Company Profile:

In 2008 At Harvard and MIT, some students founded ClickDiagnostics, a social enterprise leveraging technology to ensure quality healthcare. They start working in Egypt, and spreads to other countries in Africa soon.

2010 A small team from mPower started a design research for an innovative commercial model for rural healthcare.

2013 The team moves to Bangladesh and renames the company mPower. mPower does numerous mHealth projects with BRAC, GoB, Grameen, generating insights into rural healthcare problems and solution.

2015 Jeeon Bangladesh Limited becomes a separate company and tests its model with thousands of patients in Northern Bangladesh. The project wins awards from USAID, WHO and others. Jeeon has been working in rural Bangladesh to fundamentally disrupt a broken healthcare system. We have developed a sustainable service that allows a rural patient to have a reliable consultation with a qualified doctor in the city, facilitated by an RMP (rural medical practitioner) right from the village bazaar

Purpose of Statement

Making Well-being universal by delivering high quality affordable healthcare to underserved *communities*

Service

Jeeon's Telehealth service, called Projotno, is only the first step to Make Wellbeing Universal. Projotno links Village Doctors (VDs) or informal healthcare providers (IHP) to formal doctors through a tablet. By introducing Projotno into their business model, the initiative aims to create a formal linkage between VDs and formal doctors. Aimed to improve patient health outcome, reduce prescription of unnecessary and harmful drugs, we would like to evaluate the impact of the program.

Our Approach

At Jeeon, we extensively use IDEO's Human Centered Design methodologies. We believe in continuous learning and evolution, which is evident in our strong adherence to rapid prototyping, quick experiment, and data-driven decision making.

Objective:

- Create an accessible primary care offering in rural Bazaars close to patients
- Upgrade RMP infrastructure through technology & backend doctor support
- Bring RMPs under a regulated network and prevent their malpractice and polypharmacy
- Connect patients with quality referral points and prevent exploitation by middlemen
- Connect patients with quality referral points and prevent exploitation by middlemen
- Ensure quality drugs and prevent abuse of antibiotics, steroids, NSAIDs
- Provide low-cost diagnostics and easy access to follow- up consultations at the rural bazaar so that patients can avoid traveling to towns
- Develop an electronic medical history for each rural patient

Give people health information and advice to manage their conditions better

Board of Directors

We are proud to have a Board of Directors and key personnel with vast amounts of relevant experience in the field of information technologies for development (ICT for Development). A quick summary of the qualifications of the Board members and key executives are given below, and details follow

Mridul Chowdhury
Director and Chairman

Harvard Kennedy School
MPA in International Development
INSEAD
Executive Training on Social Entrepreneurship

Mridul Chowdhury has extensive experience in development consulting and technology project management in developing countries. In Bangladesh, he has gained an unique experience in working for all major stakeholders in development – the government, NGO and donor – which gave him the training required to find mPower Social Enterprises (formerly ClickDiagnostics, Inc.), a global company specializing in the use of mobile phones for innovative social & public health applications. He is currently its CEO and is based in Bangladesh for the most part. He served under esteemed names such as UNDP, D.Net, Center for International Development at Harvard University, Bangladesh Ministry of Planning. He also completed an Executive Training on Social Entrepreneurship from INSEAD.

Rubayat Khan
Managing Director

Harvard Kennedy School
MPA in International Development

Rubayat Khan has diverse experiences in social entrepreneurship, project management, policy-making, research and leading social movements in several countries across Asia and Africa. Rubayat completed his Masters in International Development (MPA/ID) from Harvard Kennedy School of Government, and received the Raymond Vernon Award for Commitment to International Development.

Offices

- 5/1 Asadullah House, Flat D-1, Block – E, Lalmatia , Dhaka-1207
- 49, A-B, 4th floor, Incubator-5, Software Technology Park, Janata tower, Tejgaon, Dhaka.