

# DATA DRIVEN HEALTHCARE

In West Africa, unpaved roads and a lack of reliable transportation prevent people from accessing healthcare. Ford is working with Riders for Health, an organization that manages and maintains fleets that deliver healthcare workers to patients who need help. Equipping Ford pickup trucks and SUVs with OpenXC technology will help better maintain the vehicles, as well as allow for vehicle data to be collected that could improve productivity. Ford is also using data collected to create maps of the region, where most mapping companies do not go.



## The Experiment

Researchers will capture and analyze data from Ford vehicles carrying healthcare workers to remote areas of West Africa.

The Gambia

## GOALS



Big Data



Sustainability



Health



Customer Insights



FORD SMART MOBILITY