**About**

**What we do:**

Our primary idea is to mix “Healthcare” and “Social branding” together to bring free healthcare services to the people. For instance, think of a free event, where the healthcare professionals provide free healthcare services as a part of their social responsibility to increase their “Rating on Social Branding” (RSB). In this way, you can also increase your “Rating on Social Branding” (RSB) and people can get healthcare services at free of charge through Bhalo-Achee.com. Thus, we work to provide:

* Rating for free healthcare services.
* Infographics (information & graph) on medicine prices to reduce the cost of treatment.
* Information and reviews that help people to compare product and service features and quality.

**What you would find on Bhalo-Achee.com:**

* Information on the price and price-comparison graph of medicines.
* Information on healthcare offers or discounts that are available in Bangladesh.
* Free healthcare or medical consultancy services form the free events whenever arranged by healthcare professional or company.
* Healthcare professionals and companies can sign up and post their business profiles, free events, discount offers, product reviews and news here.
* Evidence based “Rating on Social Branding” (RSB) for the healthcare professional or companies for their contributions in healthcare.
* Blogs, reviews, articles, disease-FAQs, online discussion, Q&A and news on healthcare.
* List of medicine shops, doctors and healthcare centers near you.
* You also can promote or advertise your products and brands here.

**What “Social Branding” is:**

We define “Social Branding” herein as: *the positive roles that an entity or company would play through social media, free events or social campaigns in people’s lives to increase their brand value.*

**How we work with “Healthcare” and “Social Branding” together:**

We work with any entity or company who are related to healthcare industry. Our endeavor is to search, recognise and rate the voluntary contributions of them in healthcare, and ultimately bring forward free healthcare services to the people. We invite and encourage any hospital, clinic, pharmaceutical company, medicine shop, fitness center, therapy center, medical-diagnostic center, NGO, pharmacist, dentist, dietician and doctor to contribute in healthcare and increase their “Rating on Social Branding” (RSB) points.

Each time any healthcare professional or company contribute for free healthcare service and inform us with evidence, we recognise, make rating and publish that on our site so that people can know their “Rating on Social Branding” (RSB). Whenever they contribute in healthcare for the people of the society, we give them RSB points as below:

1. “10 RSB points” for a pharmacist for every time s/he submits a new or updated medicine price, or answers to a medicine-related question.
2. “100 RSB points” for a doctor or any other healthcare professional or a business for every hour they spend for free health consultancy.
3. “1000 RSB points” for a business or company for every thousand they spend as monetary donation.

**The reasons of our activities are:**

* To help the people to reduce their cost of treatment by comparing the prices of the same medicines from different companies.
* To divert some of the spending on branding by the healthcare companies to Social Branding to bring free healthcare services to the people.
* To show who has more voluntary contributions in healthcare.
* To give options to the people for choosing an alternative entity or company based on their “Rating on Social Branding” (RSB).
* To give useful information related to healthcare.

**Who we are:**

We began this startup “Bhalo-Achee.com” in 2015 as a team. Our team members are of different professional backgrounds who opt to work relentlessly for healthcare for the general people. But yet we look and ask for interested people or partners to make them join into our team to devise more ideas and bring more services at free of charge for the welfare of the people.

**Background behind the idea of mixing “Healthcare” and “Social Branding” together:**

As many people in our country are not aware of how the prices may vary for the exact same medicine, we have become interested to bring graphs of prices for the same medicines of same quantity and strength, so that the people can compare the prices and make their own choice in buying the exact same medicine from the other companies to reduce their cost of treatment.

Also we think, in case, when a company offers higher price for an exact same medicine, people may become interested to make their own choice in buying that medicine based on the “Rating on Social Branding (RSB)” of that company caused by their free healthcare services.

**Our vision:**

To raise the spirit of healthcare contribution among the healthcare entities where they would compete each other to get higher “Rating on Social Branding” (RSB) by bringing free healthcare services to the people, and eventually make all the stakeholders of healthcare industry mutually benefitted.

**Disclaimer:**

All the given information and price about the medicines herein on Bhalo-Achee.com are collected from different reliable sources and pharmacists, and intended for educational purpose only. No one should do any medical practice based on these given information. Bhalo-Achee.com does not provide any medical advice or treatment. In addition, our database may contain erroneous information without any conditions or guarantees of accuracy. Please be confirmed about the information on Bhalo-Achee.com through independent and professional sources.

**Privacy policy:**

Bhalo-Achee.com does not share your log in history and personal data with anyone without your consent unless solicited by the governmental authority.

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