



Miller Center

for Social Entrepreneurship

Name of social enterprise: Koe Koe Tech

Mission statement: We aim to revolutionize Myanmar's data-deprived health sector by giving patients, hospitals, and government access to quality health information and services

Webpage: <http://www.koekoetech.com>

GSBI (2016) business plan presentation:

<https://www.youtube.com/playlist?list=PLTFApFZek1zqTmEr10MvFKTYAszISYUvq>

Headquarters: Yangon, Myanmar

Location(s) of research: Myanmar

Impact to date: 43,000 monthly active app (maymay) users, 1500 montly teleded consults, 129,000 lives (mothers and children) impacted

Background: Android smart phones are expanding dramatically in Myanmar, making mobile app-based health care education feasible. Koe Koe Tech deploys modern IT tools to strengthen the healthcare system of Myanmar, especially maternal and child health (the "[maymay](#)" app). The maymay app aims to reduce maternal and child mortality rates in Myanmar by providing access to health information regarding pregnancy and the first three years of their baby's lives, a doctor locator where users can search 10,000 doctors by specialty, credentials and location, and phone and chat telemedicine with doctors. Koe Koe Tech is also developing a Health Information System, which provides easy to use electronic medical records specifically designed with low-resource health facilities with limited electricity and connectivity and overworked health workers in mind.

The challenge: This enterprise is scaling rapidly, in response to the social need, and with the support of a program award. The enterprise has requested help with public health communication and education tools to effectively communicate its products' value and brand to end users and stakeholders.

Action research products needed:

1. Training and education videos. Two marketing videos would target expectant and recent mothers, using urban and rural clinics and hospitals to explain the value and user experience of the maymay app. Another video would explain the app and Koe Koe Tech's Health Information System to clinicians, and the value to their health care efforts.
2. Marketing and training cards. These would be used to spread awareness of the app and its uses to mothers. These cards may be distributed in villages and displayed at health facilities.

Student skills needed: Videography, healthcare marketing, design.

Keywords: Myanmar health care system, maternal and child health care education and outreach, health care campaigns, mobile app-based health care education.

Special conditions at this placement: All this outreach work would be done in translation.

