



Jan 6, 2015 | Tamil Nadu, India

Innovate Mobility Challenge: SUMURR mHealth, Tamil Nadu, India

Fact Sheet: SUMURR mHealth

In many parts of the world, there is a divide in the availability of healthcare between where people live – cities and rural areas. In India, for example, 72 percent of the population lives in rural areas, yet 75 percent of healthcare services are in urban centers.

The SUMURR mHealth Challenge called on app developers to find a way to help those living in rural Tamil Nadu receive much-needed healthcare, taking advantage of mobile technology and improved vehicle access in rural areas.

SUMURR, for Sustainable Urban Mobility with Uncompromised Rural Reach, is a Ford framework for addressing critical social needs in developing countries.

SimPrints Solutions for community health workers was named the grand prize winner.

In Tamil Nadu, many births are never recorded and many people do not have official forms of identification. Healthcare relies heavily on community health workers making home visits. SimPrints Solutions developed software that allows these health workers to use a pocket-sized fingerprint scanner to instantly identify a patient and link to his or her health records.

About Ford Motor Company

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 203,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.