

The Health City Impact Report 2024

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The Health City Online Yearly Report provides an in-depth overview of our impact, initiatives, and future direction. This report highlights our achievements, collaborations, and resources that have shaped our journey. As we reflect on the past year, we also look ahead to new opportunities and innovations in 2025.

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Report Credit

This report is a collaborative effort by the Programs Unit at The Health City, dedicated to documenting our impact, initiatives, and future goals. It reflects the commitment of our team, partners, and volunteers in advancing healthcare accessibility and innovation.

Odunola Olabintan

Founder and Team Lead

Olatunbosun Mobolaji,

Co-founder, Programs & Operation Manager

Oromuno Okiemute Grace

Designer

About The Health City

The Health City is a tech-driven social enterprise dedicated to preventive health services and education via our website, thehealthcityonline.com, and social media platforms. We recognize that early intervention significantly shapes a healthier future. Guided by this understanding, our vision is to equip young individuals with knowledge and resources to make informed health choices, prevent avoidable health issues, and foster a culture of proactive well-being.

Our Mission & Vision

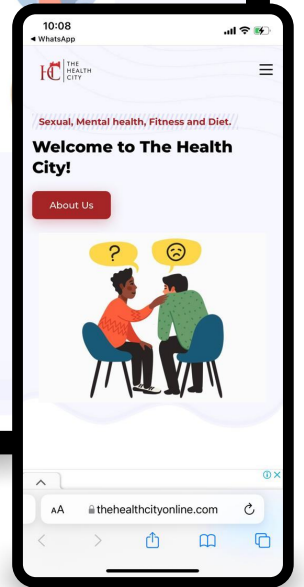
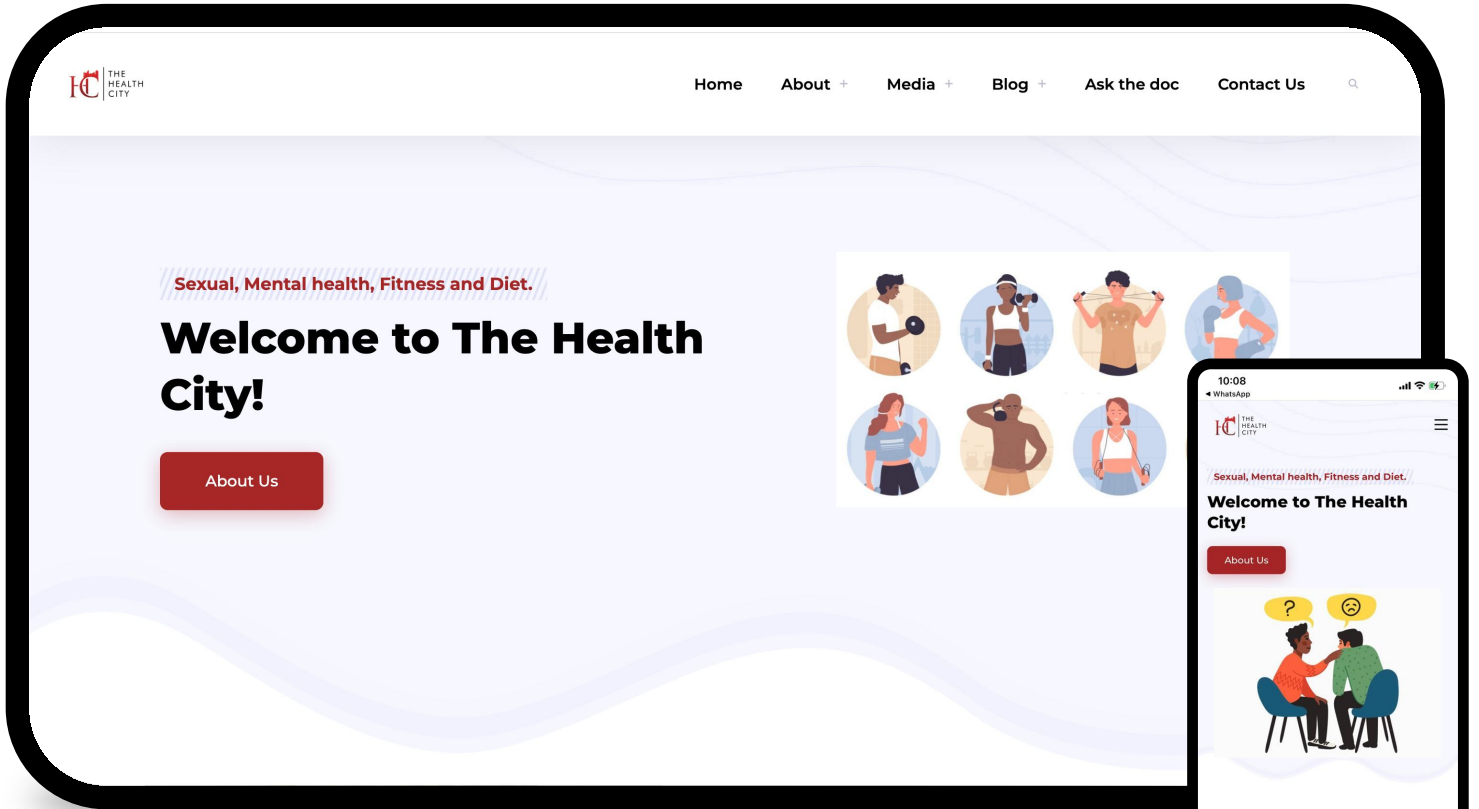
Empowering adolescents and young adults with knowledge and tools for proactive well-being. Aiming to reduce chronic and infectious diseases through early intervention and informed choices.

Beyond our online educational content, we design and implement various projects both on-site and virtually, all tailored to the unique needs of young people. These initiatives foster engagement, learning, and a holistic approach to health. On The Health City website, our dedicated team of content creators curates reliable and relevant health information, ensuring that adolescents can conveniently access accurate guidance.

We invite you to explore and utilize these resources, taking meaningful steps toward a healthier and more fulfilling future after all, who wouldn't want to be thriving at 50? The Health City is a tech-driven social enterprise dedicated to providing preventive health services and education particularly for adolescents and young people via our website, [**thehealthcityonline.com**](https://thehealthcityonline.com), and social media platforms

Health City Website

thehealthcityonline.com



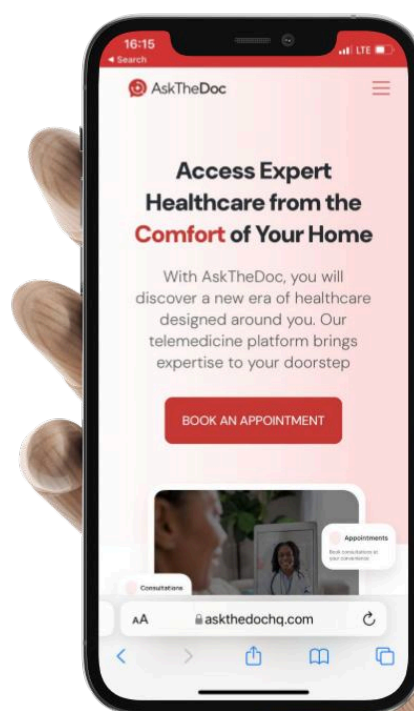
About AskTheDoc

AskTheDoc (Askthedochq.com) is the first product from The Health City, AskTheDoc is a telemedicine web application that connects individuals, particularly adolescents and young adults to qualified medical professionals. While our primary focus is on sexual health services, we also offer guidance on a wide range of general health concerns. Our aim is to provide a convenient, confidential, and user-friendly platform where users can access medical expertise, ask questions, and receive personalized care without the barriers often associated with traditional healthcare settings.



“Users can schedule virtual appointments with prices starting as low as \$2,000.”

Users can schedule virtual appointments with prices starting as low as \$2,000, communicate directly with licensed healthcare providers, and receive accurate information tailored to their health needs. By prioritizing ease of access and privacy, AskTheDoc fosters an environment where individuals feel empowered to seek help proactively. Our ultimate goal is to equip users with the resources and support they need to make informed health decisions, encouraging a culture of prevention and well being.



Founders Welcome Note



It is with joy that we share our 2024 impact report at The Health City with you. This year saw us experience unprecedented growth, from the launch of our telemedicine platform AskTheDoc to winning over \$10,000 dollars in grants to build these products and expand our team to continue to serve you better, it was a great year for us.

\$10,000+

Grants Secured

**Launch of
AskTheDoc**

Achieved in 2024

The year of course came with its own challenges but our team was up to the task and we overcame challenges that were put before us. We would not have achieved what we did without the support of you, the users of our products, our mentors and our funders, Innovate UK KTN and Business Support Accelerator program by 54 Collective. We are deeply grateful for your support.



We are only as good as the team who does the work and in light of this, I would like to specially thank my co-founders, **Olatunbosun Mobolaji** who doubles as our **Head of Operations** and **Dr. Bankole IyanuJesu**, who doubles as head of medical team. I would also like to appreciate **Wuraola Igboroodowo**, whose tenacity and dedication is second to none. To the entire team, you are rockstars, your hardwork and contributions are the lifeforce of our company and I deeply appreciate you.

In 2025

Expect greatness

The Health City (thehealthcityonline.com) has fully transitioned into a health media company.

If your plan in 2025 is to stay informed about your health, Be sure to follow us across social media **@thehealthcityhq**. AskTheDoc (**askthedochq.com**) will also continue on its mission to be the number one provider of sexual and reproductive health services for adolescents and young people. We are growing in leaps and bounds and will continue to improve our service offering to enable us to serve you better.

Meet Our Rock Stars

The Health City Team

CONTENT CREATORS

1. Wuraola Igboroodowo	Content Creators Team Lead
2. Dr. Mobolaji Arowona	Editor
3. Ejiroghene Sagbodje	Copywriter
4. Ayomide Ibidunmoye	Sexual Health Writer
5. Kemuel Kefas	Sexual Health Content Writer
6. Abdulhakim Bashir Tijjani	Mental Health Content Writer
7. Alalade OPEYEMI Precious	Mental Health Content Writer
8. Flourish Eniogo Olujinmi	Mental Health Content Writer
9. Ayomide Oloruntobi	Fitness & Diet Content Writer
10. Daniella Obuwan Oshiamé	Fitness & Diet Content Writer
11. Glorious Kate Akpegah	Fitness & Diet Content Writer
12. Dr. Mosopefoluwa Adekemi- Faramade	Special Content Writer

SOCIAL MEDIA TEAM

1. Lois Oladeji	Social Media Manager
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GRAPHICS DESIGNERS

1. Ajibade Elizabeth
2. Nwadike Stephen

AskTheDoc Team

SOCIAL MEDIA TEAM

1. Olorunisola Marvelous

ENGINEERING TEAM

1. Tolulope Akintayo
2. Jesulayomi Ajayi
3. Olamide Olabintan

Impact At A Glance

The Health City

4

Online Events

60

Blog Post

30k+

blog readers

300k+

Website Reach

AsktheDoc

Organized Physical
Launch for Our app

Onboarded over 100+
new users in 3 months

Grew our team
by from 2 - 7

Won 2 major
competition

Winner of More Than A woman

More Than a Woman is a remarkable initiative organized by Innovate UK KTN dedicated to showcasing the contributions of grassroots women innovators in Nigeria to the economy and the broader innovation ecosystem. To be one of five women chosen from tons of applications received around Nigeria to be a part of the program was a huge honor that we are deeply grateful for.





Winner Business Support Accelerator Program

We were selected for the 54 Collective 12-Week Business Support Accelerator Program which also came with a \$5000 grant and business mentorship. Over the course of 12 weeks, we participated in both in-person and virtual sessions covering essential topics such as governance, growth marketing, sales, legal compliance, and more. It was a packed, enriching experience that helped us refine our strategies and grow as a business.



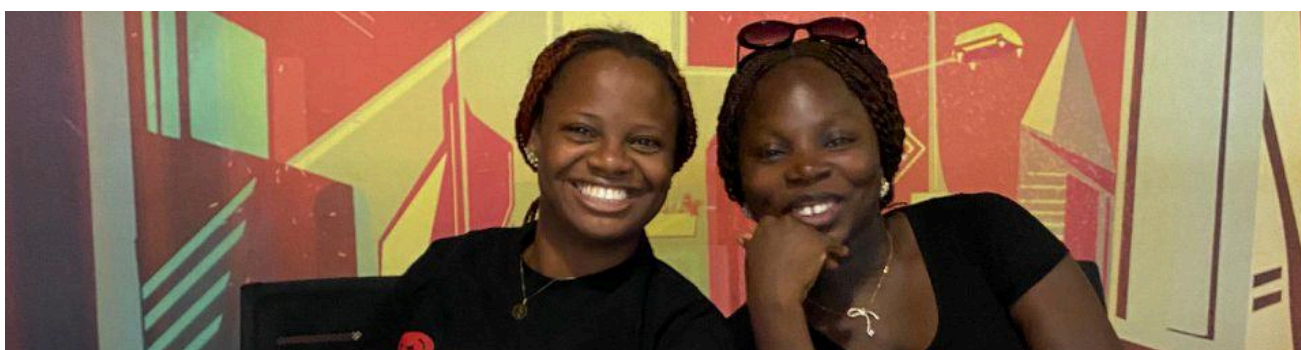
Partnership And Engagement



MINISTRY OF INNOVATION,
SCIENCE AND DIGITAL ECONOMY

Mytherapist Mental Health Wellness Day

On November 9, 2024, @Askthedochq served as proud partners to @MyTherapistng for their pioneering 'Wellness and Health' event, showcasing comprehensive holistic wellness solutions.



At the event, we provided confidential sexual health counseling, HIV and Hepatitis B testing for attendees at no cost. Other Highlights of the event include: Expert-led health education workshops, Free health resources and referrals, Professional therapy sessions and Meaningful networking opportunities.

This event helped to enhance awareness, improve health literacy, increase accessibility, and empower communities.

Kudos to the mytherapist.ng team on a highly successful event!

Your dedication to wellness shines.

Social Media Numbers

ASKTHE DOC SOCIALS

At AskTheDoc Our online presence continues to grow, allowing us to reach more young people with essential health information.

14.2k

Total Reach on IG

47.2k

Total Reach on Facebook

2024

Total Reach On Twitter

THE HEALTH CITY SOCIALS

In 2024, our digital presence grew significantly, allowing us to reach and engage more people with valuable health content.

12.5k

Total Reach on IG

1.3k

Total Reach on Facebook

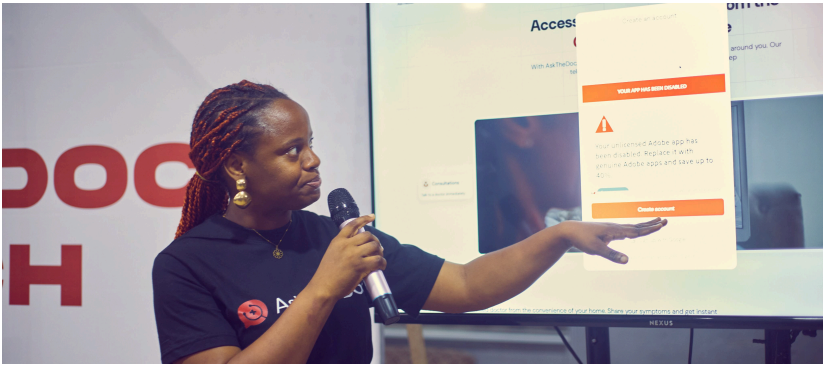
300k+

Total Reach On Twitter

12.5k

Total Reach on IG

2024 Photo Highlight



Feedbacks



At Ask The Doc, we have invested in NDPC registration as a fundamental part of our commitment to safeguarding data privacy and ensuring regulatory compliance. This initiative reinforces our dedication to upholding the highest standards of data protection, as it provides a robust framework for managing personal data responsibly. The registration not only mitigates risks associated with data breaches but also reinforces trust among our users by demonstrating our proactive approach to data security and privacy

- Ajayi Muyiwa, Data Protection Manager AskTheDoc.

This year, under my leadership as Head of Content Creation, we have not only significantly increased our output but also strategically invested in comprehensive training programs to enhance our team's skills and innovation. These efforts have allowed us to produce more high-quality content that resonates with our audience and elevates our brand presence. I am incredibly grateful for the relentless passion and dedication demonstrated by every team member. Your creativity and hard work have been the driving forces behind our success, and I am proud to celebrate our collective achievements.

- Wuraola, Head of Content Creation Team, The Health City.



Photo Credit: Designed by Freepik

Afterword From Co-Founders



Olatunbosun Mobolaji,
Co-founder, Programs & Operation Manager



Dr. Iyanu Bankole,
CoFounder/Head of Medical Operations

Over the past year, we have gained invaluable insights into how to enhance the AskTheDoc app, making it an indispensable resource for both our consumers and the health professionals they consult. As an extension of The Health City Group's commitment to preventive health, the app initially faced some challenges that have now evolved into stepping stones for our progress.

Even during particularly busy times, our core team managed to coordinate efforts seamlessly, ensuring that the public-facing components of our work continued without interruption. Kudos to everyone involved! The few months during which we have provided health information and related services through the app have offered us a wealth of knowledge enough to conduct a thorough audit and pave the way for an improved product.

Based on the audit findings and the innovative ideas contributed by many of you, we are excited to announce that the first version of the upgraded AskTheDoc app is on its way. This new version promises enhanced usability, a more intuitive user interface, and a refined overall user experience.

Looking ahead, the launch of this app, along with several other projects aimed at boosting our visibility and improving our service offerings, remains our top priority for the coming year. Our goal is to promote preventive health not just throughout Nigeria, but on a global scale. We sincerely hope you continue to join us on this journey and benefit from the advancements we have in store.

Mobolaji Olatunbosun / Dr. Iyanu Bankole
Co-Founders
The Health City

Looking Ahead

As we wrap up an incredible year, we remain committed to our mission of empowering young people with the knowledge and resources they need to take charge of their health. 2024 was a year of growth, challenges, and milestones, and we are excited for what lies ahead.

In 2025, we will continue to innovate, expand our reach, and improve our services to better serve you. Thank you for being part of our journey—your support fuels our impact.

Here's to a healthier, brighter future together!