmission system** within the 130 poorest nations so that they can **instantaneously communicate** health related data to international health agencies.

These agencies, in turn, will analyze and transform these data **into information that can scientifically drive health policy formation, program decision making, and resource allocation.**

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Surveillance (Inbound) Focus

- Common **communicable diseases** (malaria, TB); **emerging infections** (Ebola virus) and **pandemics** (AIDS)
- **Environmental health** threats (water and air pollution)
- Successful therapeutic variations and **treatment innovations** (cancer, AIDS, traditional and complementary medicine)
- Child survival, nutrition, and population **indices and program outcomes of WHO/major NGO vertical health programs**
- Chronic disease, injury, and behavioral **risk factors** (smoking)
- **Genocide watch** (mass violence and intentional disease promotion)

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***Knowledge Equity Empowered By The
Vehicle of The Internet***

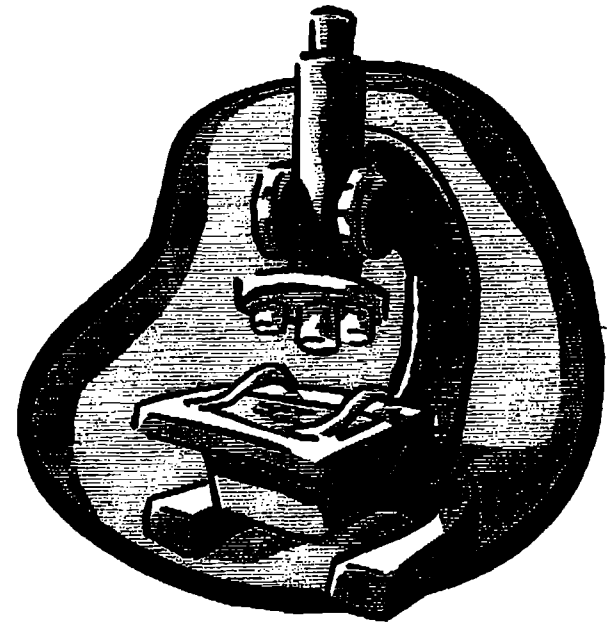
**A Channel for Capturing
Routine International
Health Program
Information/Outcomes
and Disease Surveillance**



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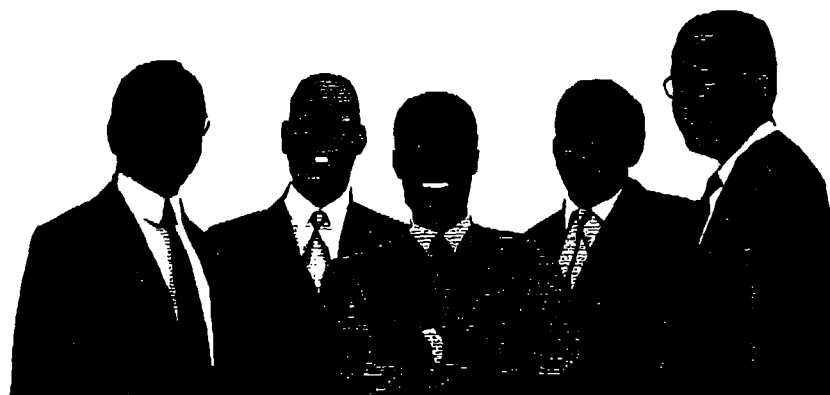
**A Tool For Public Health
And Medical Discovery,
Research Collaboration,
Detection and Early Warning
Of Public Health Problems**



A Health Information *InterNetwork*

***Knowledge Equity Empowered By The
Vehicle of The Internet***

**Data Analyzed Into
Information Can Be
Transmitted Rapidly
To National Health
Leaders To Drive
Health Policy Formation,
Program Development,
And Resource Allocation**



A Health Information *InterNetwork*

***Knowledge Equity Empowered By The
Vehicle of The Internet***

**A Means for Public Health Professional
Community Building, Partnering,
and Support at the
Local, National, and
International Levels**



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Program Requirements

- **Partnerships** with leading public health, educational, and multi-lateral organizations
- **Funding** through cash and gift-in-kind product donations from both private and public sectors of **\$150 million**
- Start up and ongoing **computer and Internet training**
- Content, technology, donor, and other **consortia**
- **Inhibitors** for end user **diversion or commercialization**
- **Strategy for sustainability** and **transition to local control (within 5 to 7 years)**

A Health Information *InterNetwork*

Health and Philanthropic Impact

**The InterNetwork will
bridge the health
Information access or
Digital Divide between
advanced and less
developed nations . . .**



A Health Information *InterNetwork*

Health and Philanthropic Impact

**Diffusing needed
public health
knowledge,
practices and
technology . . .**



A Health Information *InterNetwork*

Health and Philanthropic Impact

**Directly aiding
the world's poorest
people and the
health professionals
who strive to
serve them . . .**



A Health Information *InterNetwork*

Health and Philanthropic Impact

**Creating short term
enhancements to
public health and
medical knowledge,
education, and
practice . . .**



A Health Information *InterNetwork*

Health and Philanthropic Impact

**And long term
improvements in
populational health
status.**



A Health Information *InterNetwork* for Developing Nations

Summary

**Our goal is to improve
global public health
by creating equity
in health knowledge
using the vehicle and
power of the Internet.**

