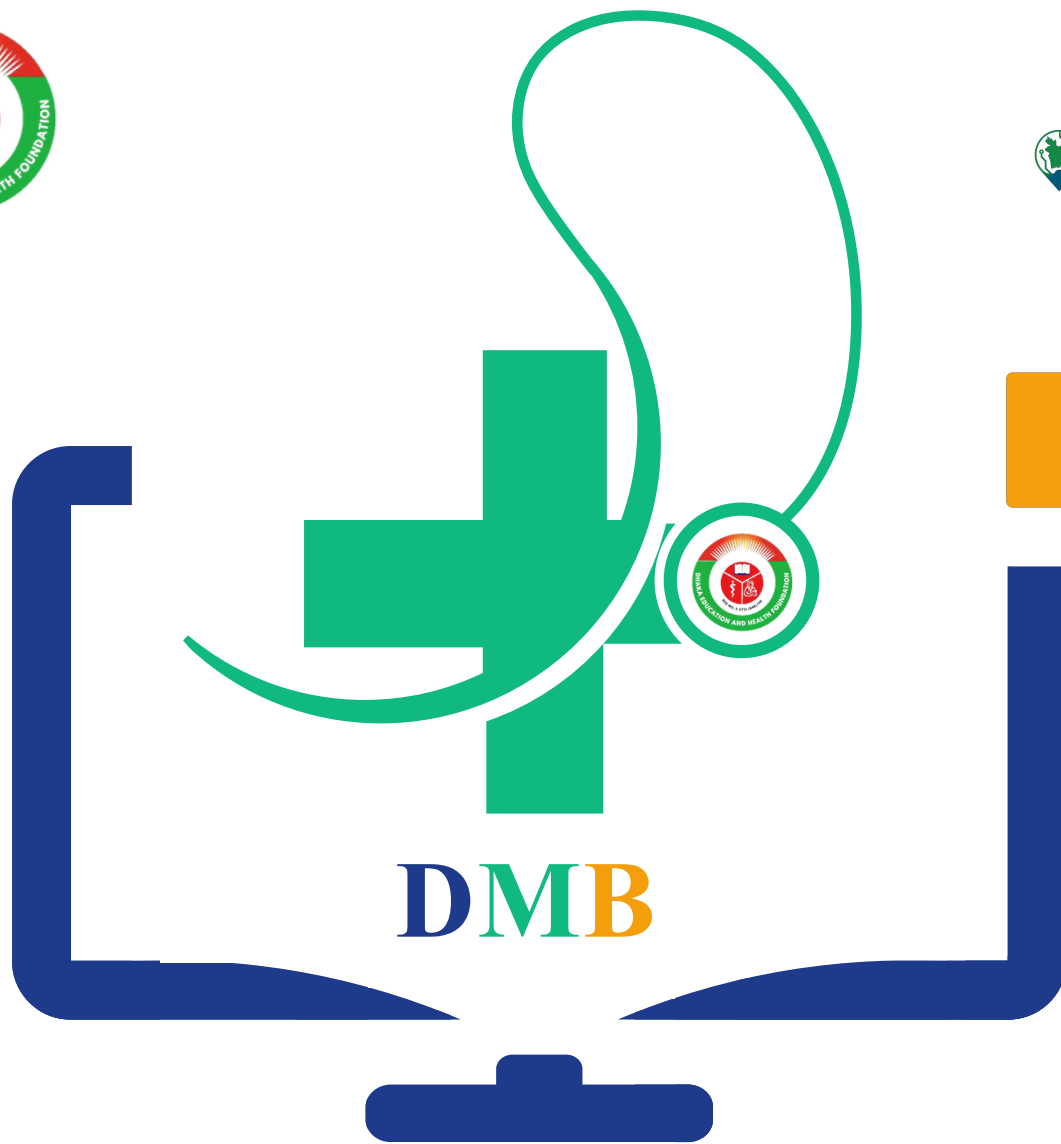




DIGITAL MEDI BRIDGE

First Edition

**CONNECTING PEOPLE TO
AFFORDABLE HEALTH CARE!**



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CHAIRMAN'S MESSAGE



Chyon Kumar Saha
Chairman

It is with great pride that I present Digital Medi Bridge (DMB), a flagship initiative of the Dhaka Education and Health Foundation (DEHF) dedicated to advancing equitable access to affordable healthcare across Bangladesh.

At DEHF, we believe that a healthier nation begins with healthier communities. While Bangladesh has made significant progress in healthcare, many vulnerable families continue to face barriers in accessing essential diagnostic services and preventive healthcare. Digital Medi Bridge has been established to help address these challenges through a community-centred approach that combines health awareness, strategic partnerships and digital innovation.

Beginning with a pilot implementation in Gopalganj District, DMB represents our long-term commitment to developing a sustainable healthcare support model that can be expanded across the country. Through collaboration with healthcare institutions and the technological expertise of National IT Hub, we aim to create a transparent, efficient and people-focused platform that brings healthcare closer to those who need it most.

I extend my sincere appreciation to our partners, stakeholders and dedicated team members whose shared vision and commitment make this initiative possible. Together, we are building stronger communities and contributing to a healthier future for Bangladesh.





ABOUT

DHAKA EDUCATION AND HEALTH FOUNDATION

Building Better Communities Through Education and Healthcare

The Dhaka Education and Health Foundation (DEHF) is a non-profit, community-focused organization committed to improving the quality of life of people across Bangladesh through sustainable initiatives in healthcare, education and social development.

Established with the vision of creating healthier and more empowered communities, DEHF believes that access to quality healthcare and education should be available to every individual, regardless of economic condition or geographical location. The Foundation works to develop practical, people-centred solutions that address real community needs while promoting long-term social impact.

DEHF brings together innovation, strategic partnerships and community engagement to implement programmes that strengthen public health awareness, encourage preventive healthcare and improve access to essential services. Through collaboration with public institutions, private organizations and development partners, the Foundation strives to build sustainable models that contribute to national development.

One of the Foundation's flagship initiatives is Digital Medi Bridge (DMB), a nationwide healthcare programme designed to connect underserved communities with affordable healthcare opportunities through community outreach, digital technology and institutional partnerships. The project will begin with a pilot implementation in Gopalganj District before expanding gradually across Bangladesh.

Our Vision

To build a healthier, more educated and inclusive Bangladesh where every individual has equal access to opportunities that improve quality of life and promote sustainable community development.

Our Mission

To design and implement innovative, community-based programmes that improve healthcare accessibility, strengthen educational development, promote public awareness and contribute to the overall well-being of society through collaboration, integrity and responsible leadership.

Our Core Values

- Integrity
- Transparency
- Accountability
- Compassion
- Innovation
- Community Engagement
- Inclusiveness
- Sustainability

Our Areas of Focus

- Community Healthcare
- Education and Human Development
- Public Health Awareness
- Water, Sanitation and Hygiene (WASH)
- Digital Innovation for Social Impact
- Community Development
- Strategic Partnerships

At the Dhaka Education and Health Foundation, we believe that lasting change begins within communities. By working together with partners, institutions and local stakeholders, we remain committed to building a future where healthier lives, stronger communities and sustainable development become a reality for all.

ABOUT NATIONAL IT HUB

Strategic Implementation & Technology Partner of Digital Medi Bridge (DMB)

National IT Hub is a leading technology and innovation company in Bangladesh, dedicated to delivering advanced digital solutions that drive social impact, operational excellence and sustainable development. The company specializes in software development, web and mobile applications, digital infrastructure and technology-enabled service management.

As the Strategic Implementation and Technology Partner of Digital Medi Bridge (DMB), National IT Hub plays a central role in the successful planning, implementation, operation and continuous development of the project.

Digital Medi Bridge (DMB) is a flagship healthcare initiative of the Dhaka Education and Health Foundation (DEHF). To ensure the project is implemented with the highest standards of efficiency, transparency and technological innovation, DEHF has entered into a strategic collaboration with National IT Hub, entrusting its experienced team with the overall operational management and technology execution of the initiative.

Under this collaboration, DEHF provides the strategic vision, policy direction and institutional oversight, while National IT Hub is responsible for the end-to-end implementation, operational management and digital ecosystem of the Digital Medi Bridge project.

The responsibilities of National IT Hub include:

- Overall project implementation and operational management.
- Development and maintenance of the Digital Medi Bridge platform.
- Design and management of the Digital Medical Card System.
- Beneficiary registration and digital database management.
- QR Code verification and card authentication system.
- Development and maintenance of the official website and administrative portal.
- System monitoring, technical support and cybersecurity.
- Operational coordination with Community Representatives and partner healthcare institutions.
- Continuous system improvement and technology innovation to ensure efficient programme delivery.

This collaboration brings together the social development leadership of the Dhaka Education and Health Foundation (DEHF) and the technical expertise, operational capacity and professional project management of National IT Hub, creating a sustainable, transparent and technology-driven model for expanding affordable healthcare access across Bangladesh.

Together, DEHF and National IT Hub are committed to building a modern community healthcare ecosystem that begins with a pilot implementation in Gopalganj District and is designed to expand as a nationwide initiative under the Digital Medi Bridge (DMB).

Introducing Digital Medi Bridge

Connecting People to Affordable Healthcare

Digital Medi Bridge (DMB) is a flagship healthcare initiative of the Dhaka Education and Health Foundation (DEHF), implemented in strategic collaboration with National IT Hub to improve access to affordable healthcare services for underserved communities across Bangladesh.

The initiative has been developed to bridge the gap between vulnerable families and essential healthcare services through community engagement, digital innovation and institutional partnerships. By combining technology with grassroots outreach, DMB seeks to establish a sustainable healthcare support system that is accessible, transparent and community-centred.

The project will commence with a pilot implementation in Gopalganj District, with the long-term vision of expanding its services nationwide through a phased and sustainable approach.

Unlike conventional healthcare programmes that rely on beneficiaries to seek assistance, Digital Medi Bridge follows a proactive community-based model. Trained Community Representatives visit households, conduct structured health and Water, Sanitation and Hygiene (WASH) surveys, promote preventive healthcare awareness and identify families who genuinely require support. Based on the assessment, eligible households are enrolled in the DMB Digital Medical Card Programme, enabling them to access benefits from participating healthcare institutions.

A key component of the initiative is the promotion of preventive healthcare. Beyond facilitating access to affordable diagnostic services, DMB encourages healthier lifestyles by raising awareness about disease prevention, safe drinking water, personal hygiene and early health-seeking behaviour. This integrated approach helps strengthen community resilience while reducing preventable health risks.

To ensure efficiency and transparency, the project is supported by a comprehensive digital ecosystem developed and managed by National IT Hub. The platform includes digital beneficiary registration, QR Code-enabled Medical Cards, secure verification systems, centralized data management and administrative tools that support effective programme implementation and monitoring.

Digital Medi Bridge is founded on the belief that healthcare should be accessible to every deserving family, regardless of income or geographical location. Through strategic collaboration, responsible technology and strong community engagement, the initiative aims to create a healthcare model that is practical, inclusive and sustainable.

Beginning in Gopalganj and expanding gradually across Bangladesh, Digital Medi Bridge aspires to become a trusted national platform that connects people with affordable healthcare while contributing to healthier families, stronger communities and the achievement of national and global sustainable development goals.

The Healthcare Challenge

Understanding the Need for a Community-Based Healthcare Solution

Bangladesh has made significant progress in strengthening its healthcare system over the past decades. Improvements in public health services, life expectancy, maternal and child healthcare, and disease prevention have contributed substantially to the nation's development. However, despite these achievements, millions of people—particularly those living in rural and economically disadvantaged communities—continue to face considerable challenges in accessing affordable, timely and quality healthcare services.

One of the most significant barriers is the financial burden of healthcare. For many low-income families, the cost of diagnostic tests, medical consultations, transportation and follow-up care often exceeds their financial capacity. Consequently, many individuals postpone or avoid essential medical examinations until their health conditions become severe, resulting in delayed diagnosis, increased treatment costs and poorer health outcomes.

Geographical accessibility remains another major concern. Families residing in rural and remote areas frequently have limited access to quality diagnostic facilities and specialized healthcare services. Long travel distances, transportation difficulties and inadequate local healthcare infrastructure often discourage people from seeking timely medical care.

In addition to financial and geographical barriers, limited awareness of preventive healthcare continues to be a significant public health challenge. Many people seek medical attention only after serious symptoms appear, while routine health check-ups, early disease detection and preventive healthcare practices remain relatively uncommon. This lack of awareness increases the risk of preventable illnesses and delays appropriate treatment.

Public health is also closely linked to safe drinking water, sanitation and hygiene (WASH). In many communities, inadequate awareness regarding safe water consumption, proper sanitation and personal hygiene contributes to the spread of waterborne and preventable diseases. Strengthening community awareness in these areas is essential for improving overall health outcomes.

Another challenge is the limited availability of reliable healthcare information at the community level. Many families are unaware of available healthcare services, appropriate health practices or where to seek affordable diagnostic support. The absence of structured community guidance often prevents vulnerable households from accessing the care they need.

The growing use of digital technologies has transformed many sectors; however, community healthcare services still face challenges related to fragmented information management, limited digital integration and the absence of efficient beneficiary management systems. These gaps can affect service coordination, transparency and operational efficiency.

Furthermore, identifying households that genuinely require healthcare support remains difficult without an organized community-based assessment mechanism. In many cases, deserving families remain outside the reach of available healthcare initiatives due to the lack of structured household-level data and community engagement.

These challenges highlight the need for an innovative, inclusive and community-driven healthcare model that goes beyond traditional service delivery. Improving healthcare accessibility requires not only affordable medical services but also stronger community engagement, preventive health education, digital innovation and effective collaboration among healthcare providers, development organizations and local communities.

Recognizing these realities, the Dhaka Education and Health Foundation (DEHF), in collaboration with National IT Hub, established the Digital Medi Bridge (DMB) initiative to help bridge the gap between underserved communities and affordable healthcare opportunities. Through household engagement, community health assessments, safe drinking water awareness, digital technology and strategic partnerships, DMB aims to strengthen healthcare accessibility while empowering communities to make informed decisions for healthier lives.

The Digital Medi Bridge initiative is founded on the belief that sustainable healthcare begins within the community. By addressing financial, geographical, informational and social barriers through an integrated approach, DMB seeks to contribute to a future where every deserving family has the opportunity to access affordable healthcare with dignity, transparency and confidence.

Our Vision for Bangladesh

Building a Healthier Nation, One Community at a Time

At Digital Medi Bridge (DMB), we envision a Bangladesh where quality healthcare is not determined by income, location or social status but is accessible to every individual as a fundamental right. We believe that healthier communities are the foundation of a stronger nation and that sustainable development begins when every family has the opportunity to live a healthy and dignified life.

Our vision is to create a nationwide community-based healthcare ecosystem that bridges the gap between underserved populations and affordable healthcare services. By integrating community engagement, preventive healthcare, digital innovation and strategic partnerships, DMB seeks to establish a sustainable model that empowers people, strengthens healthcare accessibility and contributes to the overall well-being of society.

We aspire to build a future where every household is equipped with the knowledge, awareness and support necessary to make informed healthcare decisions. Through regular community engagement, household health assessments and awareness programmes, we aim to encourage a culture of prevention rather than treatment, ensuring that health risks are identified and addressed at an early stage.

A key component of our vision is to promote healthier living environments by increasing awareness of safe drinking water, sanitation and personal hygiene. We believe that preventive healthcare extends beyond medical services and begins with healthy daily practices within every household and community.

Digital Medi Bridge also envisions a healthcare system where technology enhances accessibility, transparency and efficiency. Through secure digital platforms, QR-enabled Medical Cards and modern beneficiary management systems, we aim to simplify healthcare access while improving service delivery and accountability.

Beginning with a pilot implementation in Gopalganj District, our long-term vision is to establish Digital Medi Bridge as a trusted nationwide healthcare initiative that supports communities across all districts of Bangladesh. As the programme expands, we seek to develop a collaborative network involving healthcare institutions, community representatives, development organizations and technology partners, working together to improve public health outcomes.

Our vision is fully aligned with Bangladesh's commitment to sustainable development and supports the achievement of several United Nations Sustainable Development Goals (SDGs), particularly SDG 3 (Good Health and Well-being), SDG 6 (Clean Water and Sanitation), SDG 10 (Reduced Inequalities) and SDG 17 (Partnerships for the Goals).

At Digital Medi Bridge, we believe that meaningful change begins at the community level. By connecting people to affordable healthcare, promoting preventive health practices and strengthening collaboration across sectors, we aspire to contribute to a healthier, more inclusive and more resilient Bangladesh for present and future generations.

The DMB Solution

An Integrated Community-Based Healthcare Solution

Digital Medi Bridge (DMB) has been designed as an innovative community healthcare solution that addresses some of the most significant barriers preventing vulnerable families from accessing affordable healthcare. Rather than focusing on a single service, DMB brings together community engagement, preventive healthcare, digital innovation and institutional partnerships into one integrated healthcare ecosystem.

The project is founded on the belief that quality healthcare should be accessible to every deserving family. By identifying vulnerable households, promoting health awareness and connecting eligible beneficiaries with trusted healthcare providers, DMB creates a practical, transparent and sustainable pathway to affordable healthcare.

Community-Based Beneficiary Identification

Unlike conventional healthcare programmes where individuals are expected to register on their own, DMB adopts a proactive community-based approach. Trained Community Representatives conduct door-to-door household visits to engage with local communities, understand their healthcare needs and identify economically vulnerable families through a structured assessment process.

This approach ensures that project benefits are provided to deserving households through a fair, transparent and evidence-based beneficiary selection system.

Affordable Healthcare Access

One of the primary objectives of DMB is to reduce the financial barriers that often prevent vulnerable families from receiving essential healthcare services.

Through a network of selected partner diagnostic centres and pharmacies, eligible beneficiaries are able to access diagnostic tests, healthcare services and prescribed medicines at affordable partner rates. This partnership model enables families to receive quality healthcare services at reduced costs while improving overall healthcare accessibility.

Digital Medical Card Programme

Digital Medi Bridge introduces a secure and digitally managed Medical Card Programme designed specifically for eligible households.

Each beneficiary family is enrolled under an appropriate membership category based on family size and receives a digitally verified Medical Card containing a unique identification number and QR Code.

The Medical Card serves as a secure gateway for accessing healthcare services provided by participating partner institutions while ensuring accurate beneficiary identification and transparent service management.



Preventive Healthcare and Community Awareness

DMB believes that healthcare should begin before illness occurs.

In addition to facilitating affordable healthcare services, the project actively promotes preventive healthcare through community awareness programmes. Community Representatives educate households on the importance of regular health check-ups, early disease detection, healthy lifestyle practices and responsible healthcare-seeking behaviour. By increasing public awareness and encouraging preventive practices, DMB seeks to reduce avoidable health risks and improve long-term community well-being.

Digital Health Information Management

Technology is at the heart of the Digital Medi Bridge initiative.

The project operates through a secure digital platform that manages beneficiary registration, Medical Card verification, healthcare service records and programme administration.

The centralized digital system enhances operational efficiency, strengthens transparency, improves data management and supports effective monitoring and evaluation of programme activities.

Strategic Healthcare Partnership Network

Digital Medi Bridge works through a collaborative network of partner diagnostic centres, pharmacies and other healthcare service providers committed to supporting the project's vision.

These strategic partnerships enable DMB to expand affordable healthcare opportunities while maintaining service quality, operational accountability and a consistent beneficiary experience.

By strengthening collaboration between community organizations, healthcare providers and technology partners, DMB creates an integrated healthcare ecosystem capable of generating long-term social impact.

Sustainable Community Healthcare Model

Digital Medi Bridge has been developed as a scalable and sustainable healthcare initiative capable of expanding across Bangladesh.

Beginning with a pilot implementation in Gopalganj District, the project aims to establish a proven community healthcare model that can gradually be replicated nationwide through responsible governance, digital innovation and strong institutional partnerships.

The long-term vision is to create a sustainable healthcare ecosystem where underserved families can access affordable healthcare services with dignity, transparency and confidence.

The DMB Solution

A Simple, Transparent and Community-Centred Process

Digital Medi Bridge (DMB) follows a structured and transparent implementation model designed to ensure that healthcare support reaches the families who need it most. Rather than requiring people to visit an office or submit applications independently, DMB brings its services directly to the community through trained Community Representatives.

From beneficiary identification to healthcare service delivery, every stage of the programme is digitally managed to ensure transparency, accountability and operational efficiency.

Step 1: Community Outreach

The DMB journey begins with trained Community Representatives visiting communities and introducing the project to local residents. These visits help build trust, explain the objectives of the programme and encourage community participation.

Step 2: Household Assessment

Community Representatives conduct door-to-door household visits to understand the socio-economic condition and healthcare needs of each family. The assessment helps identify households that may require healthcare support under the Digital Medi Bridge programme.

Step 3: Beneficiary Selection

Based on the assessment, economically vulnerable and eligible families are selected through a transparent beneficiary identification process. This ensures that programme benefits are provided to households that genuinely require support.

Step 4: Digital Medical Card Registration

Eligible families are registered in the DMB digital system and issued a Medical Card according to the size of their household.

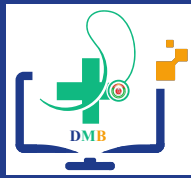
- Silver Card – Up to 4 family members
- Gold Card – Up to 6 family members
- Platinum Card – Up to 8 family members

Each Medical Card contains a unique identification number and a secure QR Code for digital verification.

Step 5: Access to Partner Healthcare Services

Registered beneficiaries can visit any participating DMB partner diagnostic centre or partner pharmacy by presenting their Digital Medical Card.

After successful verification, beneficiaries are able to receive healthcare services and purchase prescribed medicines at affordable partner rates in accordance with the agreements established between DMB and its partner institutions.



Step 6: Digital Health Record Management

Every verified healthcare service received through the DMB programme is securely recorded in the beneficiary's digital profile.

The digital health profile maintains a comprehensive history of:

- Diagnostic tests
- Healthcare services received
- Medicine purchases from partner pharmacies
- Healthcare service utilization

This enables beneficiaries to maintain an organized personal healthcare record while supporting efficient programme management.

Step 7: Annual Health Cashback Programme

To encourage continuous engagement with preventive healthcare, DMB offers an Annual Health Cashback Programme.

At the end of each membership year, eligible beneficiaries may receive up to 10% cashback on their total verified annual healthcare expenditure made through participating DMB partner diagnostic centres and pharmacies, subject to the programme's policies and eligibility criteria.

This initiative rewards families for remaining actively engaged with their healthcare while helping to reduce their long-term medical expenses.

Step 8: Continuous Community Support

Digital Medi Bridge is committed to building long-term relationships with beneficiary families.

Community Representatives maintain regular communication with enrolled households by providing programme updates, healthcare information and guidance regarding available DMB services. This continuous engagement strengthens community trust and encourages responsible healthcare practices.

A Connected Healthcare Experience

Through this structured implementation model, Digital Medi Bridge creates a seamless healthcare journey that connects communities, healthcare providers and digital technology within a single integrated ecosystem.

By combining community outreach, affordable healthcare access, digital health records and long-term beneficiary engagement, DMB ensures that healthcare support is not only accessible but also transparent, efficient and sustainable.

Community Representative Programme

Empowering Communities Through Local Leadership

The success of Digital Medi Bridge (DMB) depends on strong community engagement and trusted local participation. To achieve this, the programme is supported by a dedicated network of Community Representatives (CRs) who serve as the primary link between DMB and the communities it serves.

Community Representatives play a vital role in implementing the programme at the grassroots level. They work directly with households to identify eligible beneficiaries, promote healthcare awareness and ensure that deserving families can access the benefits of the DMB initiative.

Unlike conventional field operations, Community Representatives are selected from their respective local communities. Their familiarity with local people, culture and social conditions enables them to build trust, communicate effectively and support the programme with transparency and professionalism.

Role and Responsibilities

Community Representatives are responsible for implementing DMB activities within their assigned communities. Their key responsibilities include:

- Conducting door-to-door community visits.
- Introducing the Digital Medi Bridge (DMB) programme to local households.
- Identifying economically vulnerable and deserving families.
- Conducting household assessments according to DMB guidelines.
- Assisting eligible families with Digital Medical Card registration.
- Explaining the benefits and proper use of the DMB Medical Card.
- Guiding beneficiaries to DMB partner diagnostic centres and partner pharmacies.
- Providing information on preventive healthcare and healthy living.
- Maintaining regular communication with beneficiary families.
- Submitting accurate reports through the DMB digital platform.

Community Engagement

Community Representatives are expected to maintain strong relationships with local communities by ensuring that every household is treated with dignity, respect and fairness.

Their responsibilities extend beyond programme implementation. They also encourage community participation, answer questions regarding the project and help families understand how to access affordable healthcare services through DMB.

By maintaining regular interaction with communities, they contribute to greater awareness, stronger public confidence and improved programme effectiveness.

Professional Standards

Every Community Representative is expected to uphold the values and principles of Digital Medi Bridge.

They are required to:

- Act with honesty, integrity and professionalism.
- Respect the dignity and privacy of every household.
- Maintain confidentiality of beneficiary information.
- Follow all operational guidelines and project policies.
- Avoid discrimination on the basis of gender, religion, ethnicity or economic status.
- Represent DMB and the Dhaka Education and Health Foundation (DEHF) responsibly within their assigned communities.

Digital Reporting and Monitoring

Community Representatives use the DMB digital platform to record beneficiary information, registration activities and programme updates.

The digital reporting system enables:

- Accurate beneficiary records.
- Real-time activity monitoring.
- Improved operational transparency.
- Efficient programme management.
- Reliable reporting and performance evaluation.

This technology-driven approach ensures accountability while supporting evidence-based decision-making throughout the programme.

Strengthening Community Healthcare

Community Representatives are more than programme facilitators—they are trusted community partners who help bridge the gap between vulnerable families and affordable healthcare services.

Through their commitment, professionalism and continuous engagement, they enable Digital Medi Bridge to reach deserving households, strengthen healthcare accessibility and build healthier communities across Bangladesh.

Household Health Survey

Identifying Families Who Need Healthcare Support

The Household Health Survey is one of the most important components of the Digital Medi Bridge (DMB) programme. It serves as the foundation for identifying eligible beneficiary households and ensuring that healthcare support is provided through a fair, transparent and evidence-based process. Rather than distributing Medical Cards through open registration or public application, DMB follows a structured household assessment approach. This enables the programme to identify economically vulnerable families that require healthcare support while ensuring responsible and targeted beneficiary selection.

Purpose of the Household Health Survey

The Household Health Survey has been developed to:

- Identify economically vulnerable households.
- Assess basic healthcare needs within the family.
- Understand barriers to accessing healthcare services.
- Collect essential demographic information.
- Create an accurate digital beneficiary database.
- Support transparent and evidence-based beneficiary selection.
- Ensure that project resources reach deserving families.

Survey Methodology

The survey is conducted through door-to-door household visits by trained Community Representatives using a standardized assessment process.

During each visit, representatives introduce the Digital Medi Bridge programme, explain the purpose of the survey and collect the required information with the consent of the household.

All collected information is recorded through the DMB digital platform to ensure accuracy, security and efficient programme management.

Information Collected

The Household Health Survey collects essential information required for beneficiary assessment, including:

- Household composition.
- Family size.
- Occupation of household members.
- Estimated household income.
- Existing health conditions (if voluntarily disclosed).
- Access to healthcare services.
- Previous use of diagnostic and healthcare facilities.
- Other socio-economic information relevant to beneficiary assessment.

The information collected is used solely for programme implementation and beneficiary identification in accordance with DMB policies.

Beneficiary Assessment

Following the survey, each household is assessed based on predefined programme eligibility criteria established by Digital Medi Bridge.

The assessment process ensures that:

- Every household is evaluated fairly.
- Selection is based on objective criteria.
- Personal bias is avoided.
- Programme benefits are allocated transparently.
- Resources are prioritized for families with the greatest need.

Digital Data Management

Survey information is securely stored within the Digital Medi Bridge digital platform.

The centralized database enables:

- Secure beneficiary records.
- Efficient data management.
- Faster Medical Card registration.
- Programme monitoring and reporting.
- Evidence-based planning and future expansion.

Strict measures are implemented to protect beneficiary information and maintain data confidentiality.

Supporting Better Healthcare Planning

The Household Health Survey provides valuable community-level information that supports informed planning and programme implementation.

The survey findings help Digital Medi Bridge:

- Understand community healthcare needs.
- Improve beneficiary targeting.
- Strengthen programme transparency.
- Enhance operational efficiency.
- Support future programme expansion.

Building a Fair and Inclusive Programme

The Household Health Survey reflects DMB's commitment to fairness, accountability and responsible programme management.

By identifying households through direct community engagement rather than self-registration, the programme ensures that healthcare support reaches deserving families in a transparent, inclusive and equitable manner.

This community-centred approach strengthens public trust while establishing a reliable foundation for expanding affordable healthcare access across Bangladesh.

Safe Water & Preventive Healthcare

Promoting Health Through Awareness and Prevention

Digital Medi Bridge (DMB) believes that better health begins with prevention. In addition to improving access to affordable healthcare, the programme promotes safe water practices and preventive healthcare awareness to help families adopt healthier lifestyles and reduce avoidable health risks.

Safe Water Awareness

Safe drinking water is essential for maintaining good health and preventing waterborne diseases. During community visits, DMB encourages households to adopt safe water and hygiene practices, including:

- Safe drinking water consumption.
- Proper water storage.
- Good household hygiene.
- Prevention of waterborne diseases.

Preventive Healthcare

DMB encourages communities to take a proactive approach to health by promoting:

- Regular health check-ups.
- Early disease detection.
- Timely medical consultation.
- Healthy lifestyle practices.
- Personal hygiene and family health awareness.

By increasing health awareness, the programme helps families make informed decisions and reduce preventable health risks.

Building Healthier Communities

Through community education and awareness, Digital Medi Bridge empowers families to protect their health before illness occurs. By combining preventive healthcare with affordable healthcare access, DMB contributes to healthier households, stronger communities and a more resilient Bangladesh.



Digital Medical Card Programme

A Smarter Way to Access Affordable Healthcare

The Digital Medical Card Programme is one of the core components of Digital Medi Bridge (DMB). It has been developed to provide eligible families with convenient, secure and affordable access to healthcare services through DMB's network of partner diagnostic centres and pharmacies.

Unlike conventional membership cards, the DMB Medical Card is digitally integrated with the DMB platform, allowing beneficiaries to access healthcare services through a secure verification system while maintaining a centralized digital healthcare profile.

Purpose of the Medical Card

The DMB Medical Card has been introduced to:

- Improve access to affordable healthcare services.
- Reduce the financial burden of diagnostic tests and medicines.
- Provide a secure digital identity for beneficiaries.
- Maintain a centralized healthcare service history.
- Ensure transparent and efficient service delivery.

Card Categories

To accommodate different family sizes, DMB offers three categories of Medical Cards.

Silver Card

Designed for households with up to 4 family members.

Gold Card

Designed for households with up to 6 family members.

Platinum Card

Designed for households with up to 8 family members.

Each card is issued after successful beneficiary assessment and digital registration.

Card Features

Every DMB Medical Card includes:

- Unique Medical Card Number.
- Secure QR Code for verification.
- Beneficiary information.
- Membership category.
- Card validity period.
- Digital authentication through the DMB platform.

Healthcare Benefits

Cardholders can access services from DMB's network of partner institutions by presenting their Medical Card.

Benefits include:

- Affordable diagnostic services at partner diagnostic centres.
- Access to healthcare services offered by participating institutions.
- Affordable medicines from partner pharmacies.
- Fast and secure digital verification.
- A personalized digital healthcare profile.

The benefits available to beneficiaries are provided according to the agreements established between DMB and its participating healthcare partners.

Digital Health Profile

Every Medical Card is linked to a secure Digital Health Profile.

Whenever a beneficiary receives services from a participating diagnostic centre or purchases medicines from a partner pharmacy using the DMB Medical Card, the verified transaction is automatically recorded within their digital profile.

This enables beneficiaries to maintain a complete and organized history of their healthcare services throughout their membership period.

Annual Health Cashback

To encourage continued engagement with healthcare services, DMB introduces an Annual Health Cashback Programme.

At the end of each membership year, eligible beneficiaries may receive up to 10% cashback on their total verified healthcare expenditure made through participating DMB partner diagnostic centres and pharmacies, subject to the programme's terms and conditions.

This initiative rewards regular healthcare utilization while helping families reduce their long-term medical expenses.

Secure and Transparent

The Digital Medical Card Programme is designed to ensure security, transparency and accountability.

Through QR Code verification and centralized digital management, every service transaction is securely recorded, reducing errors while improving programme monitoring and beneficiary management.

Empowering Families Through Digital Healthcare

The Digital Medical Card is more than an identification card—it is a gateway to affordable healthcare, digital health management and long-term community well-being.

By integrating technology with healthcare services, the programme enables families to access essential healthcare more conveniently while building a secure digital record that supports better health management in the future.



Healthcare Partnership Network

Building Strong Partnerships for Better Healthcare

The success of Digital Medi Bridge (DMB) is built upon a strong network of strategic healthcare partnerships. By collaborating with trusted diagnostic centres, pharmacies and healthcare service providers, DMB creates an integrated healthcare ecosystem that enables eligible beneficiaries to access quality healthcare services at affordable partner rates.

These partnerships are established to improve healthcare accessibility while ensuring service quality, transparency and a consistent beneficiary experience.

Our Partnership Approach

Digital Medi Bridge believes that meaningful healthcare impact can only be achieved through collaboration. Rather than operating healthcare facilities directly, DMB works closely with selected healthcare institutions that share its commitment to affordable, accessible and community-centred healthcare.

Each partnership is developed through formal agreements that define the responsibilities, service standards and operational procedures of all participating organizations.

Partner Diagnostic Centres

Partner Diagnostic Centres play a key role in delivering affordable diagnostic services to DMB beneficiaries.

Upon verification of a valid DMB Digital Medical Card, beneficiaries are able to receive eligible diagnostic services at agreed partner rates in accordance with the terms of the partnership.

These centres are expected to maintain professional service standards, ensure accurate reporting and support a transparent service delivery process.

Partner Pharmacies

DMB also collaborates with selected pharmacies to improve access to quality medicines at affordable partner rates.

By presenting a valid DMB Digital Medical Card, beneficiaries can purchase eligible prescribed medicines under the agreed partnership arrangements, making essential medications more affordable for low-income families.

Digital Service Verification

Every healthcare service accessed through participating partner institutions is verified through the DMB digital platform.

The digital verification process helps to:

- Authenticate beneficiary eligibility.
- Record healthcare service history.
- Improve transparency and accountability.
- Maintain accurate digital records.
- Support efficient programme monitoring.

This technology-driven approach ensures a secure and reliable healthcare experience for both beneficiaries and partner institutions.

Partnership Principles

Digital Medi Bridge develops every partnership based on the following principles:

- Mutual trust and respect.
- Transparency and accountability.
- Quality service delivery.
- Ethical business practices.
- Beneficiary-focused service.
- Long-term collaboration.
- Continuous improvement.

These principles help maintain consistency and strengthen the overall effectiveness of the DMB healthcare network.

Expanding the Healthcare Network

The DMB Healthcare Partnership Network is designed to grow progressively as the programme expands across Bangladesh.

Beginning with selected healthcare partners during the pilot implementation in Gopalganj District, the network will gradually include additional diagnostic centres, pharmacies and other healthcare institutions in future expansion phases.

This scalable partnership model will enable DMB to extend affordable healthcare services to more communities while maintaining operational quality and sustainability.

A Collaborative Healthcare Ecosystem

Through strong institutional collaboration, Digital Medi Bridge connects communities, healthcare providers and technology within a unified healthcare ecosystem.

By working together with trusted healthcare partners, DMB aims to make affordable healthcare more accessible, improve service delivery and contribute to healthier communities across Bangladesh.

Pilot Project – Gopalganj

Laying the Foundation for a Nationwide Healthcare Initiative

The Digital Medi Bridge (DMB) programme will commence with a pilot implementation in Gopalganj District, marking the first phase of a long-term vision to establish a sustainable, community-based healthcare support system across Bangladesh.

Gopalganj has been selected as the pilot district to validate the programme's operational model, strengthen community engagement and evaluate the effectiveness of its digital healthcare ecosystem before expanding to other regions of the country.

Purpose of the Pilot

The pilot project aims to:

- Test the complete DMB implementation model.
- Establish an efficient community-based healthcare system.
- Build partnerships with selected diagnostic centres and pharmacies.
- Evaluate digital platform performance.
- Assess beneficiary engagement and service utilization.
- Develop a scalable model for nationwide expansion.

The experience and lessons learned from the pilot phase will help strengthen future implementation across Bangladesh.

Pilot Coverage

During the pilot phase, DMB will operate across selected unions and communities within Gopalganj District.

The programme will be implemented through:

- Community Representatives.
- Partner Diagnostic Centres.
- Partner Pharmacies.
- The DMB Digital Platform.
- The Digital Medical Card Programme.

This integrated approach will enable the project to evaluate every stage of programme implementation under real community conditions.

Key Activities

The pilot implementation will include:

- Community awareness campaigns.
- Door-to-door household visits.
- Household health surveys.
- Beneficiary identification and registration.
- Distribution of Digital Medical Cards.
- Activation of healthcare services through partner institutions.
- Digital beneficiary management and service monitoring.

Each activity will be monitored to ensure efficiency, transparency and continuous improvement.

Expected Outcomes

The pilot project is expected to:

- Improve access to affordable healthcare for eligible families.
- Strengthen collaboration between communities and healthcare providers.
- Promote preventive healthcare awareness.
- Establish a reliable digital healthcare management system.
- Build a scalable implementation model for future expansion.

The findings from the pilot phase will guide the strategic development of Digital Medi Bridge as it expands to additional districts.

The Road Ahead

Following the successful completion and evaluation of the pilot project in Gopalganj, Digital Medi Bridge aims to gradually extend its services to other districts across Bangladesh through a phased and sustainable expansion strategy.

This step-by-step approach will ensure that every stage of growth is supported by operational experience, strong partnerships and continuous improvement, ultimately contributing to a nationwide community healthcare ecosystem.

Digital Healthcare Platform

Powering Healthcare Through Digital Innovation

The Digital Healthcare Platform is the technological backbone of the Digital Medi Bridge (DMB) initiative. Developed and managed by National IT Hub, the platform integrates beneficiaries, Community Representatives, partner diagnostic centres, partner hospitals, partner pharmacies and programme administrators into a single, secure and intelligent digital healthcare ecosystem.

Designed to improve accessibility, transparency and operational efficiency, the platform enables beneficiaries to access healthcare services, manage their Digital Medical Card, receive health information and monitor their healthcare journey through one centralized system.

A Complete Digital Healthcare Ecosystem

The DMB Digital Healthcare Platform connects every stage of the programme—from beneficiary registration to healthcare service delivery and digital record management.

The platform serves as a one-stop digital solution where beneficiaries, healthcare partners and programme administrators can interact efficiently while ensuring secure data management and transparent service delivery.

Digital Medical Card Services

The platform enables users to:

- Apply online for a DMB Digital Medical Card.
- Check application status.
- Verify a Medical Card using the QR Code or Card Number.
- View membership details and card validity.
- Access their Personal Digital Health Profile.

This digital process makes healthcare services faster, more convenient and easily accessible.

Personal Digital Health Profile

Every DMB Medical Card holder is provided with a secure Personal Digital Health Profile.

Whenever beneficiaries receive healthcare services from a DMB Partner Diagnostic Centre, Partner Hospital or purchase medicines from a Partner Pharmacy using their Digital Medical Card, every verified transaction is automatically recorded within their personal profile.

By logging into their account, beneficiaries can conveniently view:

- Complete diagnostic test history.
- Medical and healthcare service records.
- Medicine purchase history.
- Total healthcare expenditure through the DMB network.
- Annual Health Cashback eligibility and estimated cashback amount.
- Medical Card details and membership status.
- Card validity and renewal information.

This centralized digital health record enables beneficiaries to monitor their healthcare journey, access previous service records whenever required and manage their healthcare information with greater confidence and convenience.

Healthcare Partner Directory

Beneficiaries can easily explore DMB's network of healthcare partners through the platform.

The directory includes information about:

- Partner Diagnostic Centres.
- Partner Hospitals and Medical Centres.
- Partner Pharmacies.
- Available healthcare services.
- Partner locations and contact information.

This feature allows beneficiaries to locate nearby partner institutions and choose healthcare services with confidence.

Health Awareness & Information Centre

The platform serves as a trusted source of health information by regularly publishing educational and awareness content.

Users can access:

- Health awareness articles.
- Preventive healthcare tips.
- Healthy lifestyle guidance.
- Disease prevention information.
- Seasonal health advisories.
- Public health campaigns.
- DMB announcements and programme updates.

Through continuous awareness initiatives, the platform encourages communities to make informed healthcare decisions and adopt healthier lifestyles.

Administrative Dashboard

The platform includes a powerful administrative dashboard that enables authorized DMB personnel to efficiently manage programme operations.

The dashboard supports:

- Beneficiary management.
- Medical Card approval and renewal.
- Community Representative management.
- Partner institution management.
- Healthcare service monitoring.
- Digital verification management.
- Reports, analytics and programme performance tracking.

This centralized management system improves operational efficiency while strengthening transparency and accountability.

Security & Data Protection

The Digital Healthcare Platform has been designed with strong security and privacy standards.

To protect beneficiary information, the platform incorporates:

- Secure user authentication.
- QR Code-based verification.
- Controlled administrative access.
- Encrypted beneficiary records.
- Secure digital data storage.
- Regular system monitoring and backup.

These measures help ensure the confidentiality, integrity and reliability of beneficiary information throughout the programme.

Scalable for Nationwide Expansion

The DMB Digital Healthcare Platform has been built with a scalable architecture capable of supporting future expansion across Bangladesh.

As the programme grows beyond the pilot implementation in Gopalganj, additional districts, healthcare institutions, Community Representatives and beneficiaries can be integrated seamlessly without compromising performance or service quality.

Driving the Future of Community Healthcare

The Digital Healthcare Platform transforms Digital Medi Bridge into a modern, technology-driven healthcare initiative.

By combining Digital Medical Cards, Personal Health Records, Digital Healthcare Consultation, Healthcare Partner Information, Health Awareness Services and intelligent programme management, the platform creates a connected healthcare ecosystem that benefits both communities and healthcare providers.

Sustainable Development Goals (SDGs)

Contributing to the United Nations Sustainable Development Goals

The Digital Medi Bridge (DMB) initiative is committed to supporting Bangladesh's national development priorities while contributing to the achievement of the United Nations Sustainable Development Goals (SDGs). Through its community-based healthcare model, digital innovation and strategic partnerships, DMB promotes inclusive healthcare, reduces inequalities and strengthens sustainable community development.

The programme is particularly aligned with the following Sustainable Development Goals:

SDG 3 – Good Health and Well-being

Ensure healthy lives and promote well-being for all at all ages.

This is the primary SDG supported by Digital Medi Bridge.

DMB contributes to SDG 3 by:

- Improving access to affordable healthcare services.
- Increasing access to diagnostic tests and healthcare facilities.
- Promoting preventive healthcare and early disease detection.
- Encouraging regular health check-ups.
- Expanding healthcare accessibility for underserved communities.
- Supporting digital healthcare services and health record management.

Relevant SDG Targets

- Target 3.4 – Promote mental and physical well-being through prevention and early healthcare.
- Target 3.8 – Achieve Universal Health Coverage (UHC), including access to quality essential healthcare services and financial risk protection.
- Target 3.d – Strengthen healthcare systems through improved capacity and digital innovation.

SDG 10 – Reduced Inequalities

Reduce inequality within and among countries.

Digital Medi Bridge helps reduce healthcare inequalities by ensuring that economically vulnerable families can access affordable healthcare services regardless of their financial condition.

**DMB supports SDG 10 through:**

- Community-based beneficiary identification.
- Equitable access to healthcare services.
- Affordable diagnostic and pharmacy services.
- Inclusive healthcare support for underserved communities.

Relevant SDG Target

- Target 10.2 – Promote the social and economic inclusion of all people.

SDG 9 – Industry, Innovation and Infrastructure

Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation.

Digital innovation is a core component of the DMB initiative. Through its Digital Healthcare Platform, QR-enabled Medical Cards and centralized health information system, DMB demonstrates how technology can improve healthcare accessibility and service delivery.

Relevant SDG Target

- Target 9.5 – Enhance innovation and technological capabilities.

SDG 17 – Partnerships for the Goals

Strengthen the means of implementation and revitalize the global partnership for sustainable development.

Digital Medi Bridge is built on collaboration between Dhaka Education and Health Foundation (DEHF), National IT Hub, partner diagnostic centres, partner hospitals, partner pharmacies and local communities.

These partnerships strengthen programme implementation while expanding affordable healthcare opportunities across Bangladesh.

Relevant SDG Target

- Target 17.17 – Encourage effective public, public-private and civil society partnerships.

Our Commitment to Sustainable Development

Digital Medi Bridge believes that sustainable healthcare requires collaboration, innovation and community participation. By combining technology with community engagement and strategic healthcare partnerships, DMB contributes to a healthier, more inclusive and sustainable Bangladesh.

As the programme expands nationwide, it aims to play an increasingly significant role in supporting Bangladesh's progress toward achieving the Sustainable Development Goals while improving the quality of life for underserved communities.

Digital Medi Bridge is more than a healthcare initiative—it is a sustainable development programme that advances health, innovation, inclusion and partnerships for a healthier Bangladesh.

Our Core Values

The Principles That Guide Our Work

At Digital Medi Bridge (DMB), our values define who we are, how we work and how we serve communities. They guide every decision, every partnership and every interaction with beneficiaries, healthcare providers and stakeholders.

These core values reflect our commitment to building a transparent, inclusive and sustainable healthcare ecosystem for Bangladesh.

Accessibility

We believe that every individual deserves access to affordable and quality healthcare, regardless of their financial condition, location or social background.

Compassion

We serve communities with empathy, dignity and respect, placing the needs and well-being of beneficiaries at the centre of every initiative.

Integrity

We uphold the highest standards of honesty, ethics and accountability in every aspect of programme implementation and stakeholder engagement.

Transparency

We promote openness through clear operational procedures, digital verification systems and responsible programme management to ensure trust and accountability.

Innovation

We embrace technology and continuous innovation to improve healthcare accessibility, enhance service delivery and create sustainable digital solutions.

Community Empowerment

We believe lasting change begins within communities. By engaging local people and encouraging active participation, we empower families to make informed healthcare decisions and improve their quality of life.

Collaboration

Strong partnerships are essential to achieving meaningful impact. We work collaboratively with healthcare institutions, technology partners and communities to create a unified healthcare ecosystem.

**Inclusion**

We are committed to providing equal opportunities and ensuring that vulnerable and underserved communities have fair access to healthcare services without discrimination.

Excellence

We continuously strive for excellence by maintaining high standards of professionalism, service quality and operational efficiency across all aspects of the programme.

Sustainability

We are dedicated to building a long-term, scalable healthcare model that creates lasting social impact and contributes to the sustainable development of Bangladesh.

Our Commitment

These core values shape the culture of Digital Medi Bridge and inspire us to deliver healthcare solutions that are ethical, people-centred and technology-driven. They serve as the foundation of our mission to build healthier communities through innovation, partnership and responsible leadership.

Our values define our purpose, guide our actions and strengthen our commitment to making affordable healthcare accessible for every deserving family.



OUR FUTURE ROADMAP

A Vision for Sustainable Growth and Nationwide Impact

Digital Medi Bridge (DMB) is designed as a long-term initiative with a clear vision for sustainable growth. Beginning with a pilot implementation in Gopalganj District, the programme aims to gradually expand its services, strengthen healthcare partnerships and leverage digital innovation to improve healthcare accessibility across Bangladesh.

Our roadmap focuses on building a scalable and technology-driven healthcare ecosystem that delivers lasting value to communities while supporting national development goals.

Phase 1: Pilot Implementation



Focus: Establishing the Foundation

- Launch the DMB programme in Gopalganj District.
- Recruit and train Community Representatives.
- Conduct household health surveys and beneficiary registration.
- Introduce the Digital Medical Card Programme.
- Build partnerships with diagnostic centres, hospitals and pharmacies.
- Deploy the Digital Healthcare Platform.

Phase 2: Programme Expansion



Focus: Strengthening Regional Coverage

- Expand operations to additional districts.
- Increase the number of Community Representatives.
- Strengthen the healthcare partnership network.
- Enroll more beneficiary families.
- Enhance digital services and operational efficiency.



Phase 3: Nationwide Scale-Up



Focus: Building a National Healthcare Network

- Extend DMB services across Bangladesh.
- Establish a nationwide network of healthcare partners.
- Strengthen digital healthcare infrastructure.
- Increase accessibility to affordable healthcare services.
- Expand community engagement and health awareness programmes.

Digital Innovation Roadmap

As the programme evolves, DMB will continue enhancing its Digital Healthcare Platform by introducing:

- Advanced beneficiary management tools.
- Improved Digital Health Profile features.
- Enhanced online healthcare consultation services.
- Smarter reporting and analytics.
- Mobile-friendly digital services.
- AI-assisted data insights for programme planning and service improvement.

Expanding Healthcare Partnerships

DMB aims to build one of Bangladesh's largest collaborative healthcare networks by continuously partnering with:

- Diagnostic Centres.
- Hospitals and Medical Centres.
- Pharmacies.
- Healthcare Professionals.
- Corporate and Development Partners.
- Government and Non-Government Organizations.

These partnerships will strengthen service availability and improve healthcare accessibility for communities nationwide.

Our Long-Term Vision

Our long-term ambition is to establish Digital Medi Bridge as a trusted national healthcare platform that connects communities, healthcare providers and technology through one integrated ecosystem.

By combining innovation, strategic partnerships and community participation, DMB seeks to improve healthcare accessibility, strengthen preventive healthcare and create sustainable social impact for future generations.



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