HEARING LOSS SCREENING THROUGH CELL PHONES MIT and UFRN – UERN Collaboration

Cell Phone Hearing Loss Screening

•Brazilian federal law requires a hearing test to be done in the first week of birth

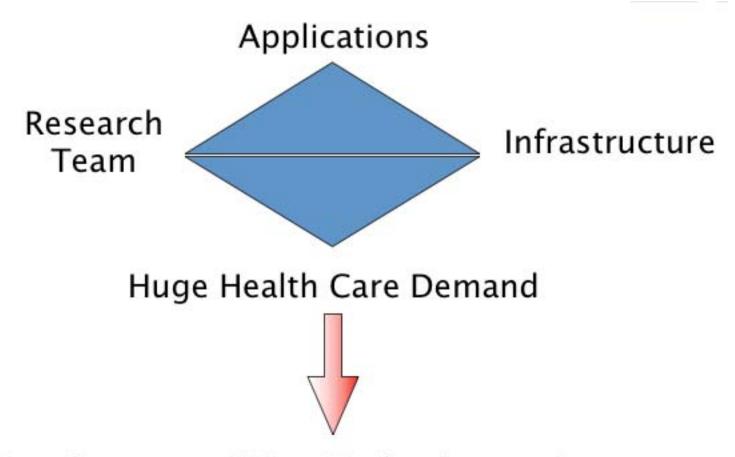
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•~5.7 million Brazilians have some degree of hearing loss

•6% of children have hearing loss in first three years of life

•Costs in Brazil are high/ equipment always an import

Motivation



Development of New Technology to Improve Health Care of Poorly Assisted Communities

Rio Grande do Norte (RN)

RN at a glance

- 1) Area Total 52,796.791 km²
- 2) Population 2010 Estimated 3,168,027
- 3) Density 60 habitants / km ²
- 4) Economy GDP R \$ 25.481 billion
- 5) GDP per capita U.S. \$ 8,203
- 6) Life expectation 2008 70.8 years
- 7) Child mortality 2008 3.35%
- 8) Illiteracy Rate 20.0%
- 9) Birth Rate 2009 ~47K per year

UFRN — Hospitals

There are four hospitals that belongs to the university:

- Onofre Lopes University Hospital
- Ana Bezerra University Hospital
- Januário Cicco Maternity School
- Children Hospital

Cell Phone Network

Cell Provider	Cities with Coverage	Population with Net
VIVO	3.702	90.7%
CLARO	3.568	90.6%
OI	3.316	87.9%
TIM	3.211	89.6%
СТВС	99	1.9%
AEIOU	5	7.6%
SERCOMTEL	2	0.3%
Brazil	5.564	99.99%

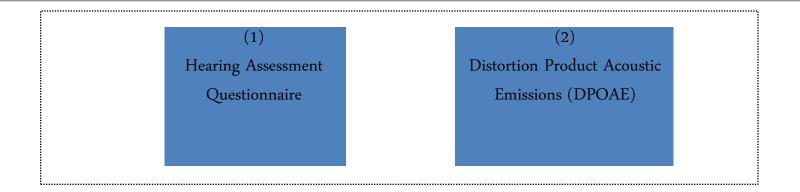
Growing of Cell Phones

Growing Numbers of the Cell Phones in Brazil

Brazil is a huge market, 242.2 millions of cells phones in 2011, representing 123.9 cel/100 hab.

Graph showing increasing number of cell phone users over time (2010, 2011) in Brazil has been removed due to copyright restrictions.

Hearing Loss Screening Through Cell Phones



Hearing Assessment Questionnaire

GOAL: Obtain Risk Factors:

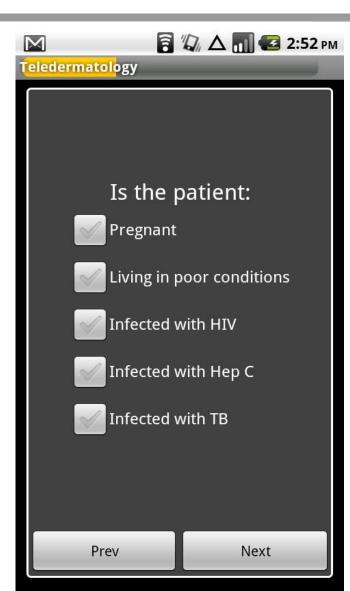
Family History

Hospital stay > 5 days

utero infections

Ototoxic drugs

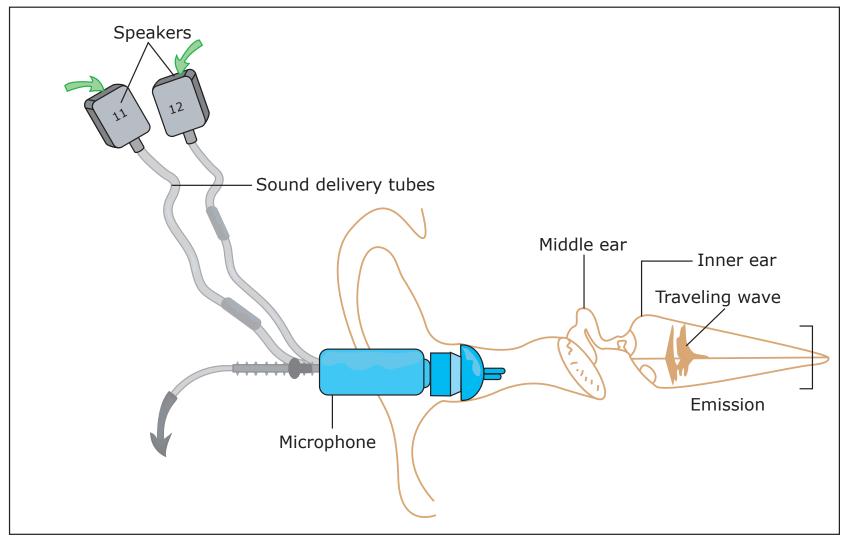
Syndromes related to hearing loss



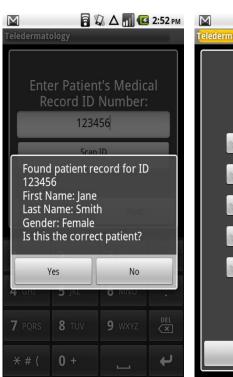
DPOAE Test

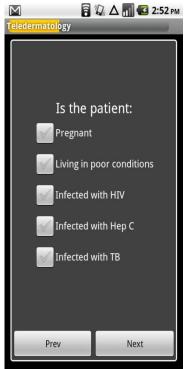


DPOAE Test

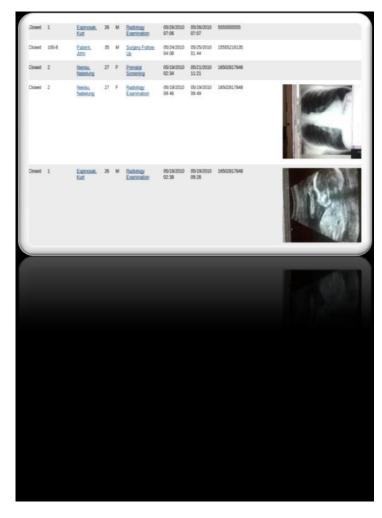


Goal









Possible Project Goals

1) Propose a plan with metrics for evaluating and quantifying the cost-effectiveness of the project based on the current practices in Brazil.

2) Propose sustainable business plan for a global market place

3) Developing the APP.

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