



HOMEDIKA

Healthcare is in Your Hand



Developed by:

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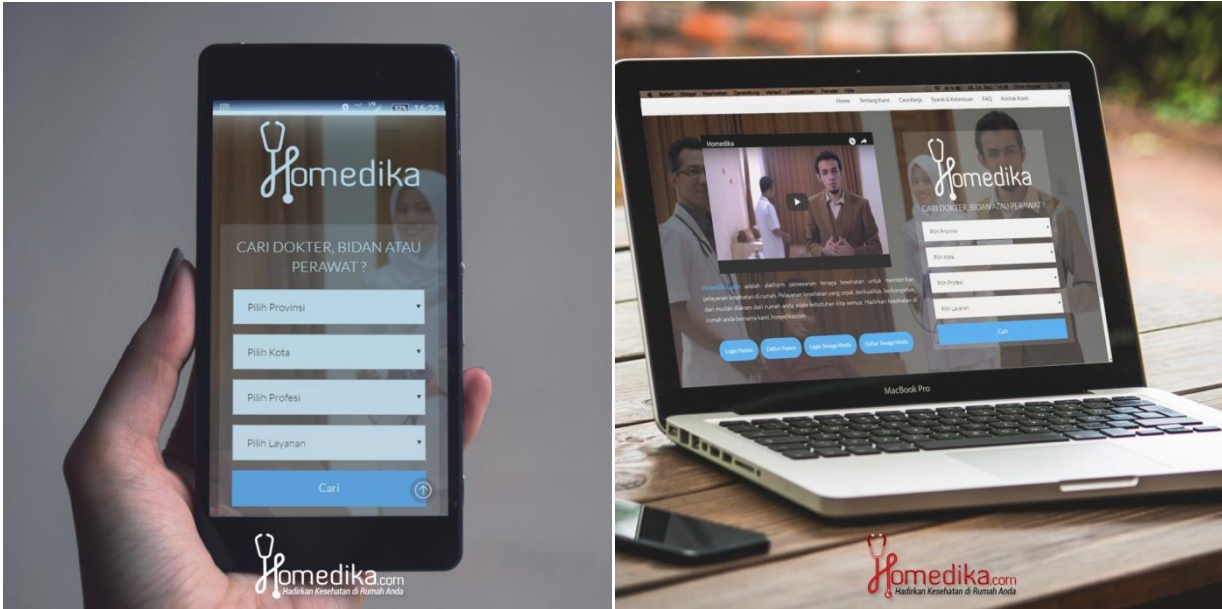


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PROJECT OVERVIEW



Homedika is one of the leading health marketplace in Indonesia. It is a technology that connects health professionals and health facilities that provides a lot of health services to patients to be treated at home. This is a new initiatives developed by Indonesia Medika as a company concerning in inventing innovative health products and or services, aiming to make a meaningful impact on the Indonesian society by extending the medical treatment and patient care. We want to change the behavior, culture, and style of health professionals toward their patients to create a new ecosystem of healthcare services and incite them to work more on this essential. We aim thus Indonesian people to feel the difference of the ease, speed, and openness, value it, and make a greater use of our unique healthcare services in a country still on the road to development.



BACKGROUND

Indonesian healthcare system is on alert. Recognized as one of the most populated country in the world, Indonesia has encountered endless health system problems for more than a decade. This becomes such a big deal of homework for the government and the society to embark upon major reforms, particularly to tackle the alarming health care issues. To analyze, there are several factors influencing the problems related to healthcare in Indonesia, seen from many aspects as follows:

1. The Low Income Indonesian Society

The greater part of the Indonesian population generally has very limited financial resources and therefore cannot afford health access. Recent studies indicate that more than 65 million people (approximately 35% percent of the population) live below the poverty line on less than USD \$2 a day. Poverty rates increased to 18% of the population placing Indonesia 112th among 175 countries in the UNDP Human Development Index. Below is the figure of table providing information about the poverty and inequality matters – both relative and absolute – for the Indonesian population.

	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
Relative Poverty (% of population)	16.6	15.4	14.2	13.3	12.5	11.7	11.5	11.0	11.1	10.9*
Absolute Poverty (in millions)	37	35	33	31	30	29	29	28	29	28*
Gini Coefficient/ Gini Ratio	0.35	0.35	0.37	0.38	0.41	0.41	0.41	0.41	0.41	0.40

* March 2016
Sources: Statistics Indonesia (BPS) and World Bank

Figure 1. Indonesian Poverty and Inequality Statistics (March 2016)

In 2016 the Indonesian government defined the poverty line at a monthly per capita income of IDR 354,386 (approx. USD \$26.6) (www.indonesia-investments.com). Compare to another countries in the world, this condition is quite low, possessing severe standard of living,



even for the society themselves. The table also indicates that the greater proportion of Indonesian population is, in fact, near poor.

Province	Poor People ¹
Papua	28.5%
West Papua	25.4%
East Nusa Tenggara	22.2%
Moluccas/Maluku	19.2%
Gorontalo	17.7%

¹ as percentage of total population per province in March 2016
Source: Statistics Indonesia (BPS)

Figure 2. Indonesian Provinces with Highest Relative Poverty (March 2016)

Looking at the poverty statistic table above, it indicates that the eastern part of Indonesia have very high rates of rural poverty. Contrary to the poverty in the eastern part, the western part of Indonesia below significantly possesses absolute poverty although the rapid development are mostly clustered in both islands.

Province	Poor People (in millions)
East Java	4.78
Central Java	4.51
West Java	4.49
North Sumatra	1.51
East Nusa Tenggara	1.16

per March 2016
Source: Statistics Indonesia (BPS)

Figure 3. Indonesian Provinces with Highest Absolute Poverty (March 2016)



2. The Limited Health Insurance

Due to its biodiversity, tropical climate, the close interaction of humans with animals and deforestation, Indonesia is an ideal place for emerging diseases. At the same line, Indonesia's healthcare system is rated as one of the poorest of any Asian country with sparse and low quality services. Private insurance programs are available for those who could afford it. Although a government program like BPJS (Indonesia National Healthcare Insurance) has been implemented for the past few years, the problems arising in this particular insurance vary from different people across the nation. The fact shows that not all hospitals in Indonesia accept the patient owing BPJS Insurance. Accordingly, those who already use this type of insurance couldn't be guaranteed to get sufficient and appropriate healthcare services. If we see the majority of the problems, the number of Indonesian possessing health insurance reaches up to 157,194,776. However, only 64% of them who are able to afford the premium routinely. The payment rate of an insurance holder is also low, only 75%.

3. The level of household health budget

Households spend about 2.1 % of their total consumption on health, ranging from about 1.6 % for the poorest decile and 3.5 % for the richest, which is relatively low compared to other countries with similar income levels. Direct OOP (out-of-pocket) payments constitute a large share of the financing of health care in Indonesia and are potentially a significant burden on poor households (Aran and Juwono, 2006). However, since the existence of BPJS program from the government, the increase in OOP payments by the poor might be assisted because of this. The poor that couldn't be able to perceive health care in the past may now be cared since they have the health card. However, in fact, BPJS doesn't run well in Indonesia since not all hospitals service the people owing BPJS. As a result, the country needs a solution for this new cases in order to achieve universal health coverage.

4. The lack number of health workers

Beside the financial resources, another main factor contributes greatly to this healthcare access crisis: the figures of medical health workers per population. Based on the Ministry of Health data of human resource, especially for health workers in 2016, there are 108.752 medical



doctors, 1.238 clinical psychologists, 214.447 nurses, 96.313 midwives, 31.904 pharmacists, 41.181 public health experts, 12.897 health environment experts, 14.881 nutritionists/dietitians, 5.165 physical therapist, 18.552 medical technician experts, and 24.092 biomedical technician experts.



Figure 4. Number Of Medical Health Professionals Per Population

In general, there are approximately three doctors for every 10,000 inhabitants, half of the regional rate. Meanwhile, there are about 20 nurse and midwives for every 10,000 inhabitants, two time higher from the regional rate.

5. Difficulty to get health services

Most of the Indonesian people use motorcycle as their vehicle to the hospital. Different with the Puskesmas (local clinic run by government), most people prefer to walk. It takes 16-30 minutes to the nearest hospital, but it takes less than 15 minutes to Puskesmas. And it costs 10.000 IDR to the nearest health facility (Riskesdas, 2015).

6. The low productivity of health workers

The share of Indonesia economy to healthcare (THE) is one among the world lowest. With 3.1% GDP in 2012, Indonesia TEH is below other countries', such as UK with 9.4%, Japan 10.1%, China 5.3%, the Philippines 4.6%, Vietnam 6.6% and Thailand 3.9%. The GGEH (general government expenditure on health) as % of GDP also shows that Indonesia with 1.2%



GDP is among the lowest in the world, under the levels of the Philippines 1.7%, Vietnam 2.8%, Thailand and China 3% respectively, Japan 8.3%, and UK 7.8% (**Policy Brief Indonesia National Health Account, 2014**). The low investment in social health security increases the burden of healthcare cost on individuals, families, and communities with greatest impact on those least able to pay (WHO, 2014). Accordingly, the WHO report also shows that the human resource on health sector in Indonesia is low.

Recent data from EY Indonesia under the report entitled **“Ripe for Investment: the Indonesian Healthcare Industry Post Introduction of Universal Health Coverage”** states that one of the major obstacles to creating a quality health care system for the whole country is the severe lack of qualified specialists and nurses, especially in rural areas. The Indonesian Government has not yet enabled the development of qualified medical personnel (specialists, general physicians and nurses) and instead introduced new non-tariff barriers to protect the monopoly of local doctors. Foreign doctors are also prevented from practicing in Indonesia until the end of 2015. Several hospital operators interviewed for this study concurred that the shortage of qualified personnel is a huge problem, especially in high-skill fields such as radiology (EY Indonesia, 2015).

This indicates that Indonesia is still in the road map of developing the quality of health workforce that could be able to meet the needs of the population with diverse social, demographic, and many other aspects involved in the implementation of healthcare program across the countries. In order to achieve this goal, it truly required a better productivity and quality of health professionals in Indonesia.

7. The limited number of health services

From the viewpoint of hospital quality in Indonesia, the fact has revealed that the number of hospital bed is still limited, compared to the total population of Indonesia. Based on the data from Standard Chatered 2013, Indonesia ranges around 11 beds per 10,000 population. Of these, 57% of the hospitals are located in Greater Jakarta area (42 hospitals) and there is need for more private hospitals in areas like Makassar and Kalimantan. It is expected that Indonesia to add about 40,000 beds by 2019 and JKN would be a key driver; one of the early reports shows how



the daily patient volume in some of the provinces jumped up after JKN initiation (Standard Chatered Report, 2014).The number is relatively low if it is compared to some other big countries. Indeed, the idea to enhance the quality of health services, just like seen from the number of hospital beds, should be developed since the country possesses more than 250 millions of lives.

8. The limited number of health facilities

Indonesia cannot meet the healthcare services demand in term of figure, quality and access, especially between urban and rural areas. Consequently, a significant number of Indonesian could not able to gain qualified and appropriate healthcare services.

The importance of health services is based on screening and early detection to prevent the severity of the disease. Hendrick L. Blum, a health professor in the University of California of the 20th century, said what determine the health status of a country or a region depends on 4 factors: (1) heredity; (2) environment; (3) behavior; and (4) health facility.

Emergency services in Indonesia are one type of a longstanding issue. There are almost no national ambulance services available throughout the whole country, but rather individual services run by clinics and hospitals. This makes the Indonesian healthcare system become even more precarious and our healthcare services program even more challenging to implement. Lack of access is the main reason which make someone doesn't want to do medical check-up. Accessibility to the health facility can be measured based on the presence of health facility, distance to the health facility, transportation, and the cost.

Because our conviction is that health is a fundamental human right, we are motivated to cope with this current issue of unequal access at the heart of the debate. We want to make a meaningful impact on the Indonesian society, and to achieve this goal we have decided to set up what we called Homedika.



STORY BEHIND



What feelings arise when viewed Pak Ponali, an elderly who suffered from a stroke, unable to walk normally, over 3 years, laying on a bed, and unable to seek for treatment?

What feelings emerges when Mrs. Muna saw two children died of diarrhea and unable to seek for treatment?

What feelings arises when seeing Awalun Nikma, an orphan boy who suffered from a broken femur and unable to seek for treatment?

Are you intend to help, right? Hang on a moment, first thing first ask yourself, how often do we let those feelings go away?

Inspired from the heart-breaking stories like these become the main reason why Homedika.com should exists.



VISION AND MISSION

Homedika is a technology-based social enterprise that connects health professionals and health facilities to the community to provide a variety of health services.

Our Vision:

Making Indonesian healthcare Integrative, Connective, and Collaborative

Our Mission:

- 1. Building an essential relationship in health care between health professionals and patients.*
- 2. Connecting health professional and patients to provide health services*
- 3. Providing the ease, convenience, and speed in obtaining health services*
- 4. Changing the culture and ecosystem of health services by optimizing the use of digital technology*
- 5. Enhancing the role, productivity, and competitive advantage of qualified and competent health professionals*

Value Proposition:

- 1. Integrative*
- 2. Connective*
- 3. Collaborative*

Service Value:

Cure, Care, and Comfort

Our Tagline:

“Open doors to health access”



HOMEDIKA SUMMARY

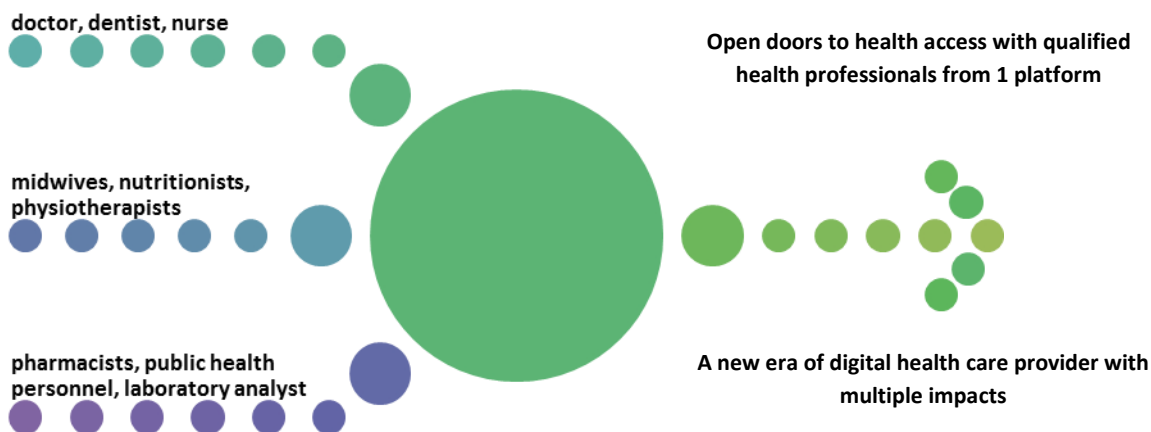


Figure 5. *Homedika at Glance*

Homedika is a platform which allows patients to be treated at home with qualified and well experienced health professionals, to make them feel the benefit from the most comfortable, accurate and suitable services. This program aims to make a meaningful impact on the Indonesian society by extending the medical assistance from health facilities to home.

With Homedika.com, it enables health workers to be sent directly to the patient's houses, and that combines many kind of health services. Several services provided by Homedika.com includes: (1) In-home healthcare services including medical prescriptions at home; (2) One free service for a person under privilege per 20 health services (owner of the « *Surat Keterangan Miskin* » certificate provided by the Indonesian Government); (3). Access to only qualified and registered health workers (medical doctors, nurses, midwives, nutritionists, psychologists, and physiotherapists); (4) Emergency appointment at homes available 24/7; (5) Capacity for the patients to choose their medical health worker, depending on their preference of gender, age, area of intervention, religion; (6) Blood sample at home and delivery to the laboratory by the health worker; and (7) Ambulance and drugs services.

These services aim to overtake the main Indonesian healthcare system's failures: - Lack of skilled health workers - No in-home healthcare services in the whole country - Emergency services no guaranteed to come on time - Isolation of the patients from his or her family when under treatment at hospitals



BENEFITS

Using our Homedika services, you may get a lot of benefits that might be an interest of you. Below are the advantages of Homedika.com, both for users and customers, as follows:

As a platform which connects health professionals and community at home with a variety of health services and facilities, Homedika has committed to make the process easier and accessible on all the benefits it offers. Getting into the business where you perform as health professionals, you could gain the followings benefits:

- (1) Connect with patient and community
- (2) Increase level of productivity and usefulness
- (3) Increase sustenance and income
- (4) Serving patients (the user) who are able and unable to work
- (5) Choose the time of service
- (6) Determine tariffs independently
- (7) Providing service based on correct ability possessed

Additionally, as the patients of Homedika (user), you may also take a lot of benefits such as:

- (1) Save time through immediate service
- (2) Improve the comfort and the ease of getting services
- (3) Medical personnel can choose as you want
- (4) Can find out more information medic
- (5) Can select the desired time
- (6) Save time through immediate service
- (7) Without queuing
- (8) Without transport
- (9) Improving recovery through convenience for home care
- (10) Reduce the risk of transmission in a clinic or hospital



DIFFERENTIATION

Having said that current existing product/service is huge in terms of quantity, we believe that it is crucial for Homedika to stand out in terms of quality and unique offers. To hit the market and spread the delivery, Homedika has its own differentiation, as follows:

- 1) Connect the patient and the community
- 2) Increase the productivity and usefulness of health professionals
- 3) Helping health professionals earn substantial income independently
- 4) Patient **without queuing and without transport**
- 5) **Improving recovery** through convenience for home care
- 6) Reduce the risk of transmission in a clinic or hospital
- 7) Health professionals choose the time of service and patient can **select the desired time**
- 8) Enable everyone to access and find out full information of health professionals completely
- 9) **Improve the comfort and the ease** of getting healthcare services
- 10) **Save time** through immediate service
- 11) **Patient can choose health professionals** and health professionals can choose to accept or reject to give healthcare services
- 12) Establishing more open and connected healthcare access,
- 13) The largest healthcare platform for building a new health ecosystem through connecting health professionals and community requiring healthcare service,
- 14) Available online consultation,
- 15) Patients reviews about health professionals achievements and accomplishments which are fully considered
- 16) All sick people can access to Homedika services, regardless of financial resources.



GO-TO MARKET STRATEGY

The main market that we plan to launch our startup is to all citizens from Indonesia at all age, ranging from rural areas to urban areas, with more specific target is also to the health professionals which are already registered based on ministry of health regulation, and universities/vocational high school (to become our volunteer for crowd-funding activities in the company). These people will be connected through our technology using mobile apps and website. To maintain our program over time, Homedika will be committed to 6 main concepts:

1. **Working** with only skilled and experiences health professionals
2. **Understanding** the general patients'needs before coming to their house. To this end, a commenting section in the appointment form will be available for the patients to explain their needs to the health professionals of Homedika. Additionally, we also provide remotely consultation by phone or video calls for more information needed.
3. **Adapting** the healthcare services to the patients' needs and living environment
4. **Giving** online reports: at the end of each appointment the health worker will have to report online what he noticed, undertook and suggested during the visit. It aims to give more transparency and a better follow-up of the patient's case for the next appointments
5. **Providing** great customer services to ensure their satisfaction and constantly searching for the improvement the services
6. **Our main values** are focusing on fast and best quality healthcare services

With Homedika, we are targeting every Indonesian people without distinction, including untransportable patients. A lot of people like using their gadgets and technology they have to provide them with information, including to saturate their needs. We believe health care is a fundamental human right and thus nothing should be a barrier to its access. With Homedika we cut the time and distance and make medical services access easier and of a better quality for the great benefit. At Homedika we are connecting health professionals and the patients, so we open to collaborate with any kind of qualified and experienced health workers, including the national insurance sets up by the government.

**FINANCIAL PROJECTION***(for a year period)***• Cash Inflows**

First Investment	: US\$ 37693.20
Institution Cash	: US\$ 37693.20
Loan	: US\$ 0
Cash Balances	: US\$ 70026.92
Cash Sale : @ US\$ 1.53 x 12000 units / item	
• Homecare Service	: US\$ 18360
• On-Call Consultation	: US\$ 18360
• Drugs Delivery	: US\$ 18360
• Laboratory Examination	: US\$ 18360
• Healthworker for Health Service Provider	: US\$ 18360
• Appointment	: US\$ 18360
• Health Device Shop	: US\$ 18360
Sub Total	: US\$ 128250

TOTAL : US\$ 273933.32**• Cash Outflow****Investments :**

• Office Desks @ US\$ 61.53 x 20 units	: US\$ 1230.76
• Filling Cabinets @ US\$ 57.69 x 5 units	: US\$ 288.46
• Waiting Room @ US\$ 76.92 x 3 units	: US\$ 230.76
• Stationaries @ US\$ 23.07 x 3 units	: US\$ 69.23
• Computers Set @ US\$ 115.38 x 10 units	: US\$ 1153.84
• Licensing(s)	: US\$ 1923.07
• Website	: US\$ 769.23
• Mobile Apps	: US\$ 769.23
Sub Total	: US\$ 6434.58

Production Costs : Direct Costs

• Websites @ US\$ 769.23 x 12 months	: US\$ 9230.76
• Mobile Apps @ US\$ 769.23 x 12 months	: US\$ 9230.76
Sub Total	: US\$ 18461.52

Marketing Costs :

• Social Media Ads @ US\$ 2576.92 x 12 months	: US\$ 30923.07
• Billboard Ads @ US\$ 1923.07 x 12 months	: US\$ 23076.92
Sub Total	: US\$ 53999.99



Business Costs : Workers Fees

- Manager @ US\$ 230.76 x 12 months : US\$ 2769.23
- Customer Service @ US\$ 230.76 x 12 months : US\$ 2769.23
- Graphic Designer @ US\$ 230.76 x 12 months : US\$ 2769.23
- Marketing Staff @ US\$ 230.76 x 12 months : US\$ 2769.23
- Financing Staff @ US\$ 230.76 x 12 months : US\$ 2769.23
- Videographer @ US\$ 230.76 x 12 months : US\$ 2769.23
- Sub Total : US\$ 16615.38**

Expert Fees :

- Web Developer @US\$ 230.76 x 2 x 6 months : US\$ 2769.23
@US\$ 230.76 x 3 x 6 months : US\$ 4153.68
- Mobile Apps Developer
@US\$ 230.76 x 2 x 6 months : US\$ 2769.23
@US\$ 230.76 x 3 x 6 months : US\$ 4153.68
- Sub Total : US\$ 13845.82**

Operating Costs :

- Training and Consulting
@ US\$ 76.92 x 12 months : US\$ 923.07
- Program Analyst and Developer
@ US\$ 76.92 x 12 months : US\$ 923.07
- Stakeholder Advocacy
@ US\$ 153.84 x 12 months : US\$ 1846.15
- Free Services for Poor People
@ US\$ 1.53 x 100 x 12 months : US\$ 1836
- Sub Total : US\$ 5528.29**

TOTAL : US\$ 114885.58



MARKETING APPROACH

Below is the scheme for marketing approach that will lead us to reach our potential customers for Homedika.com

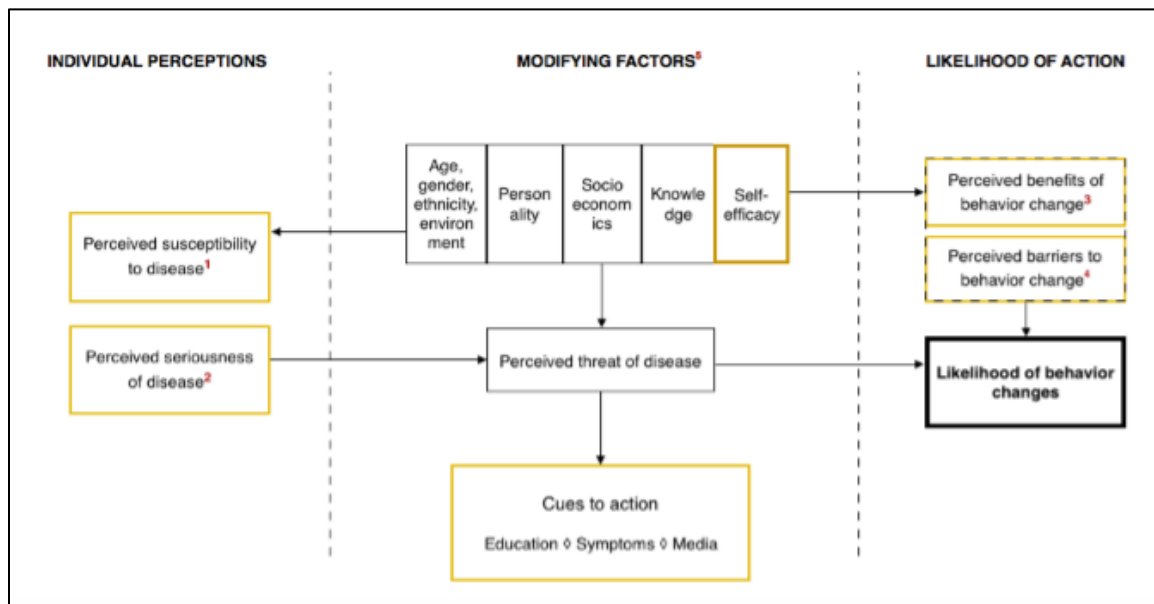


Figure 6. The Scheme for Marketing Approach

Homedika attempts to setting up its marketing approach on the health belief model like the figure above. If the thinking is based on this theory, we can argue that health behavior is mainly determined by personal beliefs (about a disease) and the ways to avoid its occurrence. Four principles are used to explain health behaviors are explained shortly as follows:

(1) *Perceived Seriousness*

It is about a person's opinion about the severity of the disease. This perception about a disease is often based on knowledge, medical information and comes also from beliefs a person has about the difficulties this disease would generate on his or her life. For instance, the flu. Usually when someone gets the flu, he or she will stay at home for few days to recover. However, if a person suffers from asthma and then gets the flu, he or she will need much more medical cares than staying at home, such as going to the hospital. In the second case, the seriousness perception of the illness is more important



than in the first one, which explains why one will stay at home whereas another one will go to the hospital. These different choices are explain by the different perception of seriousness of the disease. The diseases seriousness finally doesn't depend only on the disease itself, but also on some modifying factors that are cues to action, such as age, personality, medical history or knowledge to name few.

(2) *Perceived Susceptibility*

It is one of the most powerful perceptions that fosters people to be more aware of their health status. It is characterized by a person's assesment of his or her chance of being at risk. Perceiving susceptibility motivates people to use the appropriate methods for prevention: the greater the risk isperceived, the greater the likelihood of adopting a healthiest behavior. When people feel they are likely to become sick, they will do all what they can to prevent it to happen. As startling as it could be, the opposite also usually occurs. When people do not perceive themselves to be at risk, they tend to adopt an unhealthy behavior. When contracting the susceptibility and seriousness perceptions, it tends to feel the threat and to cues to action.

(3) *Perceived Benefits*

It is characterized by a person's conclusions of whether his or her new behavior is useful in decreasing the risk of developing a disease. When people believe the new behavior they have adopted increase their protection against any disease, they stick to this healthiest behavior. Perceived benefits play a major role in the adoption of secondary preventions behaviors such as using sunscreens or undergoing a screening for colon cancer. It logically implies that medical cares are not only required when sick, but also before.

(4) *Perceived Barriers*

In the HBM, it describes the barriers that prevents people to adopt a healthiest lifestyle. Perceiving barriers corresponds to what would prevent someone to adopt a new behavior. This is the most significant factor that spur people into change or on the contrary to stick to their habits. To overcome the barriers, people have to perceive the benefits of adopting



a new behavior that would outweigh the previous lifestyle in term of quality and sustainability. For instance, it seems obvious that for motivating women to undergo a breast self examination, the simple threat of breast cancer should be enough. Though this seems logical, the threat of breast cancer has less influence over people's behavior than its screening itself (Champion & Menon 1997). Indeed, some of these barriers people are that people are for example more afraid of bringing change into their lives, giving up things or embarrassment than discovering their disease.

(5) *Modifying Variables*

It corresponds to individual characteristics that influence their behavior beside the four main factors explained above. These variables can be the age, gender, motivation, knowledge, skills... When someone changes his or her behavior for a healthiest one, the modifying variable behind this is motivation.

(6) *Cues to action*

It is also an influencing people's behavior according to the HBM. It corresponds to strategies to activate « readiness » or more explicitly the environment, surrounding people, or events that steer someone to change.

(7) *Self-efficiency*

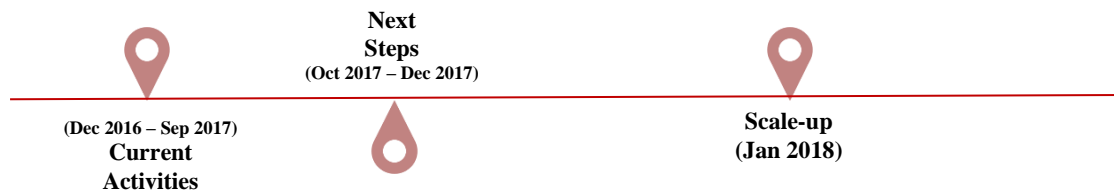
It was added to the original four factors that determine someone's behavior. Self-efficiency means that someone will adopt a new behavior or implement changes into his or her life only if he or she estimates being able to do so. If someone believes doing some



MILESTONES

Over the next two years, we are going to extend to 34 cities, capital city in province, recruit 50,000 health workers, provide 1,000 customer every day. We are committed in improving the Indonesian healthcare services. To this end we are committed to:

1. Provide high quality health cares: Patients will not have any more feel scared to be heal by unqualified health workers, which will guarantee them to obtain the most accurate cares and increase their chance of recovery.
2. Provide in-home medical services: With Homedika, everyone can be treated at home, which will protect them against the hassle the encountered before and make them recovered in the most comfortable surrounding environment possible, their home.
3. Make Indonesian people independent: With the Homedika application sick persons can call round-the-clock a health worker directly without being backed by their family.



CURRENT BUSINESS ACTIVITIES

Homedika has been launched since December 2016. Previously, we were in the process to finish our intial MVP in the form of website, in order to connect our users and customers. However, we are now growing bigger with many system improvements. You could check our website (see: www.homedika.com). By far, Homedika has already reached more than 776 health professionals, 490 patients and 229 volunteers in 105 cities. In addition, about 67 or 10% professional health have verified in the first 6 months of Homedika, since it launched in December 2016. Furthermore, we have succeed to serve 12 patients in the six cities: Malang, Surabaya, Jogjakarta, Pasuruan, Semarang, and Jakarta.



WHAT'S NEXT?

1. User Validation

Becoming one of the largest online platform for community and health professionals isn't always accepted as expected. It really needs in-depth understanding of the problem we are solving. To get to know more the problems we are facing in the market, user validation is important aspect to consider as it is necessary to give insights for the target customers and users of Homedika.

How to conduct validation process?

- a) Giving an instruction to target customers and users to activate the installed mobile-app version and or browse the website version of Homedika.
- b) Ask them to experience the journey in using Homedika platform
- c) Provide them with several questions in a form of printed spreadsheet, to ask which lead to their perception and feedback toward Homedika platform, both from mobile-app perspective and website.
- d) Gain as much potential users and customers as possible in order to gain as much insight as possible, so that we can learn from we are doing.

2. Regional Focus

As a part of building the success of business, Homedika will be targeted to many cities all over Indonesia. Up to now, there are more than 600 health professionals registered through our website. However, we realize that to make the system work effectively, we have to gain local portfolio in order to be used as a potential reference prior to expanding in another city. Focusing from one city and continuously to the other city will help us understand the characteristic of the target market, customers, and the environment in the city, so that we could create a strategic planning to implement the practice of business in the city.

3. Ground Marketing

One of the key element for business to reach the target customer is gained through a successful marketing activities as it plays role in bridging the needs of the customers with our business model. Likewise, Homedika also believes that marketing, especially ground marketing is a good way to approach our target customer directly. What we mean by target customer here is the



health professionals of Homedika. Engaging them into a good and more intimate approach will create a sense of belonging and, as a result, they could be interested to join with us. Using the concept of ground marketing, Homedika team is now working hard to gain as many potential customers as possible. It is expected that this activity could contribute bigger for the business traction.

WHAT TO SCALE-UP?

As a digital health startup, Homedika really consider the satisfaction of the user and customer as one of the main priority to deliver the value in the company. In order to make the business scalable, there are many factors to consider. Below is the two highlighted points for the development of Homedika in months to come. The main activities will be allocated for marketing and maintenance activities, as explained further as follows:

(a) Marketing activities:

1. **Boosting email.** Providing information about update products and services for subscriber.
2. **Posting promotion tools.** Homedika is a healthcare innovation having prospective development adapting social circumstance. Moreover, we always inform customer about our new tools leading to make them familiar with the available Homedika service.
3. **Follow up by Wassap, SMS and calling.** This activities consist of offering update products and services, answering question and giving suggestion for potential patients.
4. **Grounded marketing.** Visiting communities by health professional and facilitator to announce Homedika services specifically.
5. **Social media campaign.** Encouraging engagement with netizen by various platform of social media such as Google Plus, Facebook, Twitter and Instagram.

(b) Maintaining activities:

1. **Verification new member.** Verificating new member registrating from website or direct approach.
2. **Transaction guidance.** Giving assistance for new member or customer in the process of transaction guidance. This service is aimed to assist pay mechanism easier.
3. **Customer service.** Providing a service for customer to deliver their critic, opinion and suggestion.

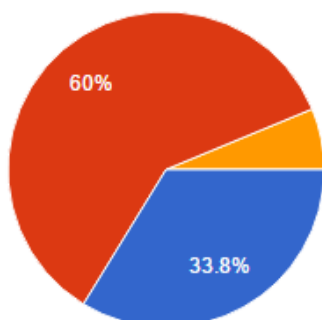


4. **Gathering partnership.** Making gathering our partnership such as medical personel, health entrepreneur or businessman to collaborate in our idea and innovation.
5. **Collaborating potential stakeholders.** Collaborating potential stakeholder with medical personnel association and healthy facility alliance.



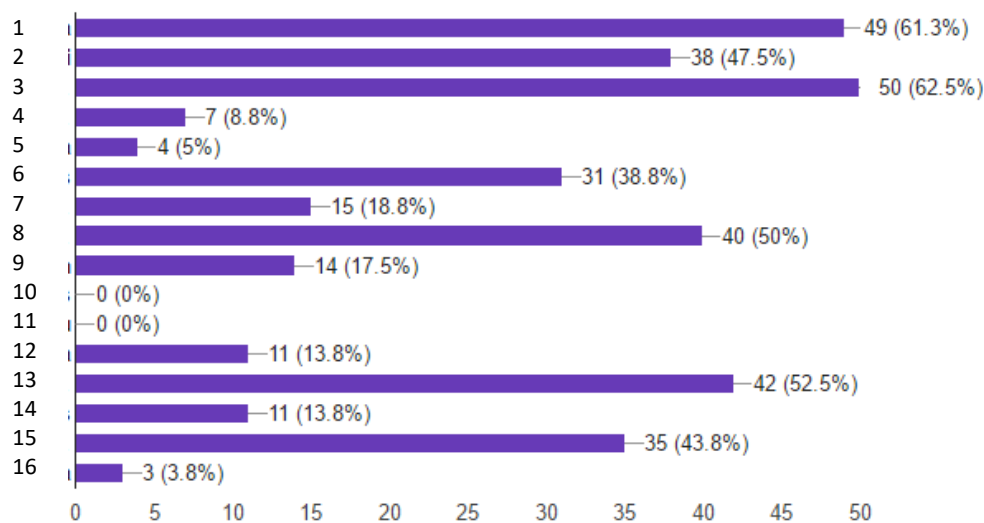
RESEARCH REPORT

1. Do you or your family members have experienced a situation where you were sick but could not be able to go for treatment to qualified health workers, clinic, or hospital? If so, why?



Ever experience : 33.8%
Never experience : 60%
Didn't know/ Didn't answer: 6.2%

2. Are the following factors affecting your way of choosing the health workers? You can select more than one option.



NOTE :

- | | |
|---------------------------|---|
| 1. cost | 7. number of patients handled by health professionals |
| 2. location | 8. availability of time to work |
| 3. length of experience | 9. gender |
| 4. background institution | 10. Race |
| 5. age | 11. Tribe |
| 6. special skills | |



12. Religion of health professionals

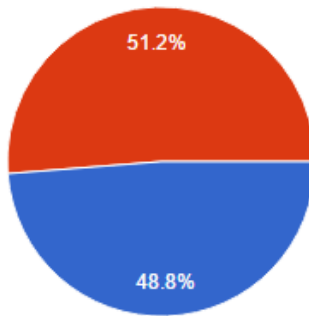
14. Popularity

13. Completeness of medical equipment

15. Community assessment

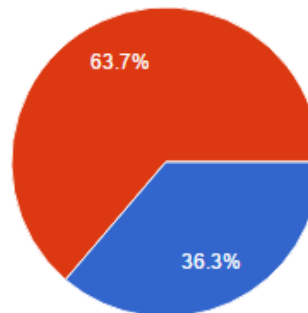
16. Others

3. Do you choose to not to go to the health workers due to the cost?



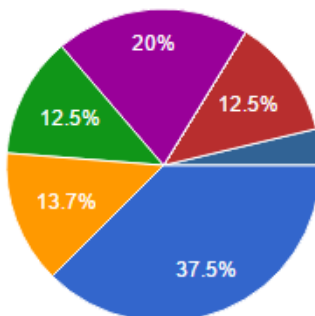
Yes : 48.8%
No : 51.2%

4. Do you choose to not to go to the health workers because of the distance or remote location or travel time?



Yes : 36.3%
No : 63.7%

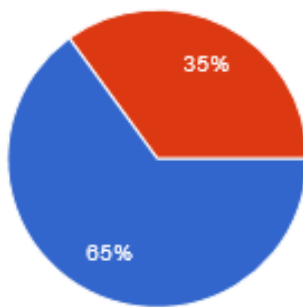
5. What kind of service provider that interest you to check the condition of your health?





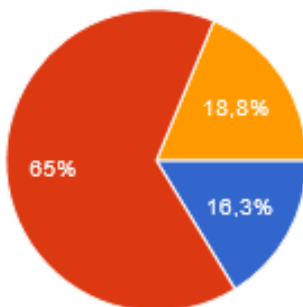
Hospital	: 37.5%
Alternative healthcare	: 0%
Clinic	: 13.7%
Community health clinic (Puskesmas)	: 12.5%
Doctor practice	: 20%
Nursing practice	: 0%
Midwifery practice	: 0%
At home	: 0%
Specialist doctor practice	: 12.5%
Others	: 3.8%

6. Do you or your family members more often buy your or their own drugs without accompanying a medical check up to health workers when you or they are sick, rather than get healthcare services to health workers firstly?



Yes : 65%
No : 35%

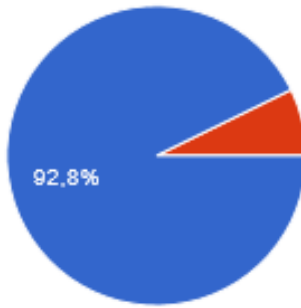
7. Do you or your family members need a specific medical procedure or treatment routine with a service at home?



Yes : 16.3%
No : 65%
Didn't know/ didn't answer : 18.8%

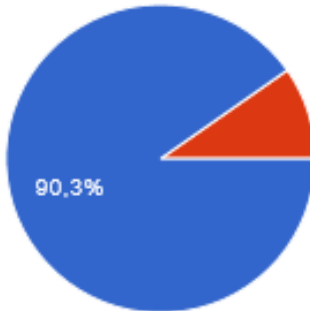


8. Do you think that in-home care is important?



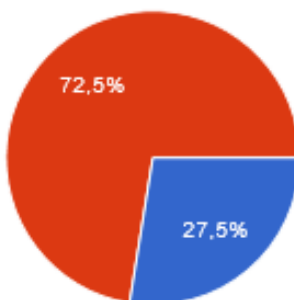
Yes : 92.8%
No : 7.2 %

9. Do you want a healthcare service that can be provided in your house?



Yes : 90.3%
No : 9.7 %

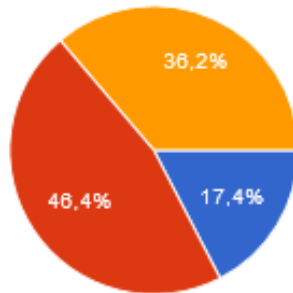
10. If you are in need of healthcare services from health workers at home, have you already had the contact information that can be called?



Yes : 27.5%
No : 72.5 %

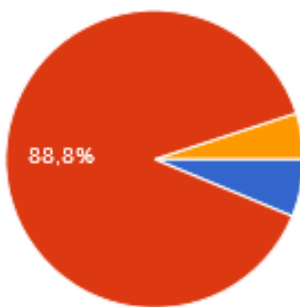


11. If you are in need of health services by health workers at home, do you have a lot of choices of health workers?

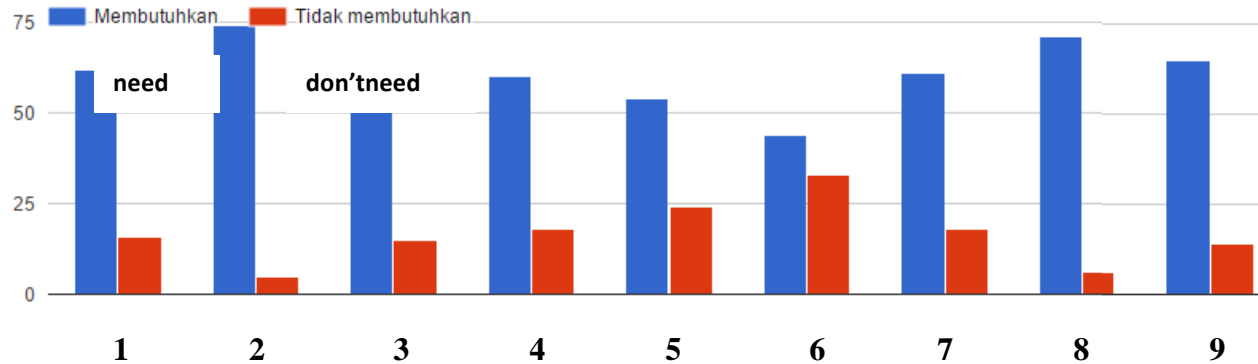


Yes : 17.4%
No : 46.4%
Didn't know/ didn't answer : 36.2%

12. Have you ever used an online platform to get healthcare service?



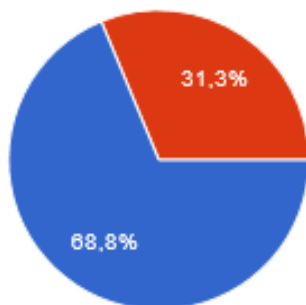
Yes : 6.3%
No : 88.8%
Didn't know/ didn't answer : 5%



NOTE :

1. home care services
2. healthcare consultation via telephone/online
3. drugs delivery and purchase
4. health professionals visits (home visit)
5. laboratory check at home
6. medical equipment delivery and purchase
7. scheduling for doctors
8. getting healthcare information via online
9. GPS healthcare information

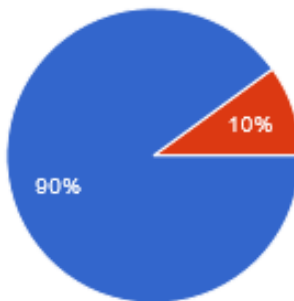
14. Are you willing to get healthcare service at home with additional fee?



Yes : 68.8%
No : 31.3%



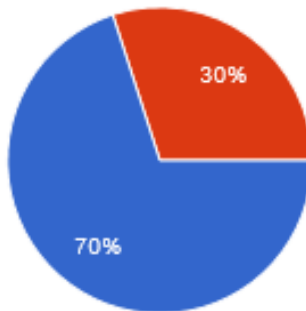
15. Is Homedika.com program would be beneficial for you or your family?



Yes : 90%

No : 10%

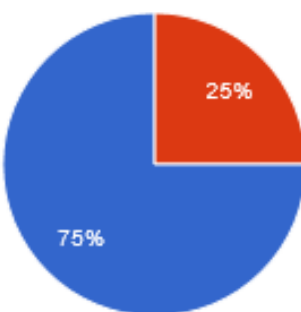
16. Is the ordering process of health workers easy to use?



Yes : 70%

No : 30%

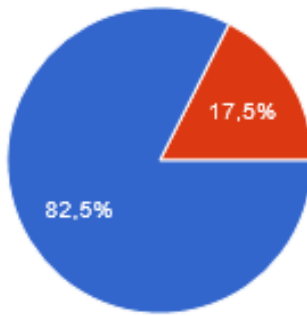
17. Is the platform quickly accessible?





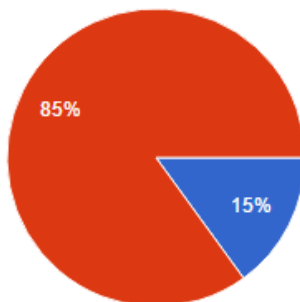
Yes : 75%
No : 25%

18. Does Homedika look attractive?



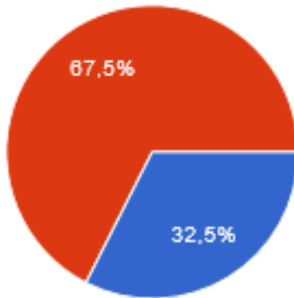
Yes : 82.5%
No : 17.5%

19. Did your family over the last year ever use healthcare service at home?



Yes : 15%
No : 85%

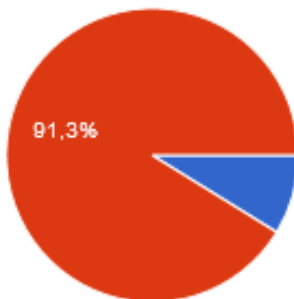
20. Are there any of your family members who needs health care service at home?



Yes : 32.5%

No : 67.5%

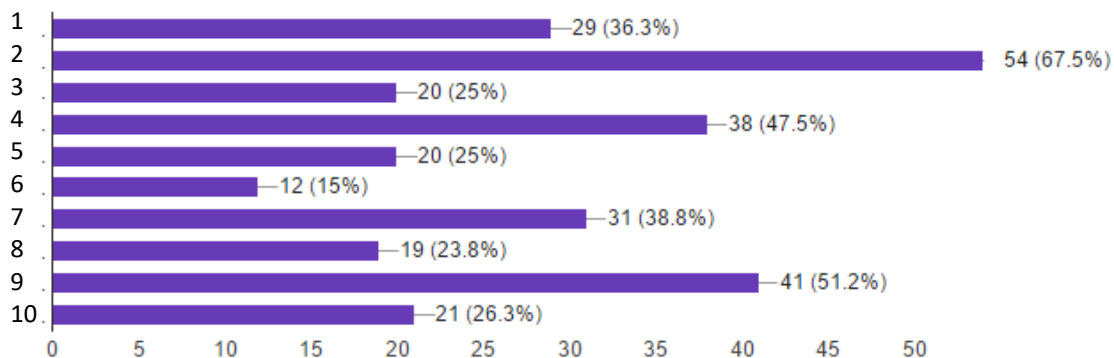
21. Are there any members of your family who uses health care at home?



Yes : 8.7%

No : 91.3%

22. Among all of these health care services which one need you the most?

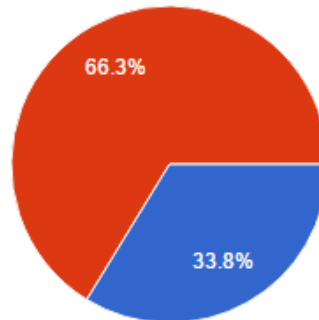


NOTE:

- 1 : home care services
- 2 : healthcare consultation via telephone/online
- 3 : drugs delivery and purchase
- 4 : health professionals visits (home visit)
- 5 : laboratory check at home
- 6 : medical equipment delivery and purchase
- 7 : donate for the poor patient
- 8 : scheduling for doctors
- 9 : getting healthcare information via online
- 10 : GPS healthcare information



23. Which one do you prefer to choose among the following services?



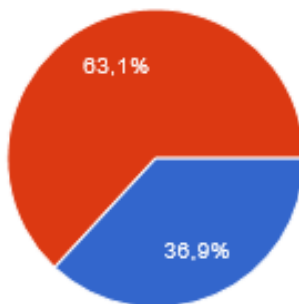
Available Care : 33.8%

This service allows you to choose the health professional with scheduling process

Emergency Care : 66.3%

This service allow you to get immediate care action from health professionals

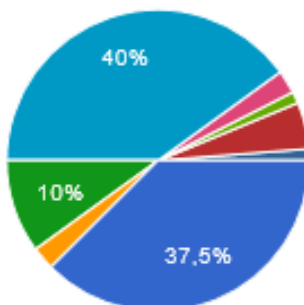
24. Could you get a quick healthcare service before the existence of Homedika?



Yes : 36.9%

No : 63.1%

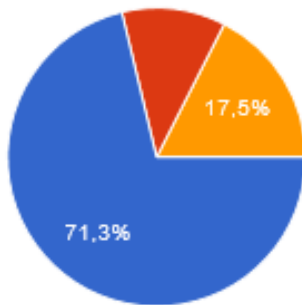
25. Among these the following payment process, which one do you choose?





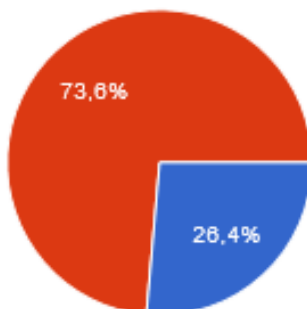
ATM/ Internet Banking/ SMS Banking	: 37.5%
Klikpay BCA/Mandiri/CIMN	: 0%
Credit Card	: 2.5%
Bank Transfer	: 10%
PayPal	: 0%
On the Spot Cash Payment	: 40%
Top Up	: 2.5%
Coupon	: 1.3%
Didn't know/didn't answer	: 5%
Others	: 1.3%

26. Are you willing to be in the service with no additional price as a cross-subsidy for the additional costs of patients - patients who are less able to afford their medical treatment/healthcare?



Yes : 71.3%
No : 11.3%
Maybe: 17.5

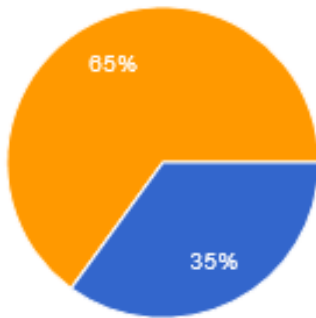
27. Do you prefer to choose a process through the website or application on your mobile phone?





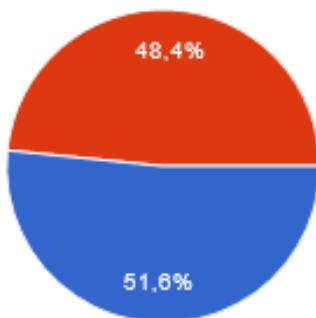
Website : 26.4%
Application on mobile phone : 73.6%

28. Will you still use the service from Homedika.com after using it in case you are sick and need care?



Yes : 35%
No : 0%
Maybe: 65%

29. Are you health professionals? If yes, are you willing to register as health professionals of Homedika.com?



Yes : 51.6%
No : 48.4%



COMPETITIVE ADVANTAGE

	Homedika	Regular Health Service
Cost	<ul style="list-style-type: none">• No fees related to the management of hospital or clinics. So, we can offer price in lower side.• Free services for the poor	<ul style="list-style-type: none">• Standard price for service• There is no free service for the poor
Access	<ul style="list-style-type: none">• Only platform in Indonesia that provides health services and emergency appointments at patients houses• All sick people can have access to Homedika services, regardless of financial resources and mean of transportation• Emergency appointments available 24/7	<ul style="list-style-type: none">• Health services only available at hospitals or clinics• Access limited to those who have enough financial ressources and means of locomotion
Quality	<ul style="list-style-type: none">• Collaboration with only qualified health professionals• Consideration of the patients reviews about the health workers	<ul style="list-style-type: none">• No consideration of the patients reviews about the health workers accomplishments• Waiting time at hospitals or clinics for non-



	<p>accomplishments</p> <ul style="list-style-type: none"> • Patients can choose their health workers by themselves • Patients reviews about the health workers achievements which are fully considered • Enable everyone to access of health professionals information completely 	<p>emergency patients</p> <ul style="list-style-type: none"> • Everyone cannot get an access of health professionals information completely
Online Consultation	Available	Not Available
	<ul style="list-style-type: none"> • Access to everyone to health services • Increasing awareness of Indonesian people about the value of their health • Healthiest society 	<ul style="list-style-type: none"> • Increase the gap between the richest and the poorest • Contribute to the precariousness of the Indonesian society
Economic Impact	<ul style="list-style-type: none"> • Enhancing the productivity and beneficiaries of health professionals • Helping the health professionals earn substantial income independently. 	



SUCCESS FACTORS, RISK, AND MITIGATION

(1) Success Factors

No	Category	Description
1	Community Participation	Encouraging volunteerism to reach social engagement for healthy movement in the community
		Pursuing social awareness about helping patients around.
		Creating integrated community and empowering local people to contribute in the health system standard.
2	Medical Components	Providing accessible healthcare for various economical characteristics
		Providing medical services by distributing health professional in the health community centers.
		Providing standardized health facilities to support treatments and health services.

(2) Risk & Mitigation:

No	Risk	Mitigation
1	Legal & Security The purpose of healthcare legal, security and procedures are to provide standardization in daily operational activities. The risk of this category leads to data security that is potentially hacked or not accessible by the user of Homedika.	Strengthen data security by particular treatment in the maintaining informatics technology process.
2	Operational Standard The service standard is an important part to connect patients and health	Providing adequate customer service operations to maintain users and customers activities based on websites



	professional in the health activities and transactions. The problem of operational standards may lead to less quality services.	and mobile app of Homedika.
3	Distance The distance becomes a problem of health professional reaching patients in the rural or remotes area.	Recruiting many medical personnel to meet the demands of the services in the targeted area.



WHAT'S NEW IN HOMEDIKA?

(1) Homedika Mobile-app (for health professionals, health facilities, and patient)

Homedika's Mobile Apps is designed to connect patients and health professional based on mobile device. This software application have been launched on playstore since March 2017. Homedika's mobile apps are consisted of health facility (Homedika Faskes), health professional (Homedika Medis) and patients (Homedika Pasien) to make easeier for classifying the users.

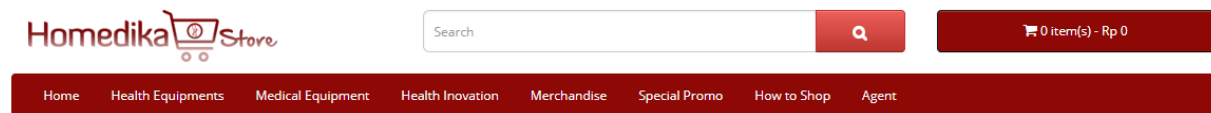


Health facility application called **Homedika Faskes** is aimed for health facilitator integrating with Homedika system and mechanism. Firstly, health facilitator should be registered to get an account. Then, they can do login process to enter the application. There are eight main menus consisted of transaction (Transaksi), quick service (Layanan Cepat), payment (Pembayaran), statue service (Status Layanan), added service (Tambah Layanan), my service (Layanan Saya), my profile (Profil Saya) and Store.

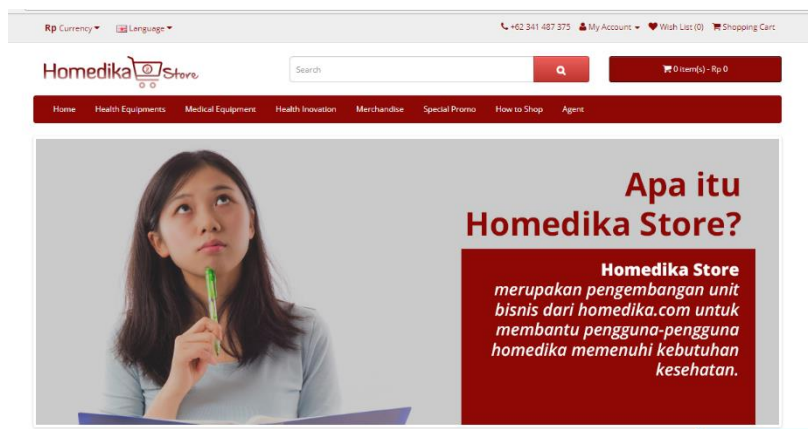


(2) Homedika Online Store

As a part of fulfilling patient and health professional needs, Homedika also provides online store, enabling users and customers to get fast, easy, and accessible health facilities. Following the activities in online store, our team has set a range of menus comprising any information related to health facilities varying from (1) health equipment; (2) medical equipment; (3) health innovation; (4) merchandise; (5) special promo; (5) how to shop; and (6) agent. Below is the sneak peek of several menus in Homedika online store.



In order to join in online store of Homedika, you could just simply “register” to “My Account” menu, fill out the form, verify your account through e-mail, and you could do the shopping in the platform.



(3) Donor Homedika

Another feature of Homedika which is currently being promoted widely is Donor Homedika. It is an online platform for blood donation under the management of Homedika team which attempts to connect donors and donor recipient or someone who is in need of blood. Using “Donor Homedika” it will allow donor recipient to receive any update and appropriate information of the donors.





How to find nearest donors?

You could just simply click “login as recipient”, continued by clicking “list donor” menu and input a filter based on nearest location.

How to promote donor recipient?

After landing to the homepage, simply just “login as donor recipient”, fill out the proposal form.



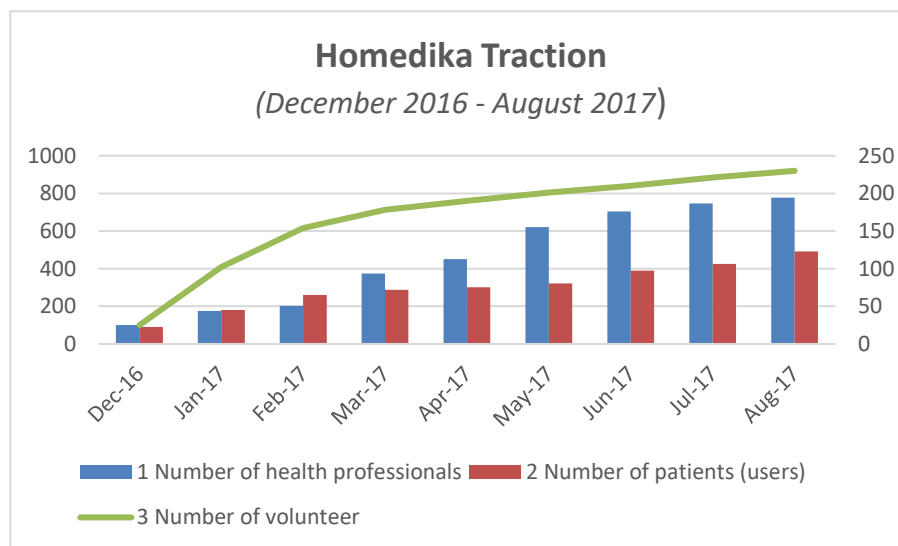
Through donor.homedika.com, we provide any relevant information that connects donors and donor recipient so that it could help the patients all over Indonesian who are in need of blood donations. Hopefully, in years to come there will be less people suffering from lack numbers of blood donations.



METRIC AND TRACTION

Homedika has successfully made its initial project in developing the target community around Malang since its first operation in December 2016. Our team currently has collected a set range of data shortly giving a general business review for garbage management traction using following key success metrics:

- 1) Number of health professionals (customers)
- 2) Number of health services and health facilities
- 3) Number of patients (users)
- 4) Number of volunteer



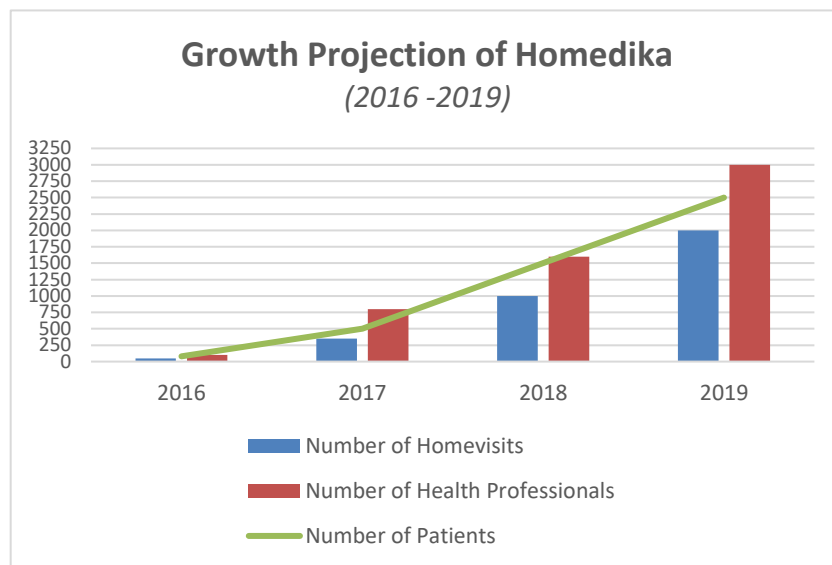
Additionally, as a part of the main activity in Homedika, connecting health professionals and patients, we have made a record comprising data informing any related information about the key results from December 2016 to August 2017, according to the key success metrics bellow:

- 1) Number of treated patients
- 2) Number of Homevisit
- 3) Revenue



HOMEDIKA GROWTH PROJECTION

Since in the first operation of Homedika, our team has successfully made its first debut starting from December 2016. We have been working tirelessly to integrate, connect, and collaborate with health facilities and health professionals.



As per August 2017, we are now already in 105 cities with more than 750 health professionals registered through our platform. However, as the program is growing bigger, we are targeting to concentrate from local to global. It is crucial for us to maintain a positive outlook and good performance in front of our users and customers. In years to come, we predict to be one of the largest health service platform with multiple benefits for everyone to get fast, easy, and accessible health professionals and health facilities at home.



PRACTICAL APPROACH

The practical approach of Homedika is one of the strategies intended to overcome the challenge posed by the weak business systems. This initiative is aimed at managing both users and customers of Homedika. User represents patients while customers refers to health professionals of Homedika.

Objectives:

- Giving a general concept and guidance for ideal practice of health professionals in giving health service as ability possessed
- Providing adequate information about the steps in conducting the process of transaction and communication between users and customers
- Maintaining the quality of the service
- Engage all stakeholders of Homedika with competitive offers and value of business

In practice, giving an appropriate approach to both health professionals and patients should understand each perspectives and needs, as explained below:

(1) Patient Perspectives

The main activity of Homedika that can be accessed and used by patients are all about the use of health service and health facilities guided from the platform, whether from website and mobile-app version of Homedika. The general usage of Homedika platform can be entirely dependent on the following aspects:

- Registered and verified as patients
- Order the availability health services with relevant health professionals and health facilities
- Choose the time based on preference
- Proceed to the payment with secure method

(2) Health Professional Perspectives

As health professionals of Homedika, it becomes your job and responsibility to make sure that patients can get the needed health services with easy and based on code of ethics as



health professionals. The general usage of Homedika platform for health professionals can be utilized followed by some key activities below:

- Registered and verified as health professionals
- Provide your availability to give the service to the patient
- Frequently check your notification for any order from the patient
- Conduct homevisit to patient's house
- Receive the payment and make a report

Below is the general overview of the service given by health professionals of Homedika. Please find your relevant profession and get any detail about the service you should provide in Homedika.

No	Profession	Service in Homedika
1	Doctor	Home visit, Health promotion/education, Mass treatment, Social health services, Education and consulting, Other medical services
2	Dentist	Health promotion / education, Mass treatment, Social Health Services, Registration services in practice, Education and consulting, Other dentistry services
3	Nurse	Home visit, Catheter (hose pee) or impaired function of the urinal, Nasogastric tube (feeding tube) or <i>sonde</i> , Installation of infusion or fluid therapy, Suctioning, Injection, Installation of oxygen or oxygenation, Treatment of diabetic wounds / gangrene / DM, Treatment of burns, Amputation wound care, Wound care surgery or post-surgery, Or colostomy stoma care, Facial skin care and beauty, Newborn care, Toddler care, Elderly care, Nursing home or Personal hygiene or cleanliness patient care services, Treatment of HIV / AIDS and tuberculosis, Treatment of chronic heart disease or heart failure, Treatment of lung pain or shortness of breath, Treatment of nerve and stroke disorders, Treatment of asthma or giving nebulizer or steam, Care paralysis or disability, Ill treatment of diabetes or diabetes mellitus, Ear nose throat (THT) treatment, Treatment of mental health disorders, Nursing home personal hygiene, Health promotion/education, Mass treatment, Social Health Services, Education and consulting



		and Other nursing services.
4	Midwife	Home visit, Pregnancy Care, Postpartum maternal care or post-partum or postpartum, Treatment for KB (<i>family planning program</i>), Toddler immunization, Immunization premarital, Pregnancy exercise, Bathing and baby massage, Breast care, Health promotion / education, Mass treatment, Social health services, Education and consulting, Another midwifery services
5	Nutritionist	Home visit, Health promotion / education, Mass treatment, Social health services, Education and consulting, Other nutritional services
6	Physiotherapist	Home visit, Physiotherapy and medical rehabilitation, Inhalation package care and chest physiotherapy services, Physiotherapy for Children Growth, Physiotherapy for Health and Work safety, Physiotherapy for Elderly, Physiotherapy for Sports, Physiotherapy for Muscles and Bones, Physiotherapy for Heart and Lungs, Physiotherapy for Nerve, Physiotherapy for Physical Disability, Health promotion / education, Mass treatment, Social health services, Education and consulting, Other physiotherapy services
7	Pharmacist	Health promotion / education, Mass treatment, Social health services, Education and consulting, Other pharmaceutical services
8	Public Health Personnel	Health promotion / education, Medical prevention, Mass treatment, Education and Consulting, Other public health services
9	Laboratory Analyst	Health promotion / education, Education and consulting, Mass treatment, Social health services, Additional laboratory analysis services

REQUIREMENTS

Requirements for Health Professionals

Homedika.com provides qualified health professionals. Therefore, the main requirement is that you have a professional diploma, Certificate of Registration (STR) for each profession, Certificate of Competency (Serkom). Homedika.com, but not limited to age, region, experience, expertise, anyone who had an education profession's health professional, have STR can enroll as health workers in Homedika.com.

For medical personnel who have License Practice (SIP), you can provide a complete health service. For those who do not have a SIP, you can still provide health services in



particular that does not require proprietary SIP as the terms and conditions of service. We have done the analysis and categorization of services that require and do not require SIP as its terms and conditions.

Health Facilities

Apart from providing full access to qualified and verified healthcare services, Homedika attempts to enable everyone to acquire accessible health facilities. In order to optimize the operational activities within the healthcare system in Homedika, therefore; our healthcare partners should own current legal "Surat Izin Operasional Klinik" (Operational Clinic Permission Letter) showing the availability of health professionals that have been in charge with the clinic. This will ensure every types of health professionals in Homedika have adequate and relevant capabilities in handling the healthcare services operations. By the additional service in the form of health services, it will make the patient gain more accessible healthcare supports and substantial assistance.

STANDARD OF OPERATION TO REGISTER AS HEALTH PROFESSIONAL

To register as health professional in Homedika.com, you simply follow the steps below:

1. Go to the website Homedika.com
2. Select "**daftartenagamedis**" (list of medical personnel) on the home menu
3. Input data for registration, namely the full name, profession, tariff, address, town, phone, sex, date of birth, religion, email, information, and passwords.
4. Read **terms and conditions** applied for Homedika.com
5. Click **Submit**
6. You will receive a verification email registration form, check your personal data, if it is already correct, click **Continue activation of the account, the above data are in accordance with the data of myself**
7. **Download letter of agreement**, added your **signature** above **materai**, and submit the **Letter of Agreement** by mail to Jl. Kedawung 17 Malang, zip code 65141. You can download the letter of agreement on email verification form of registration or enrollment verification form on the page or on the following link
8. You can login by entering your **email** and **password**



9. **Upload** a profile photo information, scan ID, scan diploma, STR Scan, Scan SIP. Make sure you upload a profile photo, ID card, certificate, STR, and SIP to complete the validation process and account profile.
10. Homedika.com parties will **validate the end** to check the completeness and correctness of the file that you upload. If the validation is successful, you are able to perform **transactions health services**.
11. Our **Customer Service** will assist you in completing the registration process

STANDARD OF OPERATION TO REGISTER AS HEALTH FACILITIES

To register as health professional in Homedika.com, you simply follow the steps below:

1. Go to the website Homedika.com
2. Select **“daftarmitramedis”** on the home menu
3. Input data for registration, (make sure that your data match with the input data when registering the medical institution **“instansimedis”**).
4. Read **terms and conditions** applied for Homedika.com
5. Click **Submit**
6. You will receive a verification email registration form, check your personal data, if it is already correct, click **Continue activation of the account, the above data are in accordance with the data myself**
7. **Download letter of agreement**, added your **signature** above **materai**, and submit the **Letter of Agreement** by mail to Jl. Kedawung 17 Malang, zip code 65141. You can download the letter of agreement on email verification form of registration or enrollment verification form on the page or on the following link
8. Log in to your account by clicking **“Login sebagaiinstansiMedis”**
9. Input your **email** and **password**
10. **Upload** the required documents similar to the document you have uploaded when registering in medical institution **“instansi medis**
11. Homedika.com parties will **validate the end** to check the completeness and correctness of the file that you upload. If the validation is successful, you are able to perform **transactions health services**.



12. Our **Customer Service** will assist you in completing the registration process

STANDARD OF OPERATION FOR GETTING HEALTH SERVICES

1. Once your profile is activated, reviewed, validated, and verified, you will have the opportunity to receive health services bookings.
2. Booking of health services will be sent to your email by informing the patient's name, medical record number, address, date of messages, check date, shift check, date of birth of the patient, the patient's age, services, and complaints.
3. You can approve medical transaction by pressing **YES**. Note that it is important for you to respond immediately **YES** on the various booking or order or invitation homecare you get.
4. During the promo, we will give a special offer in the form of 20% discount for the *free management fee*. Therefore, as soon as you receive the booking by pressing **YES**, we will send the booking confirmation to the patient that health professional receive a booking at the same time and we also send an email to you (health professional) immediately to contact the patient and carry out or schedule a service based on agreement of both parties.

PAYMENT MECHANISM

Every health professional who provide health services will be paid based on the prices determined by each medical staff and cut 20% for management fee of Homedika.com. Additionally, every medical personnel the right to set a minimum price of 50,000 per service and maximum nominal unlimited. This fee includes transportation, materials used during service, and a rebate of 20 per cent of total services as a management fee Homedika.com. Cost formulated for each first-time visit, not for one month or one week.

SECURITY MATTERS FOR HOMEDIKA.COM

We are using one of the most secure online ordering systems and are constantly searching and improving our software to make sure we offer the highest possible security. We make sure also that in general all the information from the target customers are providing will stay confidential, and it is one of our fundamental principles to do not disclose them. If an unlikely incidence happened, we would kindly give adequate response and assistance in order to qualify for security protection.



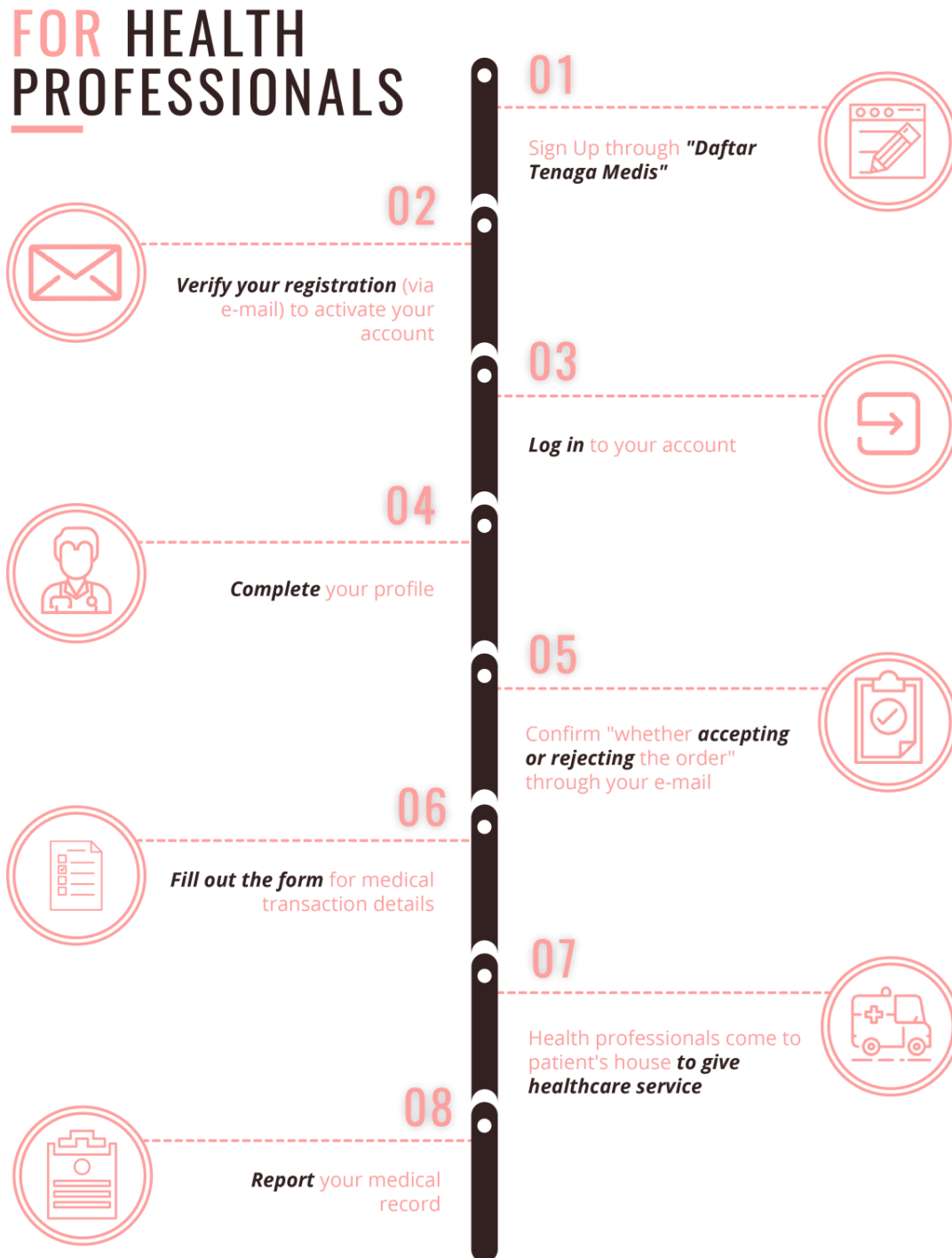
Finding and hiring the best-qualified health workers in a timely and cost-effective manner. The recruitment process includes analyzing the requirements of the job, attracting employees to that job, screening and selecting applicants, hiring, and integrating the new health worker into the team. In doing so, it is also included a set consideration for planning, coordinating, and supervising all activities related to the design, development, and implementation of organizational information systems and applications for computers, tablets and smartphones. Web developer would kindly help and responsible for developing, managing and maintaining the Homedika website, including providing management and leadership to the Web staff and work collaboratively with staff, management and IT support.

GENERAL INFORMATION FOR ENROLLMENT

In order to develop an interactive website, we will provide several information that enable both users, patients and health professionals to respectively order an appointment and receive the payment. Several given information showed in the website are the program's mission, company profile, FAQ, and a brief description of our staff members. However, for further assistance, you are more than welcome to contact our customer service and direct to our social media platform, so that you could gain as much as possible information through our network of various channels.



Figure. 8 The Enrollment Scheme for Health Professionals





Here is the general scheme on how you intend to register in Homedika.com for health Professionals :

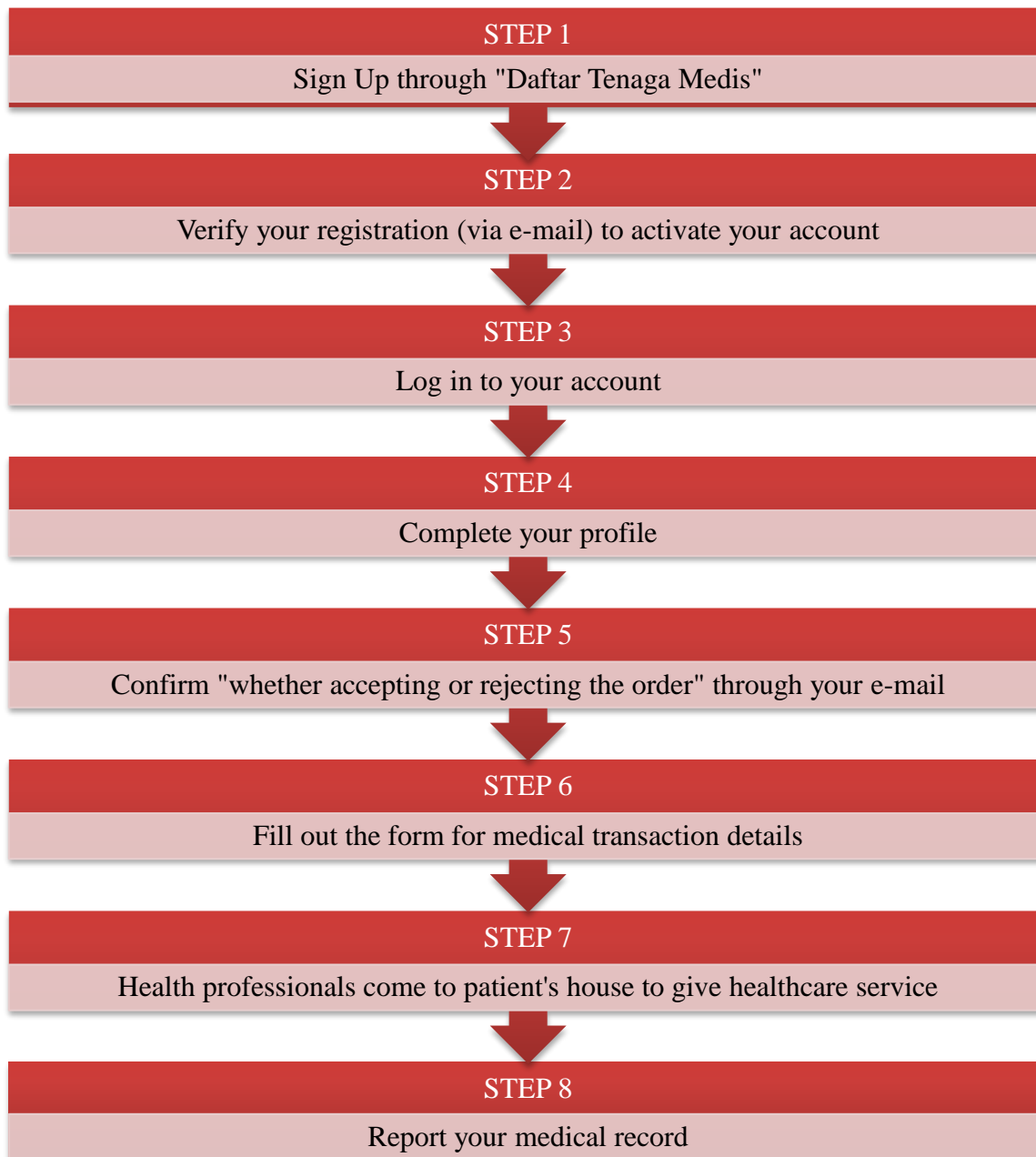
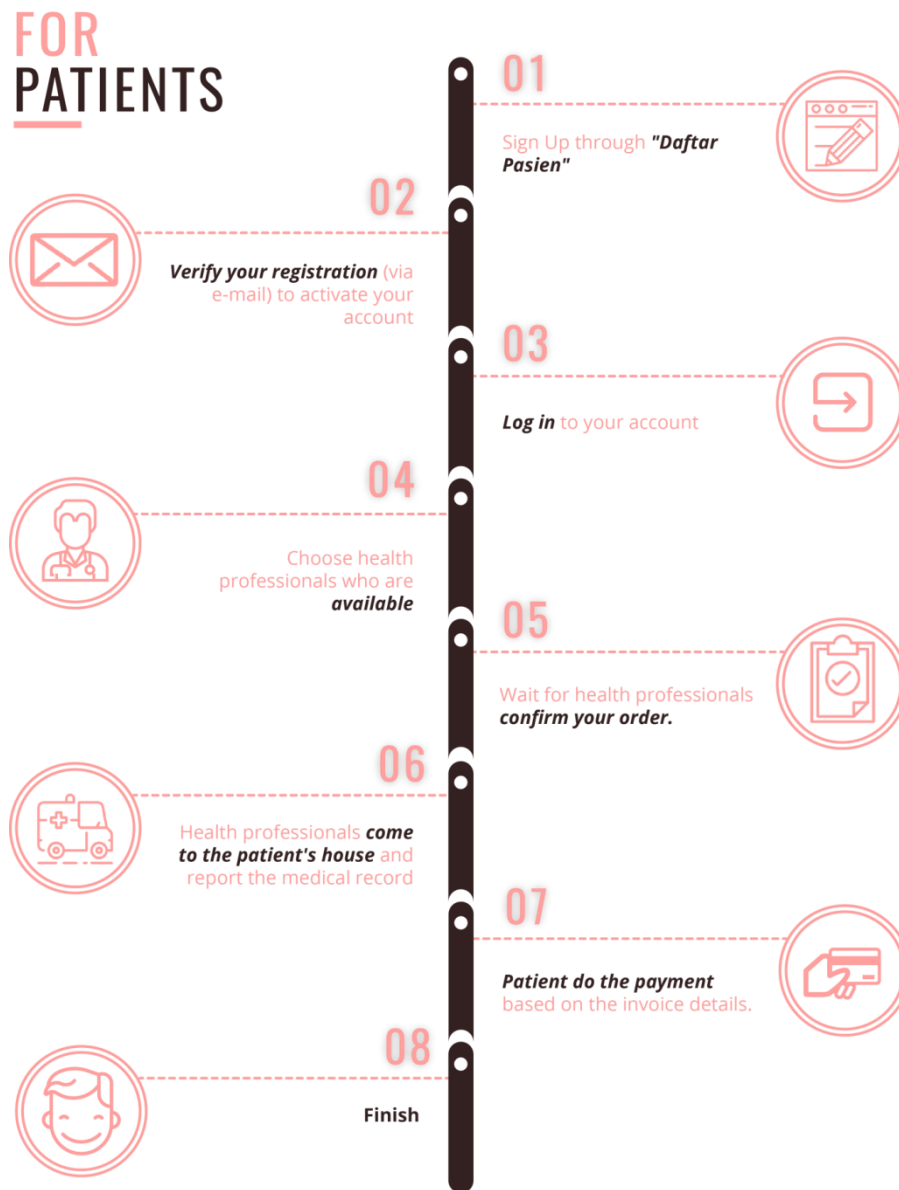


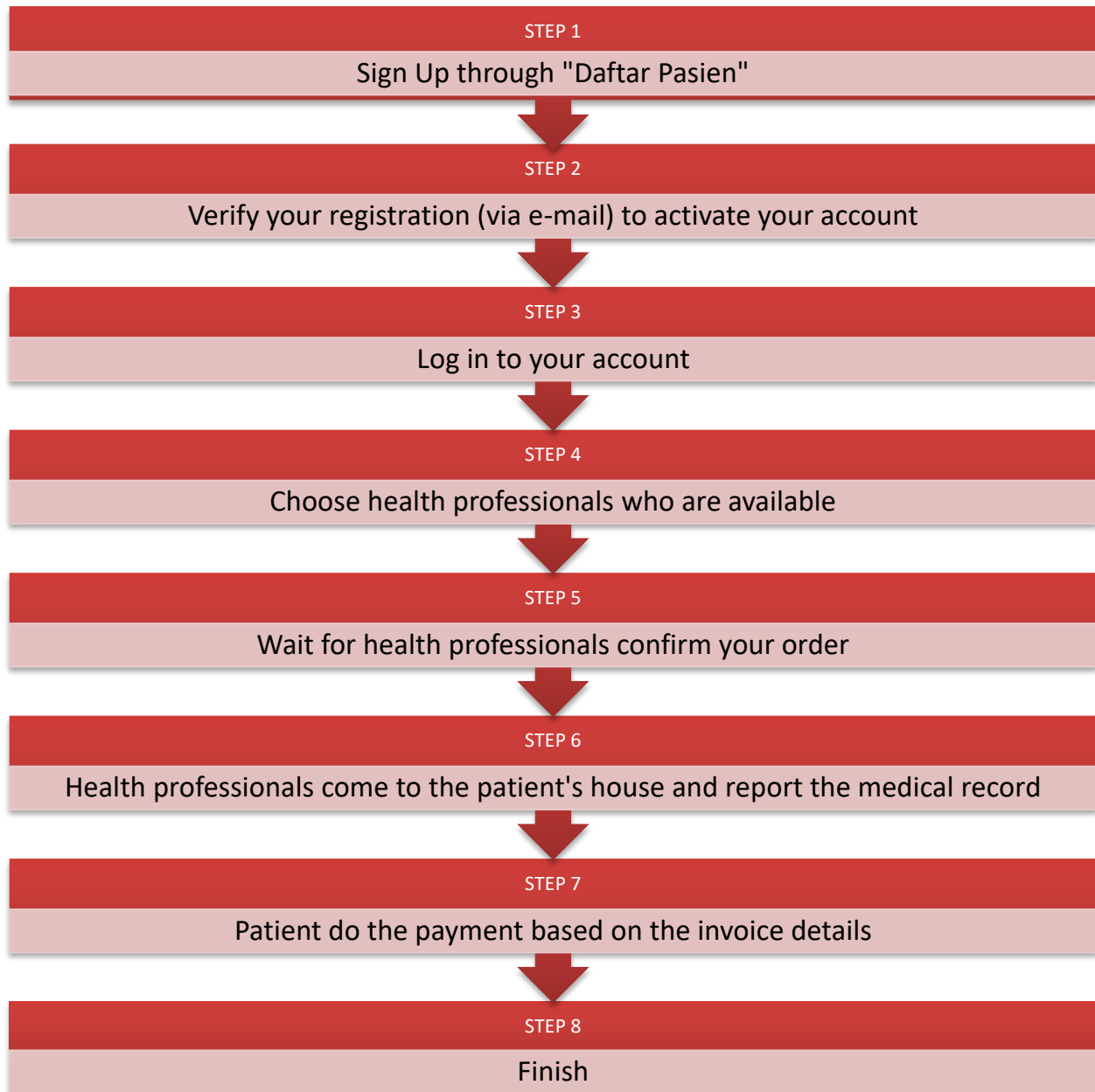


Figure 9. The Enrollment Scheme for Patients





Here is the general scheme on how you intend to register in Homedika.com for patients :





ORGANIZATIONAL STRUCTURE

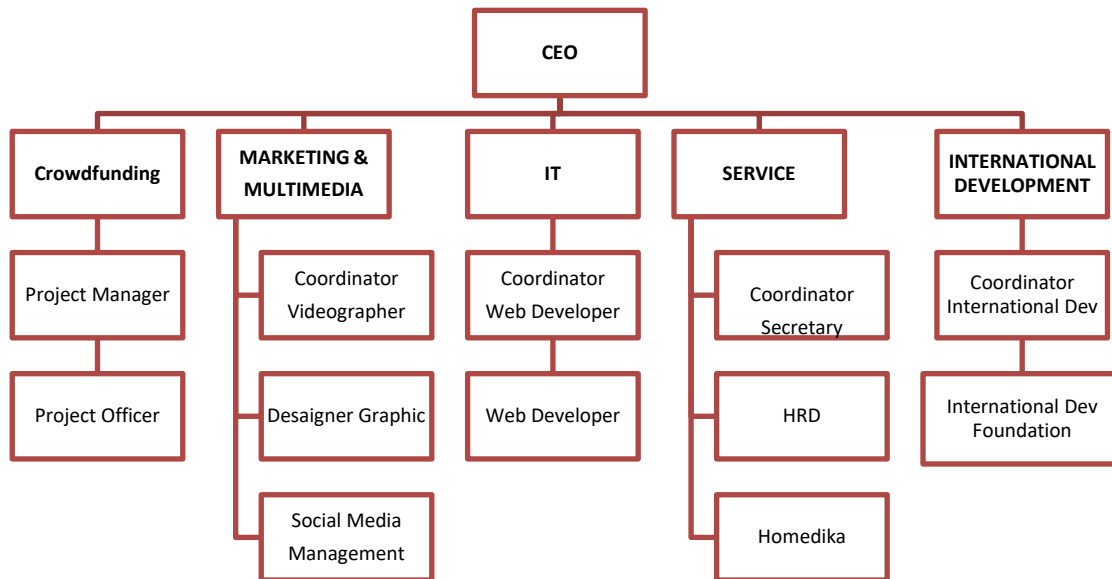


Figure 10. Organizational Structure of Homedika Management Team

CEO working in the social enterprises focusing in healthcare programme, my main responsibilities are (1) developing value, concept and mechanism of Homedika; (2) Directing teamwork to be effective and efficient workforce when applying our project in the community; (3) Establishing a system and management for sustainable organization. Moreover, our team consisted of different fields and actions such as picture above explaining as follow:

- (A) Crowdfunding division consisted of project manager and project officer. They are responsible to run a crowdfunding platform to collect fund and money.
- (B) Marketing and Multimedia division consisted of coordinator videographer, graphic designer and social media management. Videographer and graphic designer have responsibilities to produce a multimedia product and campaign supporting the program in various media such as photo, video, animation, etc. In addition, social media management have responsibilities to share multimedia material in many social media platform such as Facebook, Instagram, Twitter, Google Plus and others.



- (C) IT division consisted of Web developer team. They have responsibilities to maintain technology product such as website, mobile apps and others.
- (D) Service division consisted of secretary, HRD (Human Resource Development) and Homedika. They have responsibilities to assisting CEO for directing and managing organization and teamwork management. Meanwhile, Homedika staff consisted of Project Officer having responsibility to run the program such as monitoring practical services of Homedika and gathering partnership with medical personnel and health facilitator.
- (E) International Development division consisted of fundraising team. They have responsibilities to look for opportunities such as award, grant, competition and exchange program.

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INTERVIEW SUMMARY

Ayu Okta Usi, Nutritionists, Kediri

“Homedika, as my best knowledge, has given an enormous contribution in the health sector for community especially having low economic standard.”

Anaufa Mariyya Ulfa, Midwife, Bandung

“Homedika is very beneficial for society getting accessible healthcare, and Homedika also giving an opportunity employment to medical personnel. I hope that Homedika can be socialized to the Indonesian community and health professional. Amen.”

M. Dika Priskia Utama, Nurse, Semarang

“I feel very grateful as a part of Homedika. Homedika is a place to me for reach my dream, and maybe this dream also becomes the achievement of Homedika’s founder. I wish that our work and profession can be useful, be safe, well running, and blessed in the world and afterlife. Amen.”

Aris Pramudya, Nurse, Batu

“Homedika has become an innovator in the healthcare giving accessible information and healthcare for patients. However, the publication of Homedika need to be improved caused by the small number of community knowing about Homedika.”

Andi Fahmi, Nurse, Malang

“As far as I know, Homedika is quite helpful in the healthcare sector for society.”

Agung Hermawati, Nutritionists, Cilegon

“It is very inspiring, giving conveniences for patients and medical personals.”