



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, services, and technology

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: maymay: Over 100,000 registered maymay users, 1500 monthly telemed consults, 129,000 lives (mothers and children) impacted. CMIS/HMIS is currently being piloted at PSI Sun Clinics and several of the largest public hospitals in the country.

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 Management Information System (currently known as CMIS/HMIS), 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. This builds upon the [2017 GSBF action research project](#).

The challenge: Support the continued expansion of this health enterprise.

Action research products needed:

1. A market analysis of the needs and interests of "single" women (ages 15-19) in Myanmar and subsequent recommendations on how to develop the application to meet these needs. The maymay application already serves the needs of women interested in getting pregnant, pregnant women, and new mothers. Koe Koe Tech would like to expand this to include content and features to reach younger women.
2. An impact assessment strategy for CMIS/HMIS to improve and standardize Koe Koe Tech's impact measurement

Student skills needed: Impact assessment, market research, analysis.

Keywords: Myanmar health care system, women's 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.

