UM-SJTU JI Presents Entrepreneurship Week from Sept 4-7 in Shanghai- details at http://umji.sjtu.edu.cn/entrepreneurship/index.html

Session: Information Systems for mHealth in Developing Countries

Date: 6th Sept. (Day-3)

Duration: 90 Minutes (15:30-17:00)

mHealth stands for Healthcare (including health education) using mobile phones. There is a need to educate people correctly on health and well-being in view of the fact that the disease burden is now moving to lifestyle diseases that require lifestyle changes (e.g., obesity control, diet control, exercising, smoking cessation etc.). This is also a health communication problem. This session will discuss the application of mHealth for health communication and education based on health information systems. The speakers will discuss these issues from the perspectives of technology and mass communication using some real healthcare scenarios.

The speakers in this session will be:

(Chair) **Prof. Naoki Nakashima**, Director, Medical Information Centre, Kyushu University Hospital [Japan]

> **Prof. Sean He**, Director of Computer Vision and Pattern Recognition Laboratory at the Global Big Data Technologies Centre (GBDTC) at University of Technology Sydney (UTS), [AUSTRALIA]

> **Prof. Tor-Morten Gronli**, Professor in Computer Science, Founder of Mobile Tech Lab, Westerdals, [NORWAY]

> **Prof. Hairong Wu**, Vice Dean, School of Health Communication and Journalism, Guangxi University, [CHINA]