



# Miller Center

for Social Entrepreneurship

**Name of social enterprise:** Koe Koe Tech

**Mission statement:** To reduce maternal and child mortality rates in Myanmar, to improve health indicators, and to increase access to information, resulting in positive social impacts for the people of Myanmar.

**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

**Background:** Koe Koe Tech deploys modern IT tools to strengthen the healthcare system of Myanmar, especially maternal and child health, using the [“maymay” app](#). This app has reduced maternal and child mortality rates by providing access to health information regarding pregnancy and the first three years of their baby’s lives. Koe Koe Tech now offers a Health Management Information System (HMIS), which provides easy to use electronic medical records designed for low-resource health facilities. This project would build upon the [2017 GSBF action research project](#). This enterprise has grown threefold in 2018, and is poised for even greater growth across multiple sectors.

**The challenge:** Koe Koe Tech is extending its IT services further into the health sector to create efficiencies, and seeks action research to support this expansion.

**Action research products needed:**

1. Koe Koe Tech is recruiting clinics and hospitals to its HMIS network, and bundling this service with e-commerce software tracking medication inventory and sales. Working with the enterprise’s sales and marketing team, fellows would analyze and document best practices in this sales process.
2. Koe Koe Tech has an ethnography team that works to enhance the maymay app user experience. Fellows would work with this team to make recommendations for continuous improvements at the enterprise/app/user interfaces.
3. Koe Koe Tech gathers a great deal of user data through its maymay app, and has requested a study on how to analyze this for reporting, using data science and analytics.

**Student skills needed:** public health system capacity development, supply chain management, market research and sales, data science and analytics.

**Keywords:** Myanmar health care system, women’s health care education and outreach, mobile app-based health care education, health care system capacity development, enhancing user experience of mobile apps for health outcomes.

**Special conditions at this placement:** This work would be done in translation.