

# 04 FORGING THE LINK BETWEEN HUMAN HEALTH AND ENVIRONMENTAL HEALTH.

The impact of global warming and environmental pollution is becoming an increasingly desperate story. Leading researchers document that environmental declines already are leading to more starvation, respiratory illnesses, infectious diseases, cancers, and more. Doctors in developing countries need to know the environmental health risks to the populations they serve. While climate change and other environmental problems affect everyone, the poorest countries on earth will suffer the most. WIRED's environmental health program will supply doctors in these regions with sound medical data to address the increasing risks faced by the poorest populations.

WIRED will employ information technology to deliver lectures and seminars that explain environmental degradation and health. And, we will offer information on how to treat emerging health conditions resulting from environmental collapse.

# 05 FOCUSING ON PERSONAL ACTION AND RESPONSIBILITY AT THE GRASSROOTS

People in some underdeveloped regions have come to believe that many illnesses, including HIV/AIDS, strike at random or are a matter of fate beyond their own influence. **WIRED** has developed techniques to convince them otherwise and to help them participate in their own healthcare. Developed in Africa, our interactive programs have demonstrated strong and convincing evidence that information presented in an appealing and accessible format can increase knowledge, shape attitudes, and alter behaviors. They lead people to participate actively in their own healthcare and enable them to recognize their responsibility and capacity to impact their own health by way of prevention and treatment.

**WIRED works directly with people at the grassroots level:** community leaders, caregivers, traditional healers, and birth attendants. In nearly every place we work, we are the sole source of healthcare information for the masses. Using computers, we engage people in discussions of personal health and teach them how to address key health concerns, including HIV/AIDS, malaria, TB, dehydration, and other medical issues.

**WE BELIEVE THAT ASSISTANCE PROGRAMS ARE LIKE ROPES; YOU CANNOT PUSH THEM INSTEAD, THE PEOPLE MUST PULL THEM FOR THEMSELVES. PROVIDE PEOPLE WITH THE TOOLS, THE TRAINING, AND SOME ONGOING HELP, AND THEY WILL TAKE THE PROGRAMS TO PLACES YOU COULD NOT HAVE IMAGINED FOR THEM.**



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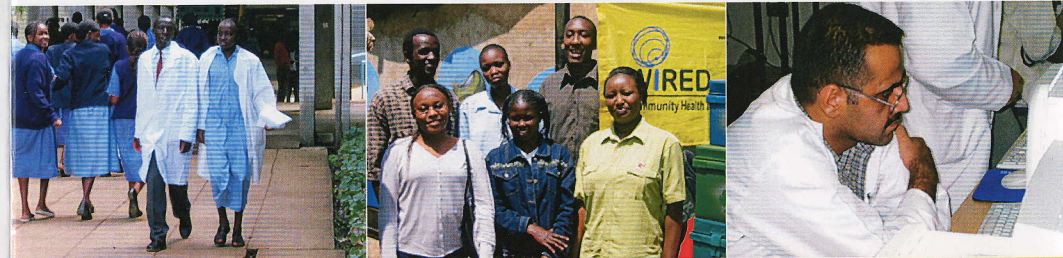
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**WIRED** INTERNATIONAL  
HEALTH EDUCATION AND INFORMATION



NO MEDICATION OR MEDICAL DEVICE CAN DO AS MUCH TO PROMOTE GOOD **HEALTH** IN REMOTE REGIONS AS CAN A DOCTOR'S **KNOWLEDGE** OF GOOD MEDICINE.

# 01

## WIRED BRINGS MEDICAL KNOWLEDGE TO DOCTORS PRACTICING IN ISOLATED REGIONS.

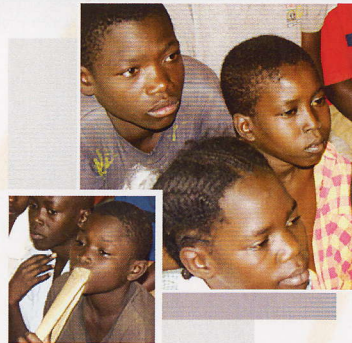
Some of the regions we serve are so remote that we must use solar panels to power the equipment. To counter this isolation, WIRED supplies computers, the Internet, satellite video communication and other technologies to deliver the finest medical information to physicians, nurses and medical students.

- We stock entire medical libraries on hard drives that contain countless books in a mere two-pound box.
- We go online to access complete medical libraries from anywhere on earth.
- We supply studio cameras and satellite gear that can link doctors who are often separated by thousands of miles.
- We develop medical curricula and use the latest technologies to create dialogue between renowned experts and medical professionals instantly in distant lands.
- We arrange patient diagnoses in developing nations to be performed by medical analysts sitting continents away.
- We establish computer-based classes that explain illness prevention and healthcare to young people and teachers in impoverished communities.

# 02

## LIMITED KNOWLEDGE IS A DANGEROUS THING. PEOPLE IN POOR COUNTRIES SUFFER AND DIE BECAUSE THEIR DOCTORS LACK CURRENT MEDICAL KNOWLEDGE.

**The Problem:** Doctors in many poor countries diagnose patients, treat illnesses, and perform surgeries with an understanding of medicine that is years out of date. Through no fault of their own, these doctors rely on scraps of information that come from aging journals and dog-eared textbooks passed from hand to hand. News about the latest research, medical innovations, and clinical practices that, in developed countries stream rapidly to medical schools and hospitals, is slow to reach doctors tucked away in countries where conditions are taxing and communications are poor. As a result, secluded doctors practice outmoded medicine on populations whose lives are already burdened by poverty and isolation.



Patients who might be cured remain ill, and those who could be saved can die. Often, it is not a matter of medication or instruments; it is a matter of information and education. It's a matter of doctors sharing in the knowledge elsewhere, so they can then diagnose illnesses, prescribe successful treatments, and explain preventions that lead people to good health. While first-world countries benefit from abundant information, underdeveloped regions remain out of sight, out of mind and out of touch.

**Our Solution:** WIRED International, along with our partners at American medical and nursing schools, is committed to providing healthcare providers in isolated regions with the finest medical information and education we can offer. The medical knowledge we supply gives these doctors and nurses the capacity to advance the quality of healthcare to millions of people. No medication or medical device can do as much to promote good health in remote regions as can the doctors' knowledge of current medicine. WIRED pledges to provide this knowledge through effective, cost efficient programs.

# 03

## FORGING A BOND BETWEEN DOCTORS IN POOR AND WEALTHY COUNTRIES

**WIRED's educational programs** help secluded doctors become better healers, but our communication links serve another critical purpose: they help doctors isolated by economics, politics, and war rejoin their colleagues on the outside. For medical professionals, isolation is a crippling assault. Medical practice, by its nature, is an integrative activity, involving networks of professionals whose research and experiences collectively form the body of knowledge about healing. Collaboration is valuable in all professions, but it is especially critical in medicine. New diagnostics, revised treatments and techniques, warnings of epidemics on the way, and reports of new drugs and devices form a corpus of information that enables physicians to see the full picture and offer their patients the best possible care. Good doctoring requires good collaboration. WIRED helps isolated doctors join a global team.



**WIRED** brings the world's most needy doctors together with the world's best trained and best outfitted doctors and enables them to talk medicine together, discuss experiences and create ways to address tough cases. Together they examine research, promising techniques and methods of curbing epidemics. Sometimes, these men and women just talk about practicing medicine in places worlds apart. **WIRED** provides the equipment, the coordination and the contacts to create these forums. Through them, **WIRED** improves medical science and eases the isolation of doctors serving in regions most of the world has forgotten.



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