



Urban E+Health Project in Rio

Media Report



NEW CITIES
FOUNDATION

Overview

The New Cities Foundation launched the findings from the Urban E-health Project in Rio on May 8, 2013. The findings were launched internationally and locally.

Targets included: international newswires, technology and healthcare correspondents of newspapers and magazines, healthcare trade publications, as well as business and innovation journalists.

Coverage highlights

“Researchers at the New Cities Foundation, a nonprofit organization in Paris that seeks to tackle the most intractable issues facing the world’s fastest-growing cities, joined by a small team of health-care workers from Rio de Janeiro, recently concluded an 18-month trial in one of the poorest parts of the city, the favela of Santa Marta, a community of 8,000”

Businessweek.com

- An exclusive in **Businessweek.com**’s Very Near Future column by technology writer Bernhard Warner
- A report on the **Associated Press** wires, which led to widespread coverage in national and local outlets worldwide
- A prime-time TV report on **Globo News**, Brazil’s top TV station
- An interview in **Fast Company** with New Cities Foundation Executive Director Mathieu Lefevre
- A mention by New Cities Foundation Chairman and Founder John Rossant on **Monocle’s Globalist radio program**, June 4, 2013
- A dedicated program on the **BBC World Service Radio**’s flagship health program, Health Check (to be aired, 2013)
- A full-page article in the **American Journal of Nursing**
- A special report in the **Financial Times** (planned for Summer 2013)

The value of coverage
in Brazil reached

US\$ 46k

200+
global press
clippings

The total value of media
coverage exceeded

US\$ 160k

The advertising value of
the international media
coverage reached

US\$ 117k

“A study conducted in a Rio de Janeiro hillside slum says that using mobile health technology to monitor patients in poor urban areas could improve residents’ access to health care while also reducing healthcare spending.”

Associated Press

“The New Cities Foundation partnered with the city, GE Healthcare, and the State University of Rio de Janeiro to try out a technology-based project aimed at improving access to primary health care in the poor urban community of Santa Marta.”

American Journal of Nursing

Selected Media Coverage Since May 2013

Brazil

- Globo News (May 16, 2013) "Technology benefits patients with limited mobility"
<http://glo.bo/15RGewv>
- Saude Web (May 10, 2013) "E-health project in Rio: point of view of the people involved"
<http://bit.ly/18Cvh31>
- UERJ em dia (May 20, 2013) "The university participates in inedited research in the health area"
<http://bit.ly/11dxAEem>
- IATS (May 13, 2013) "Estudy in community of Rio de Janeiro reveals great potential of e-health in underserved urban areas"
<http://bit.ly/168qFMe>
- Delta Científica (May 10, 2013) "E-health project in Rio: point of view of the people involved"
<http://bit.ly/142VHcy>
- Mundo Sustentável (June 11, 2013) "Initiative with elderly in favela is international example of citizenship"
<http://bit.ly/14H3SdC>
- Ciclo Vivo (June 11, 2013) "Initiative with elderly in favela is international example of citizenship"
<http://bit.ly/13Dypab>
- Clube Alfa (May 15, 2013) "City that thinks" – interview with Mathieu Lefevre
<http://abr.ai/12g6slM>
- PlugBr (May 2013) "Project takes technology e-health to Santa Marta in Rio"
<http://bit.ly/18CvNOG>
- Cap 21 (May 28, 2013) "Urban E-health project in Santa Marta: first findings"
<http://bit.ly/17D1t1T>
- Brasil é notícia (June 4, 2013) "International NGO develops study in favela"
<http://bit.ly/12Lip2l>
- Fator Brasil (June 5, 2013) "GE creates mobile solution and helps to expand access to healthcare"
<http://bit.ly/15lrkn1>
- Diagnóstico Web "GE Healthcare creates mobile solution to expand access to healthcare"
<http://bit.ly/16Ze4Kv>

US

- Businessweek.com (May 8, 2013) – exclusive report
<http://buswk.co/12gQIN4>
- Bloomberg (May 9, 2013) – announcement of findings
<http://buswk.co/19hVwv1>
- Fast Company (June, 3 2013) – interview with Mathieu Lefevre
<http://bit.ly/19CiQ4V>
- New York Times (May 9, 2013) – one of many outlets that spread the AP report
- Fox News Latino (May 9, 2013) – as above
<http://bit.ly/1Ov0kjD>
- Boston.com (May 9, 2013) – as above
<http://bo.st/18ulFER>
- Yahoo Business & Finance (May, 10, 2013) – as above
<http://yhoo.it/15IKGlX>
- Huffington Post (May 2013) – announcement by John Rossant, Chairman & Founder of NCF
<http://bit.ly/15fl2vP>
- American Journal of Nursing (August 2013) – article with hyperlink to the report

Australia

- Sydney Morning Herald (May 9, 2013) – publication of AP report
<http://bit.ly/166XFXm>

France

- L'Atelier BNP Paribas (May 13, 2013)
<http://bit.ly/165WycF>

Central America

- Estrategia y Negocios (May 9, 2013)
<http://bit.ly/15vi6zy>

United Kingdom

- Monocle 24 Radio – the Globalist (June 4, 2013) – brief mention of the E-health Project during a live interview with New Cities Foundation Chairman John Rossant. This episode was broadcast from the New Cities Summit in São Paulo.
<http://bit.ly/1c8lffV>



Key Tweets



GE do Brasil @GEdoBrasil

1 h

Conheça a Mochila da Saúde! Com equipamentos GE, agentes de saúde visitam comunidades carentes e de difícil acesso: ow.ly/mpRIJ

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9:57 AM - 10 jul 13 (GMT-03:00) · Detalhes



Brazil slum study says mobile health technology could provide savings, improved care for poor. @newcitiesfound @ap goo.gl/W7TIC

LearnDeviceMkr May 9, 2013



Rio study by @newcitiesfound reveals impact of e-health technology bit.ly/10dDxQT

NextCityOrg May 10, 2013



#inspired by work @newcitiesfound is doing with Urban eHealth Project. Positive change in worlds poorest urban areas: bit.ly/15vT4QB

HavasLynxUS May 10, 2013



Urban #eHealth Proj: #healthcare econ savings, incr efficiency & satisfaction, better access bit.ly/15PvaPS @newcitiesfound #mHealth

mHealthAlliance May 10, 2013



Amazing-- mobile e-health backpacks change lives in #Rio buff.ly/17yotBM (pdf) @newcitiesfound

CITYNET_ORG May 16, 2013



"@newcitiesfound: Glimpsing the future of e-health care from Rio buswk.co/12g8D9b"

futurecapetown May 18, 2013



Take a look at findings on the Urban #eHealth Project in Rio de Janeiro bit.ly/13Ywpt9 @newcitiesfound

K4Health May 30, 2013



A10 Contributing expertise to the next @newcitiesfound task force. Like E-Health in Rio citi.us/16ptywZ #NCS2013

CitiforCities May 29, 2013



Interesting results from @newcitiesfound's e-health pilot in Rio de Janeiro ow.ly/l1kap #m4d #ict4d #mhealth #Brazil

GSM4d May 22, 2013

Taking Health to the Streets

Technology improves care access in an underserved community in Rio.



A health care worker from the Santa Marta Clinic in Rio de Janeiro conducts a home visit as part of the New Cities Foundation's Urban E-Health Project. Photo by Marcelo Pizzato.

and inadequate access to health care services that lead to chronic illness.

To tackle the problem in Rio de Janeiro, the New Cities Foundation partnered with the city, GE Healthcare, and the State University of Rio de Janeiro to try out a technology-based project aimed at improving access to primary health care in the poor urban community of Santa Marta. The partnership's Task Force on E-Health supplied health care providers, including nurses, with high-tech backpacks containing tools to measure health indicators like blood pressure and blood glucose quickly and efficiently during home visits to the elderly.

The program documented lower prevalences of stroke, heart failure, and kidney dysfunction in the patients participating in the

The Sydney Morning Herald

Brazil slum study: Mobile health tech promising

May 9, 2013

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Using mobile health technology to monitor patients in poor urban areas could improve residents' access to health care while also reducing health care spending, a study conducted in a Rio de Janeiro hillside "favela" slum suggested Wednesday.



The Future of E-Health Care in a Rio Favela

By Bernhard Warner



Nunca desliga.

G1 v Jorais v Programas v Programação v Fale Conosco v Princípios editoriais



buscar



Pacientes com dificuldade de locomoção são beneficiados pela tecnologia

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