How Qualcomm Wireless Reach M&E Catalyzes SGBs

Lauren H Reed
Staff Analyst
Government Affairs
30 years of driving the evolution of wireless

#1 fabless semiconductor company

#1 in 3G/4G LTE modem

#1 in wireless semiconductors

Source: Qualcomm Incorporated data. Currently, Qualcomm semiconductors are products of Qualcomm Technologies, Inc. and its subsidiaries. IHS, Jan. ’16 (wireless ASSP/ASIC total); Strategy Analytics, Dec. ’15 (modem, AP); The McClean Report, Mar. ’16 (fabless semiconductors)
113 PROGRAMS
46 COUNTRIES
650+ STAKEHOLDERS
8.4M BENEFICIARIES
Monitoring and Evaluation Charter

To continually improve Wireless Reach by conducting strategic research and weaving data collection, analytics and visuals into all our work while also ensuring data security and ethical use.

**PORTFOLIO MANAGEMENT**
*Use insights to:*
- inform portfolio selection & management
- visualize analytics from macro to micro

**PROGRAM MANAGEMENT**
*Use insights to:*
- monitor relevant KPIs
- provide advisory support
- evaluate program success

**EXTERNAL PR**
*Feed insights to:*
- corporate comms
- WR public relations and marketing
- GA public affairs

**INTERNAL COMMUNICATION**
*Feed insights to:*
- internal corporate comms
- EXC
Monitoring and Evaluation Framework

Designing the roadmap to ensure program success

Partners enter over 100 data points per program on a quarterly basis, which we validate

Seamless data aggregation and analysis producing visuals across geographies, verticals and time

Logical Framework per Program

Quarterly Monitoring Report per Program

Dashboards for Programs and Entire Portfolio
## Evaluation Approach

<table>
<thead>
<tr>
<th>LEVEL 1: MONITORING &amp; PROCESS EVALUATION</th>
<th>LEVEL 2: OUTCOME EVALUATION</th>
<th>LEVEL 3: IMPACT EVALUATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Business need for story of accessibility through mobile</td>
<td>• Business need to prove-out product benefits inferentially</td>
<td>• Business need to prove-out causal product benefits</td>
</tr>
</tbody>
</table>
China: Wireless Heart Health

STRATEGY: To decrease CVD morbidity and mortality in rural, at-risk areas in China

STAKEHOLDERS: Life Care Networks

TECHNOLOGY: One-lead ECG-sensing smartphone
Barriers to Scale

- Inability to measure granular customer use
- End user satisfaction unknown
- Underdeveloped mechanism for feedback loops
- Lack of knowledge to inform decision-making on UI, functionality, services
Solution

Goal

Conduct an end user survey to better understand the experience of providers who use Life Care Networks’ ECG-sensing smartphones

Key Research Questions

• Does the device improve providers’ and patients’ experience?
• Are quality of care and doctor-patient trust improved by connecting rural providers and patients to experts via remote consultation?
Scale and Scope

1 in 5 patients have CVD-related issues

Clinic Role of Provider

- Doctor: 48%
- Nurse: 19%
- Community Health Worker: 33%

Location of Smartphone ECG Screenings

- Clinic: 67%
- Public Health Center: 37%
- Home: 23%
Cost

6x less expensive than conventional 12-lead ECG machines for patients

Average Cost to Patients for CVD Care

Conventional ECG: $5.19
Smartphone ECG: $0.43
Specialty Hospital Visit: $43.81
Reliability and Trust

97% of providers believe the ECG-sensing smartphone is more or equally reliable as the conventional 12-lead machine, but....

- Much more reliable: 37%
- Equally reliable: 35%
- Somewhat more reliable: 25%
- Less reliable: 3%
Data Management

78% believe data management improved since using ECG-sensing smartphone

Data Management Prior to Using ECG-sensing Smartphone

- Kept digital records: 16%
- Kept all paper records: 45%
- Did not always keep paper records: 39%
Patient Care

66% of providers examined more patients

61% of providers made more CVD diagnoses

62% said call center increased the accuracy of diagnoses
16% of patients prefer conventional machine

77% of providers would like more sensors/leads

Sometimes connectivity is a problem
Summary of Findings

Cost reductions are huge benefit

Accessibility and care improving

Providers are largely satisfied

EHR functionality could be used more
Recommendations

- Enhanced training
- Further R&D
- Periodic surveys
- More collaboration with operators
Thank you

Follow us on:  

For more information, visit us at: www.wirelessreach.com
www.qualcomm.com & www.qualcomm.com/blog

Nothing in these materials is an offer to sell any of the components or devices referenced herein.

©2016 Qualcomm Technologies, Inc. and/or its affiliated companies. All Rights Reserved.

Qualcomm is a trademark of Qualcomm Incorporated, registered in the United States and other countries. Other products and brand names may be trademarks or registered trademarks of their respective owners.

References in this presentation to “Qualcomm” may mean Qualcomm Incorporated, Qualcomm Technologies, Inc., and/or other subsidiaries of business units within the Qualcomm corporate structure, as applicable. Qualcomm Incorporated includes Qualcomm’s licensing business, QTL, and the vast majority of its patent portfolio. Qualcomm Technologies, Inc., a wholly-owned subsidiary of Qualcomm Incorporated, operates, along with its subsidiaries, substantially all of Qualcomm’s engineering, research and development functions, and substantially all of its product and services businesses, including its semiconductor business, QCT.