Philippine Institute of Traditional and Alternative Health Care (PITAHC) is a government branch created under the Department of Health. Their vision is described as “People’s health through traditional and alternative health care” which states their desire to inject traditional and alternative medicines to the conventional health care system in the country. PITAHC aims to promote and advocate the use of traditional, alternative, preventive, and curative health care modalities that have been proven safe, effective, cost effective and consistent with government standards on medical practice.

According to an interview with PITAHC's researcher, the main hindrance to achieve this goal is the lack of awareness and knowledge regarding the results of Department of Health's researches on Traditional Medicine. Also, it is difficult for PITAHC to advocate the use of medicinal plants Filipinos find difficult to recognize. Plants are officially identified by the botanists from Bureau of Plant Industry through observation of its physical characteristics. It is also difficult for them to gather necessary information such as plant abundance and location. To accomplish this task, PITAHC sends representatives to every location and manually keep track of medicinal plant population and their locations.

The project aims to support PITAHC in their mandated function of promotion by providing results of their researches, which includes traditional medicine and their clinically approved usage, to users. To further encourage this, the project includes image recognition that could help users identify medicinal plants through image capture of its leaf and shares location to other users upon recognition.