Narrowing the Gap at the Periphery
Sehati TeleCTG
Narrowing the Gap at the Periphery

INDONESIAN DEVELOPMENT FORUM 2018
SEHATI TELECTG
**Indonesia Health Facts:**
- 5.4 Million Pregnancy / Year
- Maternal Mortality Rate: 305 per 100,000
- Infant Mortality Rate: 24 per 1,000
- HDI 113 from 188 countries
- 19.4 million of malnutrition
- 8.4 million of stunting
- Unachieved the MDG’s target, and following the SDG.

**Potential Challenges:**
- Indonesia consist of 17.504 islands
- More than 60% of Obisytrctician & Gynecologist are located in Jakarta greater area
- Implementation of BPJS - Midwives become the frontliner of healthcare service for mom and family
- Indonesia has 2.488 hospital, 9.754 Puskesmas and more than 50.000 independece midwives practices (BPM)
- Does not have integrated medical records
- Most Indonesian are still in the stage of Industrial Revolution 2 or 3.

**Equal Opportunities for Healthcare Services through Telehealth-Based Community Approach**
Why We Empower Midwives?

In Indonesia

<table>
<thead>
<tr>
<th>Region</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sumatra</td>
<td>173,832 Midwives</td>
</tr>
<tr>
<td>Kalimantan</td>
<td>24,542 Midwives</td>
</tr>
<tr>
<td>Sulawesi</td>
<td>51,949 Midwives</td>
</tr>
<tr>
<td>Papua</td>
<td>3,746 Midwives</td>
</tr>
<tr>
<td>Java</td>
<td>170,195 Midwives</td>
</tr>
<tr>
<td>Bali</td>
<td>20,177 Midwives</td>
</tr>
<tr>
<td>Maluku</td>
<td>4,342 Midwives</td>
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Currently, in Indonesia conventional CTG can only be found in hospitals with limited qualified people able to interpret the results. Only a few are exposed to proper CTG monitoring because of accessibility, cost, and limited amount of professionals. TeleCTG offers a solution to the aforementioned issue which allows the CTG technology to be enjoyed by people in rural areas, which covers about 48% Indonesia’s population in 2016.

Total Midwives: 448,783
**Our Solution:**

#1 Telehealth Based Technology

- Mom Apps
  1. Pregnancy Guidance
  2. Health Journal

- Midwives Apps
  1. Mom Registration
  2. Antenatal Care
  3. Mom Diagnose

- TeleCTG Device
  1. TeleCTG Function
  2. Telehealth diagnostic

- Command Center
### 1000 Days of Lives

<table>
<thead>
<tr>
<th>Pregnancy Preparation</th>
<th>Antenatal Care</th>
<th>Labor Management</th>
<th>Mothers and Baby Health Monitoring</th>
</tr>
</thead>
</table>

#### Application

<table>
<thead>
<tr>
<th>MOthers</th>
<th>Midwives</th>
<th>Cadre</th>
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<table>
<thead>
<tr>
<th>Midwives</th>
<th>DOctors</th>
</tr>
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#### Function

- EDUCATION
- NOTIFICATION
- TRACKING & MONITORING
- RECORDING
- MEASURING

- EDUCATION
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- NOTIFICATION
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- RECORDING
- MEASURING

#### Tools

**TELEHEALTH: SEHATI & TELECTG APPLICATION**

**IMPLEMENTATION**

**APPROACH & COLLABORATION** with (REGULATOR) & ASSOCIATION and DEVELOP COMMUNITIES

**EDUCATION, TOOLS, RECORDING & MONITORING, INTEGRATION**

#### INTEGRASI SISRUTE, SIRANAP, TEMÉNIN

**WORK DIFFERENTLY - TELEHEALTH**
Our Solution:

#2 Establish the Ecosystem

Health Facility
Hospital
Puskesmas
Clinic
Kios Sehati

TeleCTG

Command Centre in collaboration with IMERI - FKUI

MOU with IBI Banten
IBI West Java

Empowerment
BIDAN BERDAYA

Education
BIDAN CERDAS

Knowledge
BIDAN TANGKAS

ibu Sehati

bidan Sehati

(unitas

KANTAN BIDAN INDONESIA

IBI Banten
IBI West Java)
Bidan Sehati: **Apps & Community**

1. **Innovation**

2. **Empowering**

3. **Education**

Bidanpreuneur, Kios & eKios Sehati

Online and Offline Training & Seminar
TeleCTG: Our Milestone

- **2015**: Research
- **2017**: Prototyping
- **Dec 2017**: Clinical Trial
- **Sep 2018**: Registration (IEC60601 & Validation Test)
- **Oct 2018**: Mass Product

TeleCTG Feature under Midwives Apps

Command Center
<table>
<thead>
<tr>
<th>No.</th>
<th>Challenges</th>
<th>Expectation</th>
<th>Related Stakeholder</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Market uncertainty after the high cost process in product research, development and commercialization.</td>
<td>Recognize and Prioritize by government as the local product, based on Inpres no. 6, 2016</td>
<td>Ministry of Health, LKPP, KPPU</td>
</tr>
<tr>
<td>2.</td>
<td>Incompetitiveness in market price due to high importation taxes. Most of raw material does not available in Indonesia, and have to be imported.</td>
<td>Tax holiday for start-up (PPN, PPh 21, PPh22) in order to receive price competitiveness. Ease import procedure for the spare part that does not available in Indonesia</td>
<td>Ministry of Finance, Tax, Custom</td>
</tr>
<tr>
<td>3.</td>
<td>Permenkes 62, 2017 indirectly indicate the manufacturing plan facility is required to receive the sales certificate (Izin edar)</td>
<td>Allowing the start-up company to hold the sales certificate (izin edar) by having partnership with 3rd party manufacturing plant.</td>
<td>Ministry of Health</td>
</tr>
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<td>4.</td>
<td>92% of medical device in Indonesia is still imported</td>
<td>Support for innovation in healthcare technology from Upstream to Downstream.</td>
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Let’s Collaborate

Government

Innovator

Investor