

Profile 2: Current Associate Vice Director of Operations and Development at PT Nitrasanata Dharma (JEC Eye Hospitals and Clinics)**(Sep 12 – Present)****[2 Credits]**

The expert has more than 12 years of experience in the eye care industry. He currently serves as the Associate Vice Director of Operations and Development at PT Nitrasanata Dharma (JEC Eye Hospitals and Clinics). Throughout his career in the hospital and healthcare sector, he has developed expertise in budgeting, business and market planning, as well as business development and management.

He confirmed that he is very familiar with the Ortho-K Lens and confirmed that he would be able to cover the topics.

Below are his screening answers:

1. What is Orthokeratology Lens (OK Lens) and the market size in Indonesia?

Ortho K is used for myopia control ideally from age 4-18 years old and can be combined with other therapy such as atropine. Market size approx ~xxx Bn IDR annually.

2. Who are the top players?

There's no key dominant player, there's one Vio Optical who launched the campaign "*bebas minus tanpa operasi*".

3. What is the main consumer profile and pricing in Indonesia?

Main consumer profile: The sweet spot is 8-12 years old.

Pricing: Ranges from XX-XX Mn IDR, depending on the Ortho K brand.

Employment History

Jan 20 - Present	Associate Vice Director of Operations and Development at PT Nitrasanata Dharma (JEC Eye Hospitals and Clinics)
Dec 15 - Present	Director at PT. JEC Medika Indonesia
Sep 12 - Jan 20	Head of Business Development Division at PT. Nitrasanata Dharma (JEC Eye Hospitals)
Oct 08 - Sep 12	Assistant Marketing Manager at Ciputra Group (PT. Ciputra Sentra)
Aug 05 - Sep 08	Sales Manager at Agro Lestari Group

Availabilities

TBC