

# Narrowing the Gap at the Periphery

## Sehati TeleCTG



Sehati



TeleCTG



# Narrowing the Gap at the Periphery



INDONESIAN DEVELOPMENT FORUM 2018

SEHATI TELECTG



TeleCTG



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## 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 Obsytrctician & 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



**5.4m**  
Expectant  
mothers



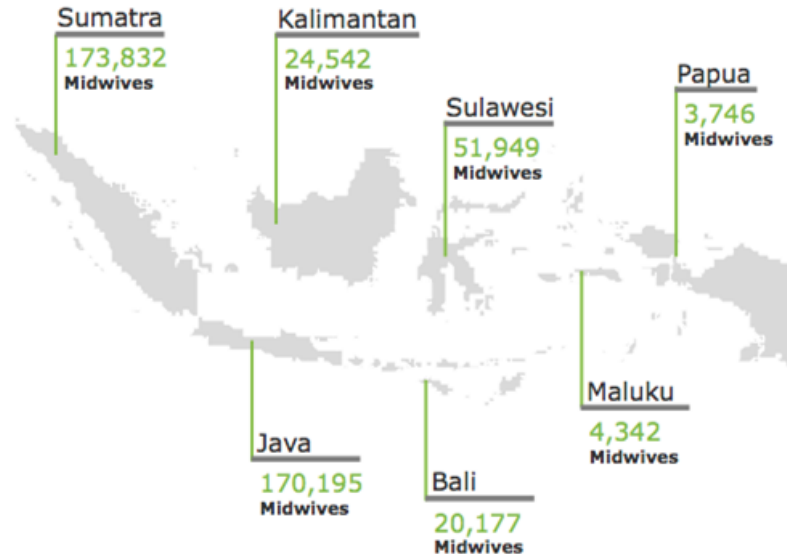
**9,767**  
Community  
healthcare centre



**448,783**  
Midwives



**1,613**  
Public hospitals



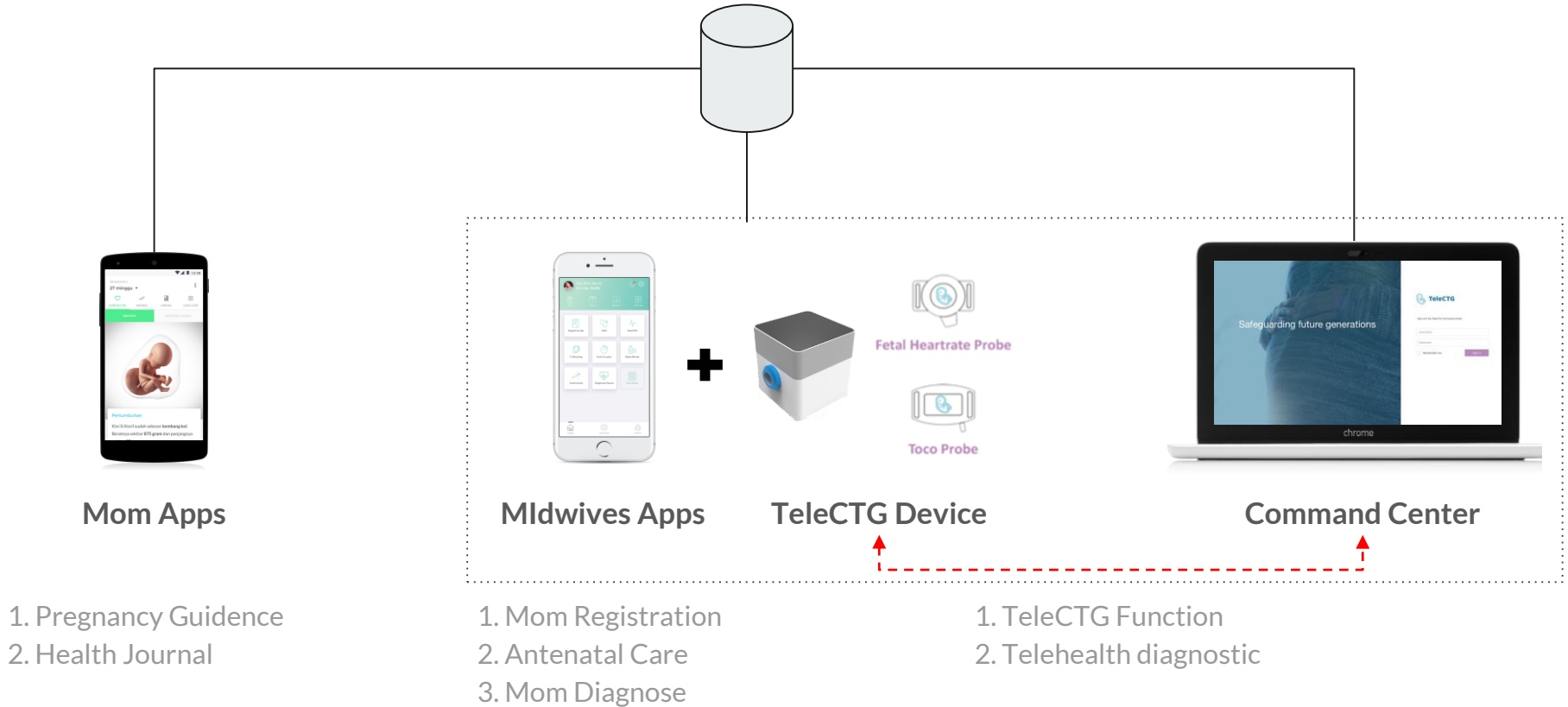
Currently, in Indonesia conventional CTG can only be found in hospitals with limited qualified people able to interpret the results. Only a few are exposed to proper CTG monitoring because of accessibility, cost, and limited amount of professionals.

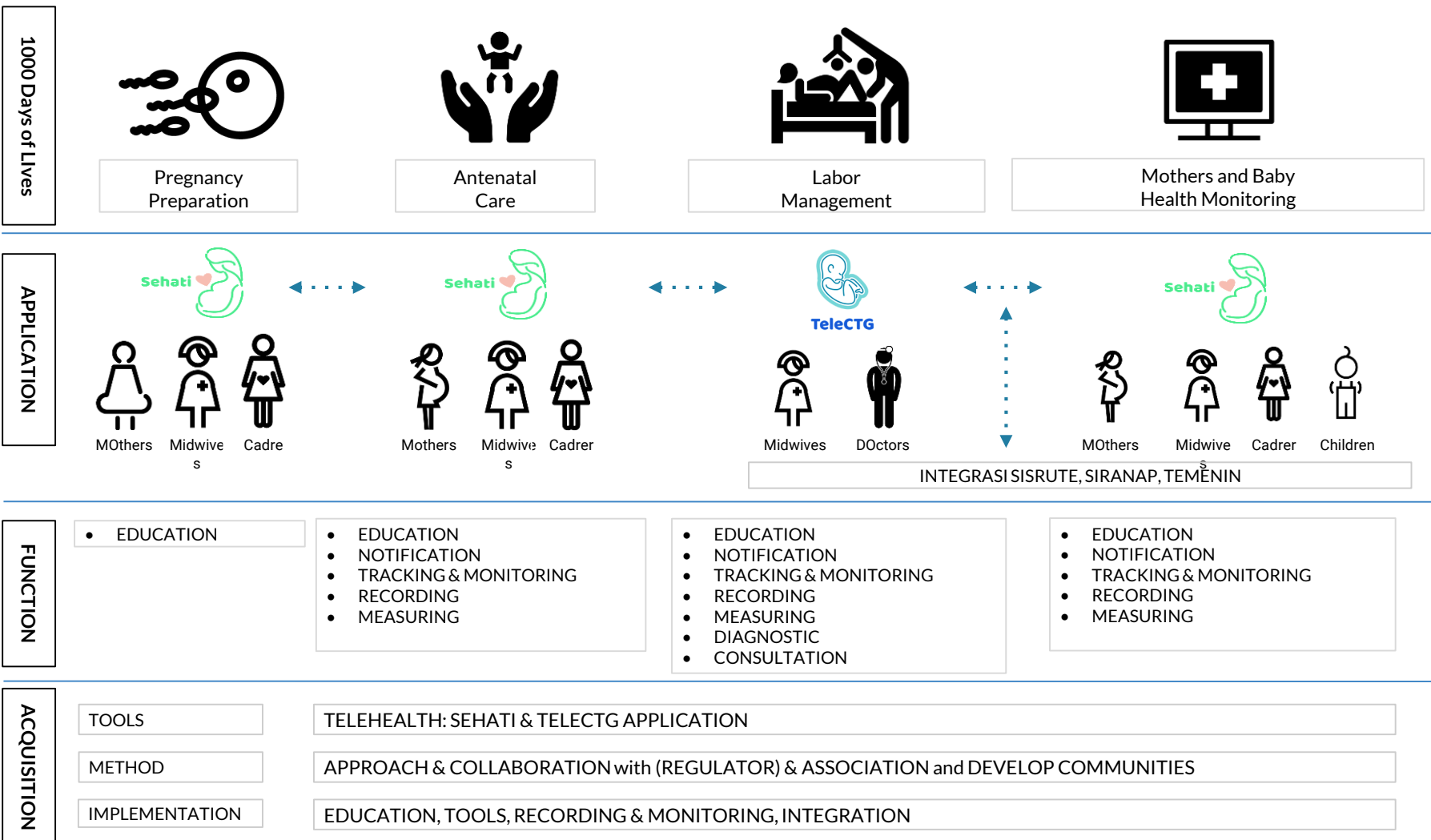
TeleCTG offers a solution to the aforementioned issue which allows the CTG technology to be enjoyed by people in rural areas, which covers about 48% Indonesia's population in 2016.



Total Midwives  
**448,783**

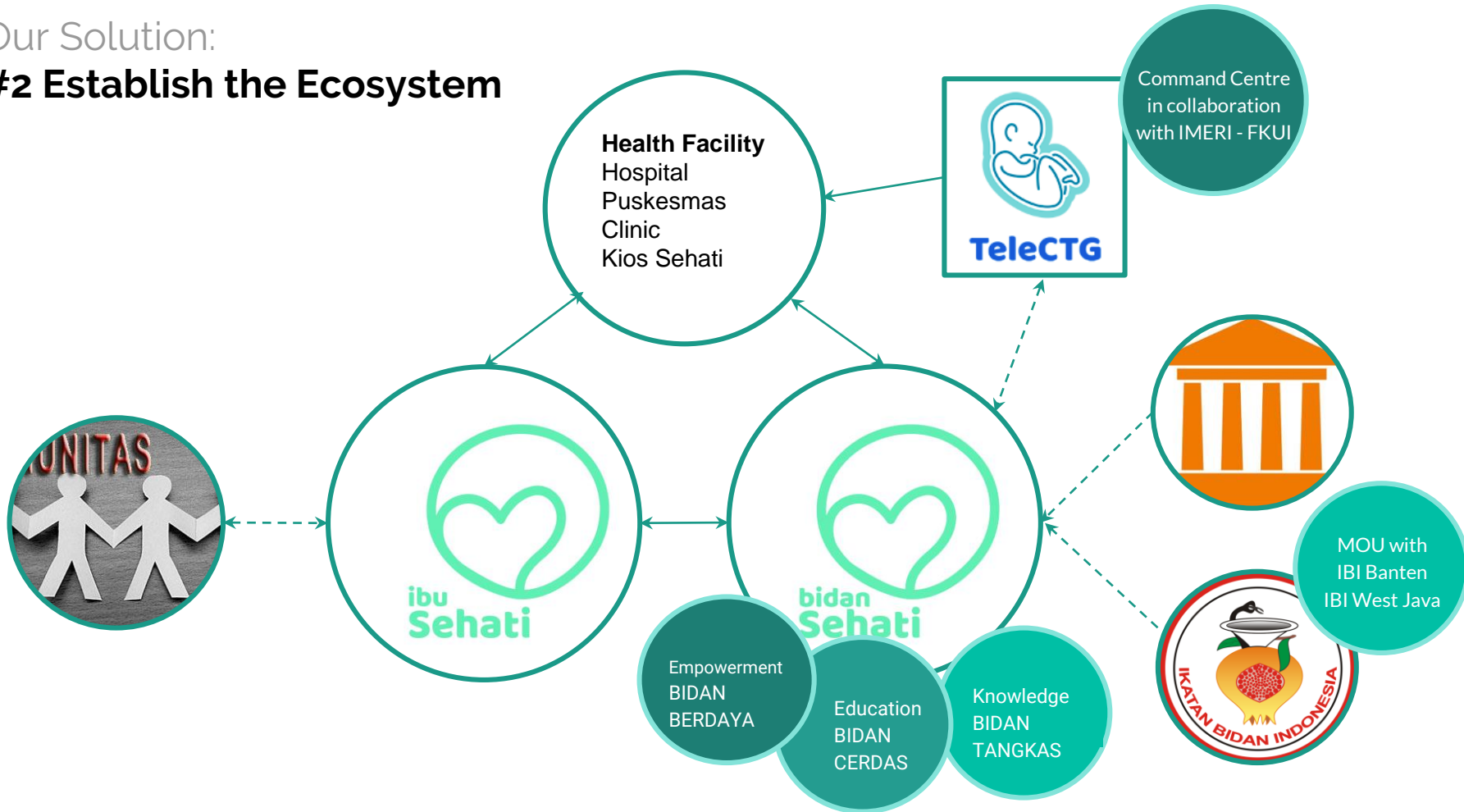
# Our Solution: #1 Telehealth Based Technology





Our Solution:

## #2 Establish the Ecosystem





# Bidan Sehat: Apps & Community

## 1. Innovation

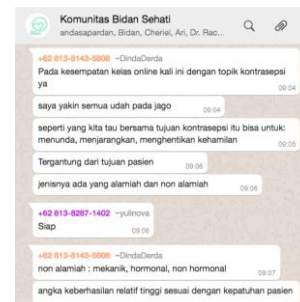


## 2. Empowering



Bidanpreneur, Kios & eKios Sehat

## 3. Education



Online and Offline Training & Seminar



# TeleCTG: Our Milestone



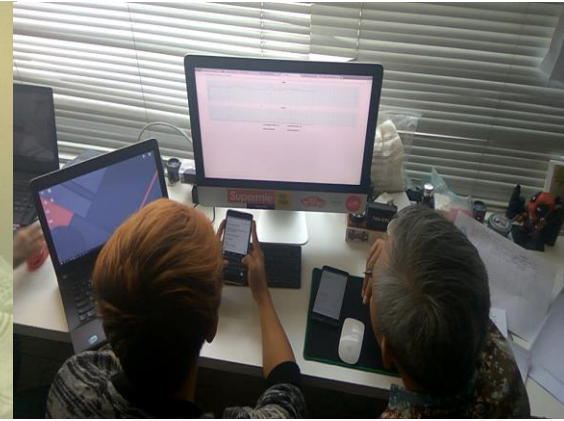
Fetal Heartrate Probe



Toco Probe



TeleCTG Feature  
under Midwives Apps



Command Center



Research



Prototyping



Clinical Trial



Registration  
(IEC60601 &  
Validation Test)



Mass Product

## Challenges Vs. Expectation

No.	Challenges	Expectation	Related Stakeholder
1.	Market uncertainty after the high cost process in product research, development and commercialization.	Recognize and Prioritize by government as the local product, based on Inpres no. 6, 2016	Ministry of Health, LKPP, KPPU
2.	Incompetitiveness in market price due to high importation taxes. Most of raw material doe not available in Indonesia, and have to be imported.	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	Ministry of Finance, Tax, Custom
3.	Permenkes 62, 2017 indirctly indicate the manufacturing plan facility is required to receive the sales certificate (Izin edar)	Allowing the start-up company to hold the sales certificate (izin edar) by having partnership with 3rd party manufacturing plant.	Ministry of Health
4.	92% of medical device in Indonesia is still imported	Support for innovation in healthcare technology from Upstream to Donwstream.	



Government

Innovator

Investor

Let's Collaborate



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