

#PROFILE

# Healing Beyond the Hospital: Dr Rayhan's Integrated Approach

Born into a family of doctors, Rayhan was not unfamiliar with the demands of the profession. Early involvement into the noble occupation kindled a burning curiosity about the human anatomy, illness, and healing that guided him through MBBS and postgraduate training. Then, he added business to the mix.

**The way it began**

"The crux of my family business is a diagnostics centre and hospital, and becoming a doctor felt like a natural continuation," shares Rayhan. "After completing my two-year honorary stint as a Medical Officer at Shaheed Suhrawardy Medical College and Hospital, I shared with my father that I wanted to become a surgeon." His father, a surgeon himself, counselled him to pursue internal medicine instead.

The mental shift proved beneficial for Rayhan: he began to see health

holistically, rather than something to be done on occasion. Fitness and nutrition were subjects that had fascinated him long before the fitness culture and gyms were even popular, but now, his clinical knowledge of the human body and physiology was allowing him to factor in exercise as a non-negotiable lifestyle choice and consistent behaviour.

**The moment of change**

A pivotal moment in Rayhan's career came in 2016 when Nutrition Depot Bangladesh, an Australian franchise representing a leading global sports and wellness supplement brand, invited him to collaborate. "I saw an opportunity to merge medicine, nutrition, and fitness into a combined service, and I grabbed it," he mentions.

Over six years, Rayhan's career trajectory went from clinician to entrepreneur and now, he serves at a major leadership role at Nutrition Depot Bangladesh. Under him, the brand expanded beyond supplements into performance activewear manufacturing, developing locally produced gym wear with stretchy, quick-dry and odour-resistant fabrics. Today,

ND activewear is commonly seen in gyms around the country, a proof of his influence on Bangladesh's fitness culture.

"A major part of my work is creating information," shares Rayhan. "I try to debunk myths, clarify appropriate multivitamin use, recommend portion control, and offer local dietary substitutions when ideal fruits and vegetables are unavailable." He notes with concern the biological impact of modern convenience:

"Reduced physical activity has led to metabolic changes and higher chronic disease burden," he warns. "According to my understanding, at least 80 per cent of my patients come to me with issues linked to sedentary lifestyles, and I use personal anecdotes to build rapport and motivate change. His teaching emphasises that healthy living need not be strict; rather, it should be flexible, intelligent discipline.

**Upwards and onwards**

Mental health is central to his practice. In a country where medication is often the immediate response, Rayhan pushes lifestyle modification and counselling

as first-line interventions. He allots generous time — typically an hour — to each patient to listen, assess and design practical, individualised approaches. He is collaborating with mental health organisations, planning workshops for schools and workplaces, and preparing resources to equip parents and youth with tools to manage stress and depression. "I would ideally like to host at least 3 workshops with various age groups every month."

For Rayhan, the sky is the limit when it comes to innovation in work. "I am developing a fitness social app with British partners," he mentions. "It is like social media but for fitness enthusiasts." This app is expected to enable friends to create challenges, tag one another, and sustain positive competitive momentum in the fitness journey — an attempt to use social dynamics to support habit formation."

Dr Rayhan's achievements encompass clinical service and pandemic response, brand leadership and manufacturing, public education and mental health advocacy. Above all, he has built a career that bridges medicine, nutrition, fitness and technology to create accessible, evidence-informed pathways for healthier lives.

**By Munira Fidai**  
**Photo: Courtesy**

