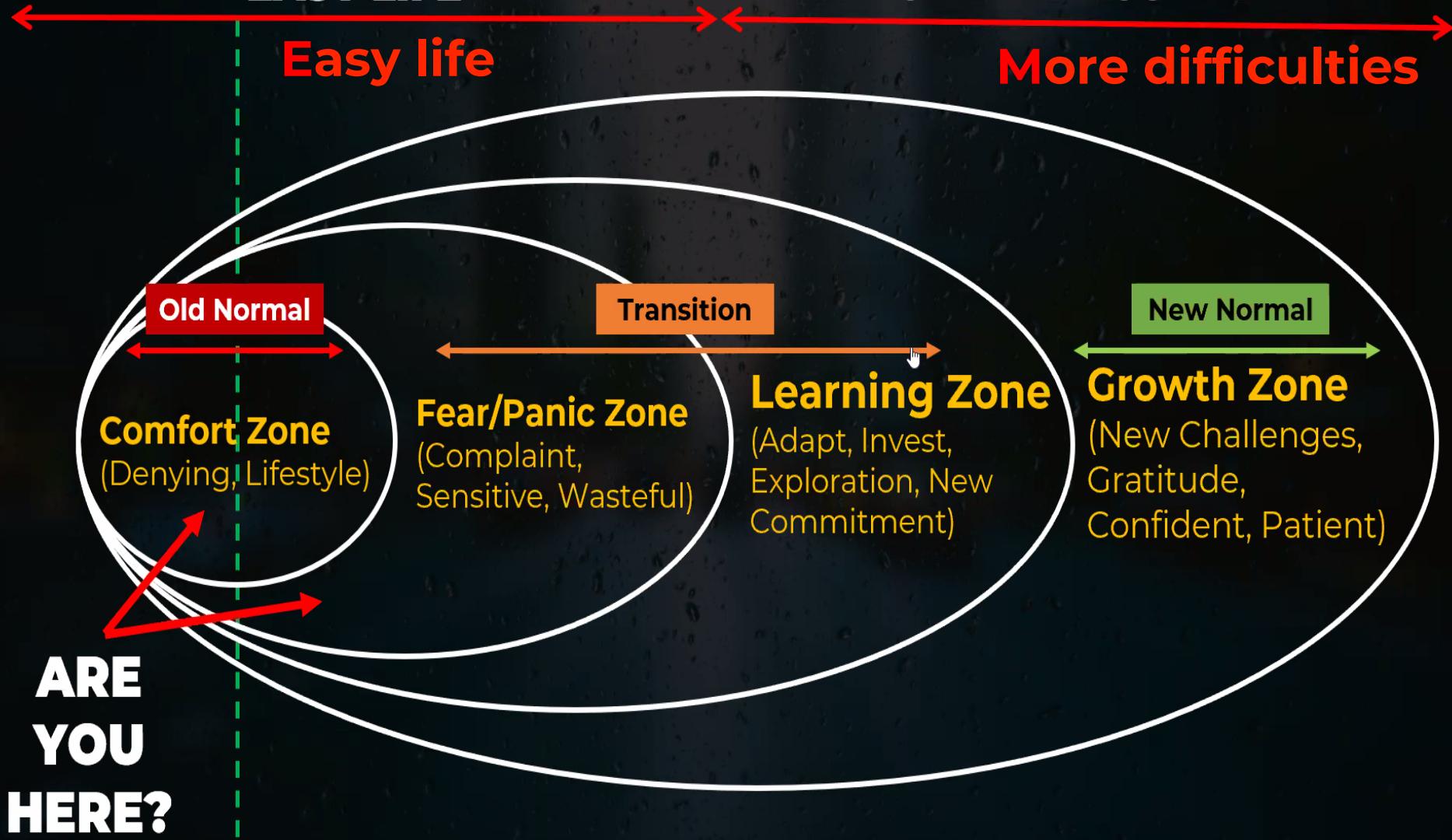


Roles, opportunities & challenges of Telemedicine in Covid-19 pandemic

June 30th, 2020

Overview





TREN DUNIA KESEHATAN POST-COVID 19

1. Dukungan terhadap Tenaga Medis Meningkat, Tetapi Masyarakat Takut Terhadap Rumah Sakit (60% Pendapatan Hilang)
2. Customer Experience Through Digital Technology (The Journey Start From Online Service)
3. Mental Health:
 - Post Traumatic Stress Disorder
 - Agoraphobia (Cemas dalam keramaian)
4. Flexible Health Infrastructure
5. Home-Based Care (Diagnostic & Medical Action)
6. Fokus pada Preventif, DIY, Convenience Services

The impact of COVID-19



Change in communication/ information channels

- HCP training
- Telehealth virtual care at scale
- Virtual rep visits



Change in techniques & use of data

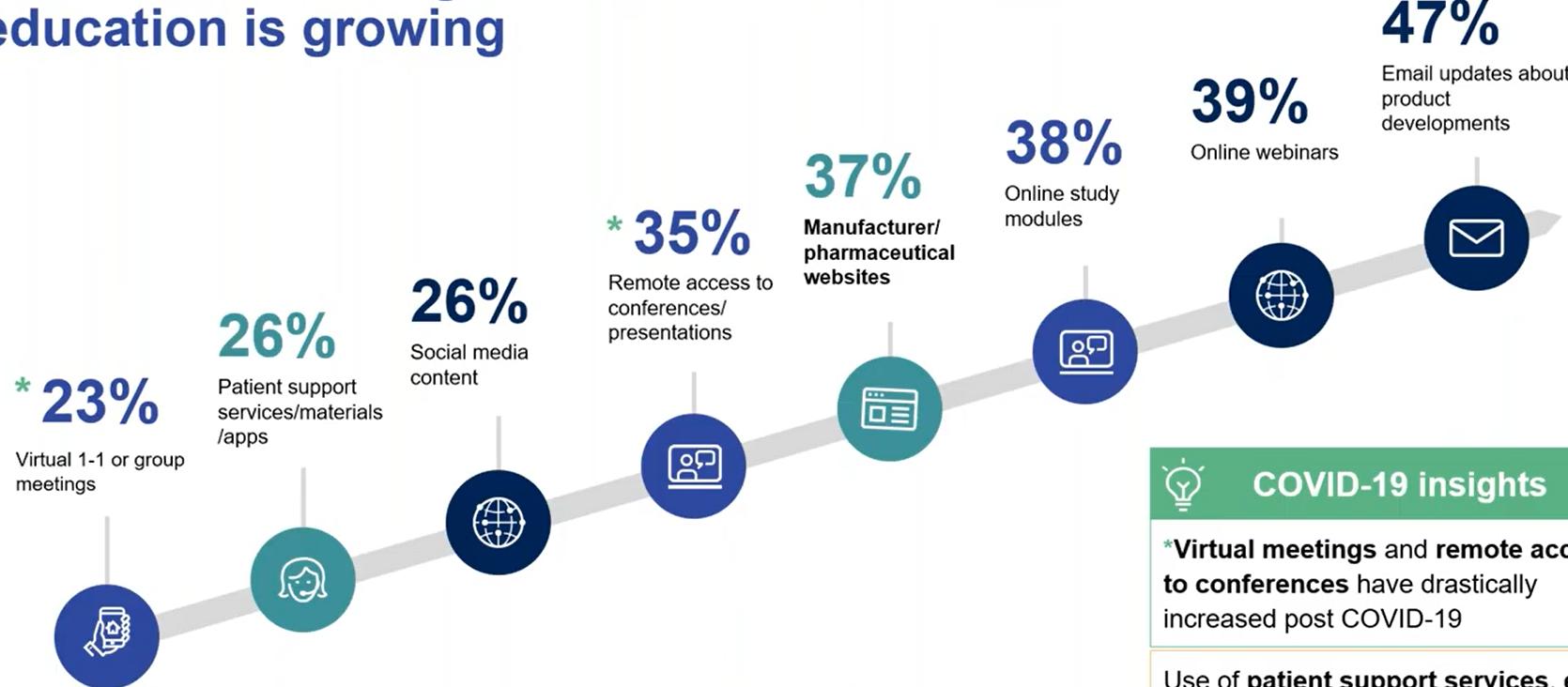
- Fast track of new technology, e.g. AI and mixed / virtual reality
- Global population health data



Change in attitudes

- Reluctance to seek treatment during COVID-19 pandemic
- Acceleration in reform for digital health policy

Interaction with digital channels for medical education is growing



COVID-19 insights

*Virtual meetings and remote access to conferences have drastically increased post COVID-19

Use of patient support services, email updates and online study modules ave also increased

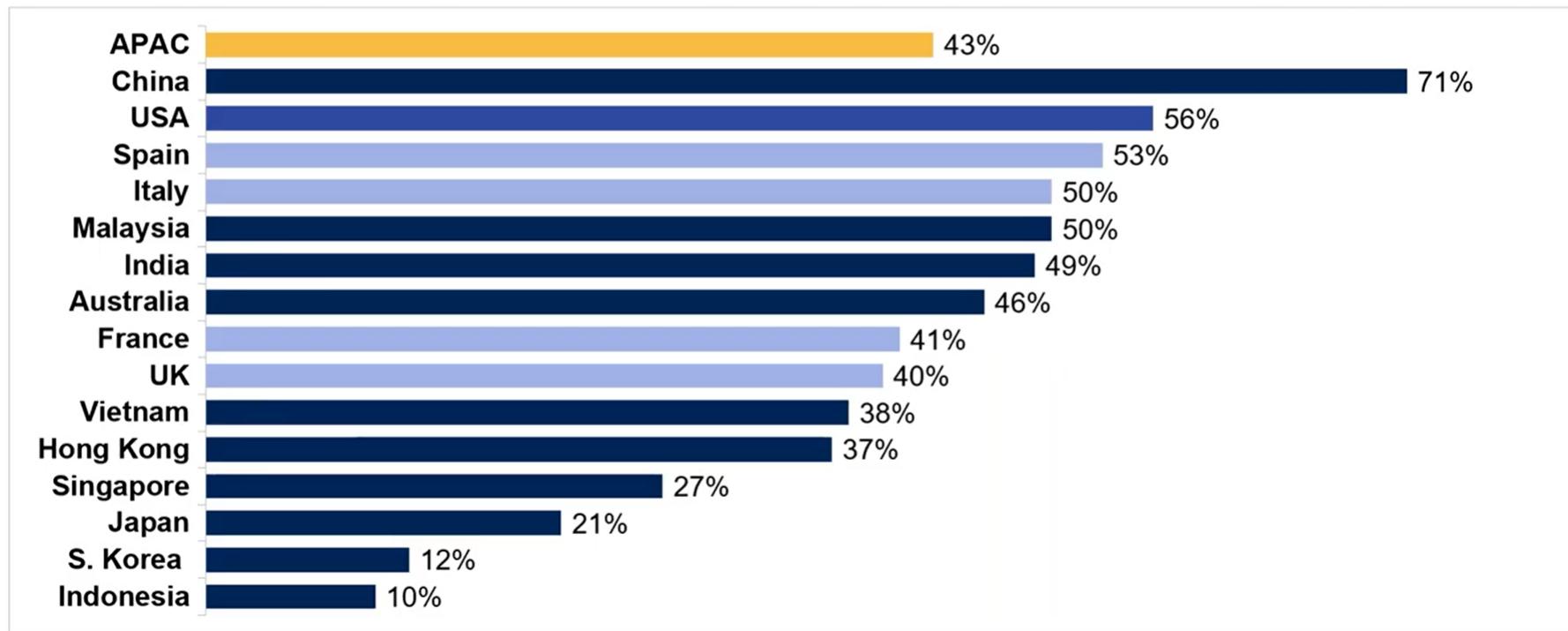
China continues to lead the world in telehealth

- ▶ 96% of HCPs know of telehealth
- ▶ 87% of HCPs have used telehealth at some point
- ▶ 66% of HCPs are currently using telehealth

Digital Doctor 2020 (fieldwork November 2019 –February 2020) n= 676 PCPs across 9 countries



China was the lead market in terms of recommending connected health devices to patients for review in consultations



Source: Q5. In the past year, which of the following, if any, have you recommended for your patients?

Base: All respondents (n=1745)

Challenges & Opportunities

Telemedicine Today



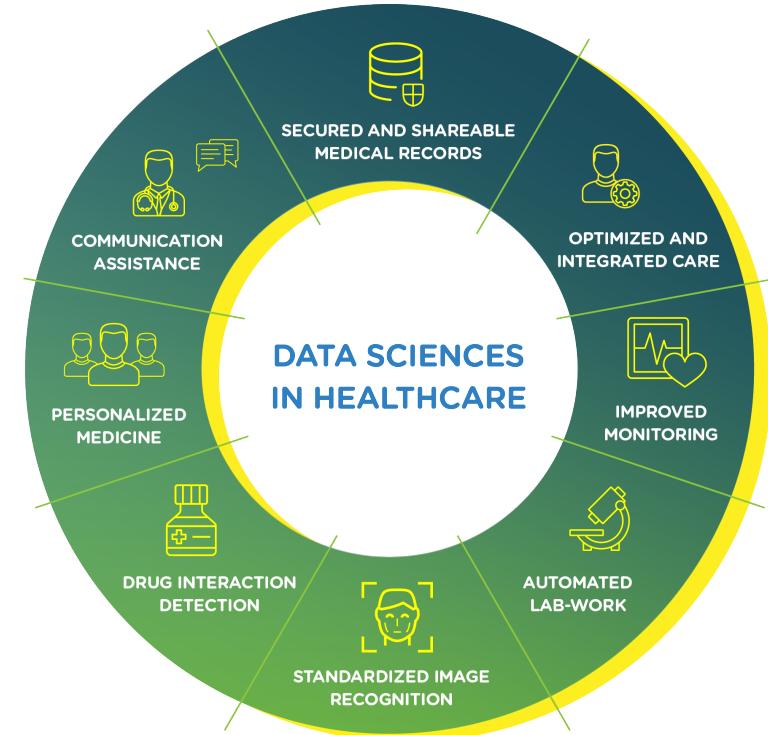
Perspective
from consumer
internet

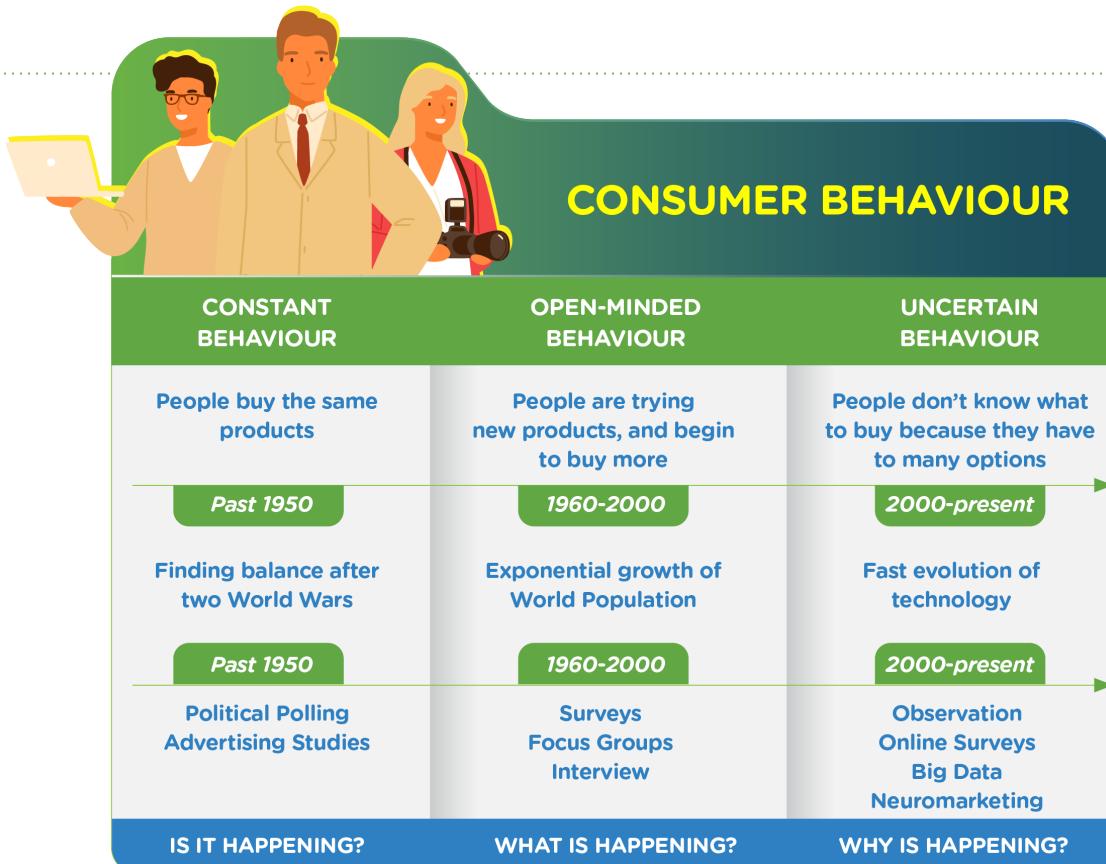


Doctor's
Perspective



Consumer's Perspective

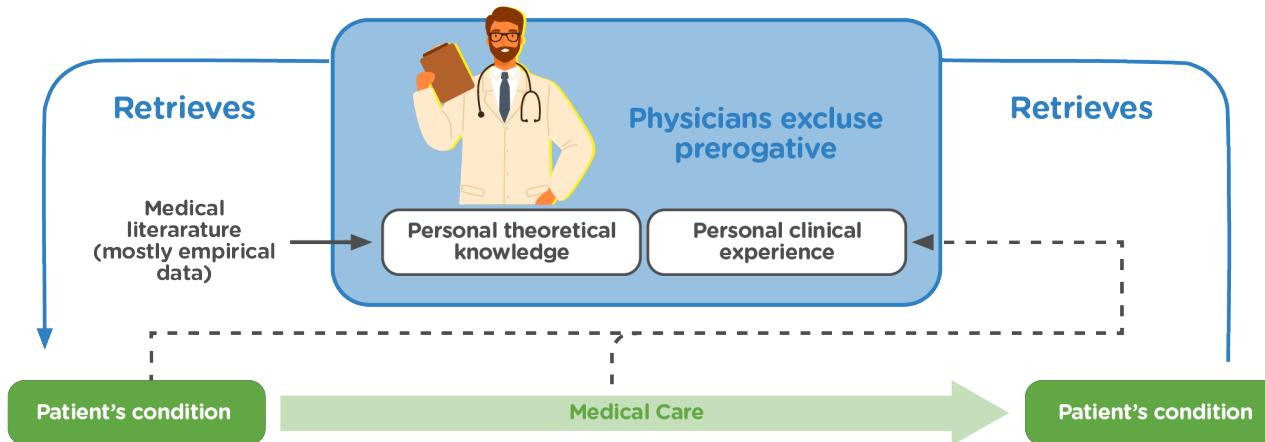




Doctor's Perspective

1

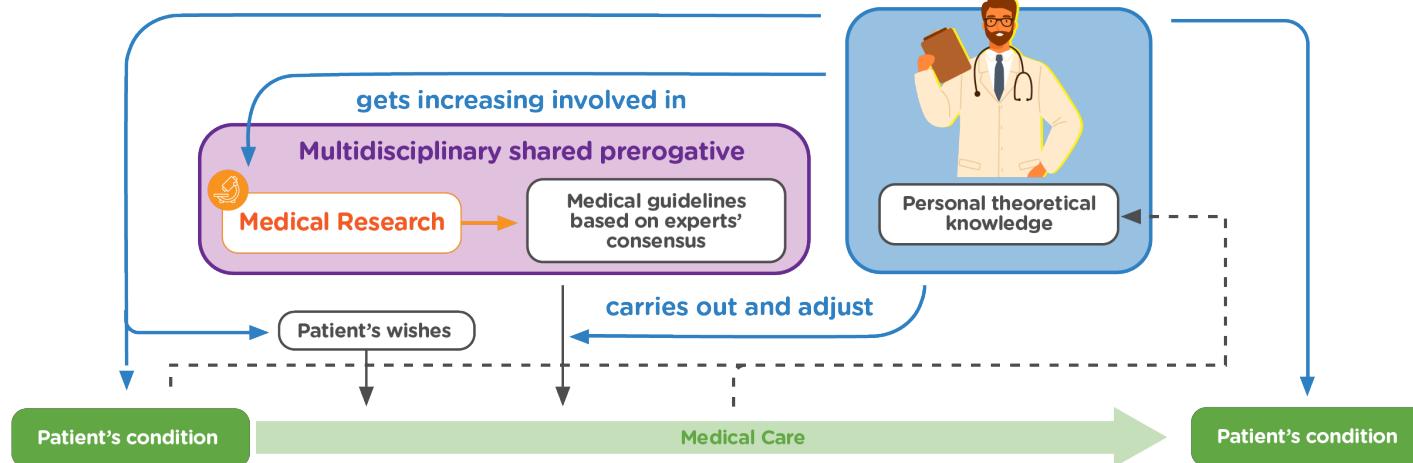
Medical Paternalism: remained predominant up until the 20th century



Doctor's Perspective

2

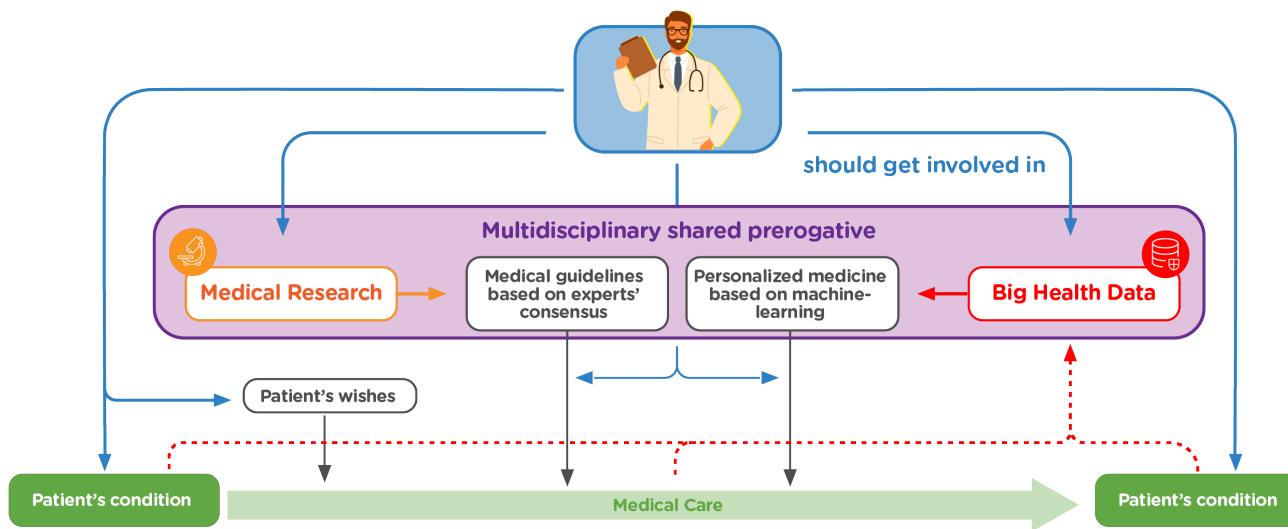
Evidence-based medicine: prevails since the late 20th century



Doctor's Perspective

3

Possible new paradigm?



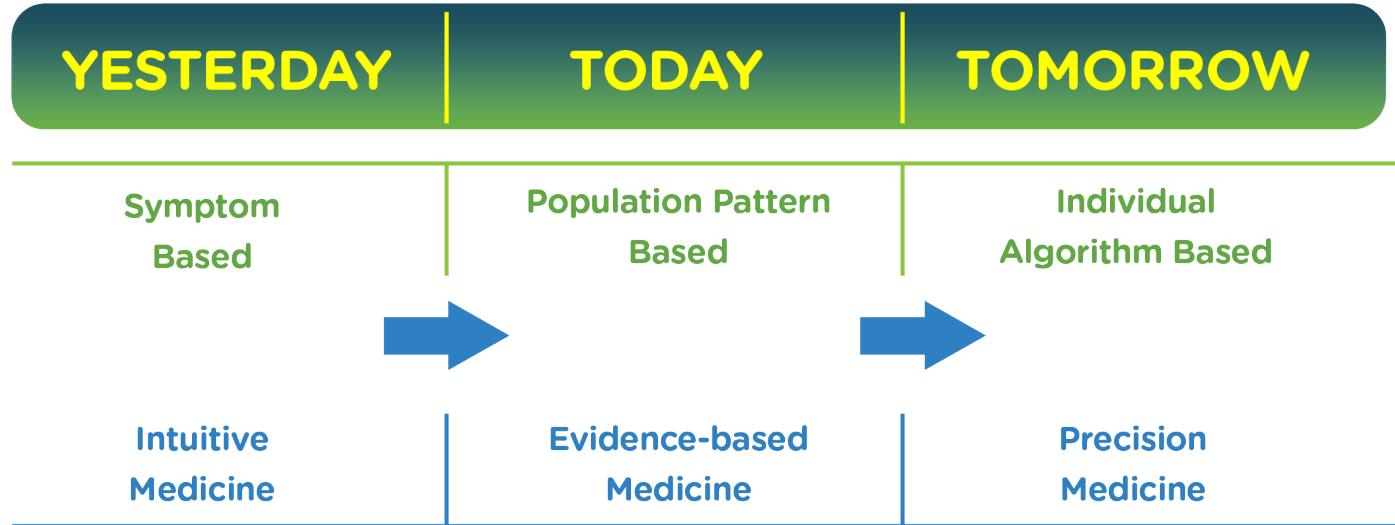
Model 2 dan 3 tidak dapat dipisahkan, karena ilmu kedokteran merupakan gabungan *science* dan *art*.

Manusia merupakan suatu eksistensi yang penuh dengan variasi, yang secara program tidak dapat diprediksi 100%, karena program berasal dari hasil penelitian/konsensus ahli di lapangan. Berbagai variasi normal dan variasi dalam kondisi abnormal, kondisi atipikal dan tidak khas, tidak dapat diselesaikan dengan algoritma semata.

Peran teknologi dan data harus dapat dipahami sebagai alat untuk membantu dan mempermudah dalam proses pelayanan medis.

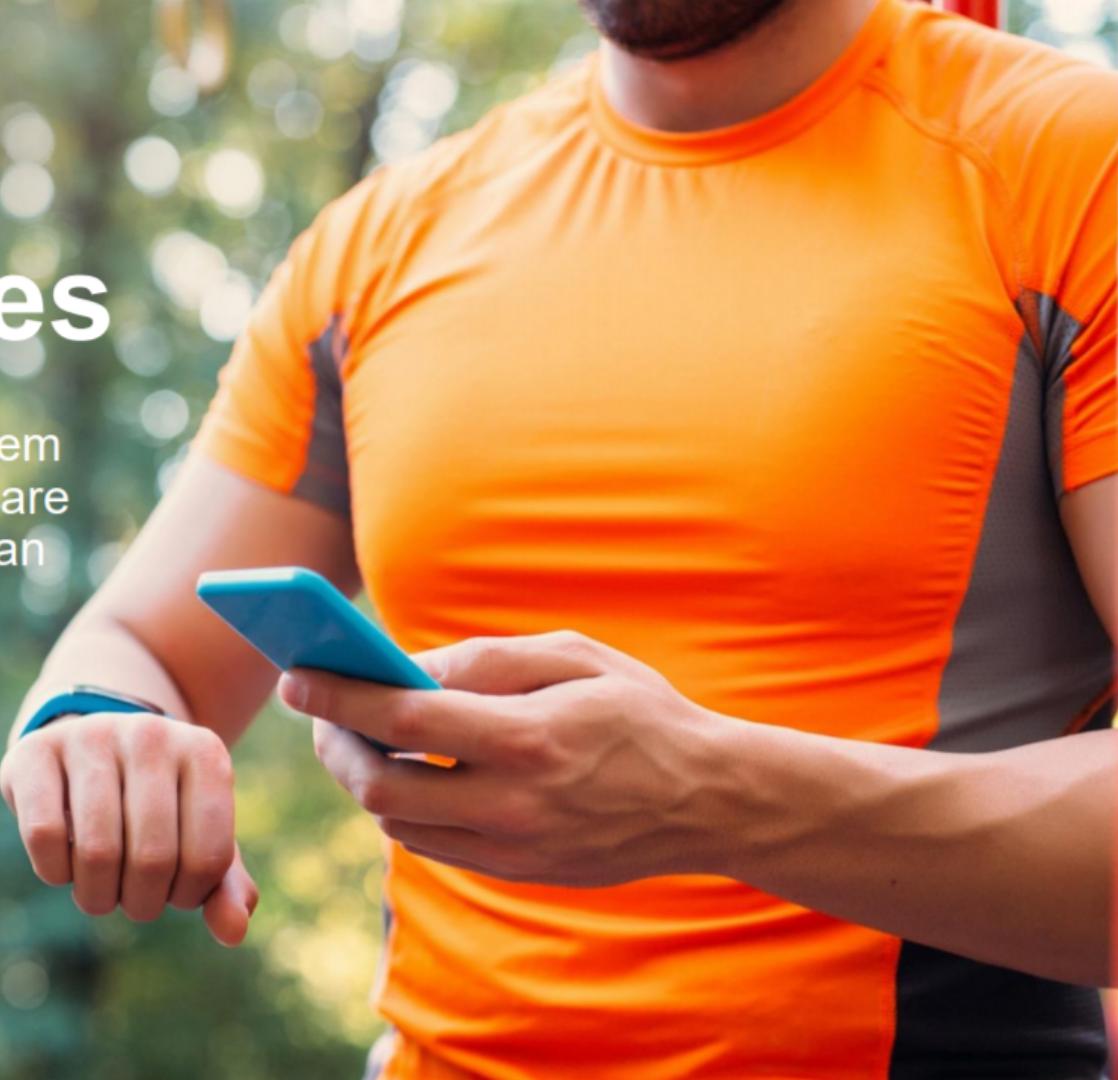
Contoh: Penggunaan AI untuk *virtual assistance* tidak dapat menggantikan sepenuhnya layanan kesehatan, tapi dapat membantu praktisi medis untuk mempermudah proses awal yang rutin dan wajib dilakukan (misal: anamnesis sederhana) untuk menajamkan diagnosis dan membantu praktisi medis untuk berfokus dalam menangani masalah yang lebih kompleks.

Contoh lebih jauh lagi adalah penerapan data pada dunia genetik dan penelitian untuk *personalized/precision medicine*.



Healthier Lives

as individuals take better care of themselves outside the health system grows, we explore the rise of self-care and the enabling role technology can play



The rise of digital and connected health



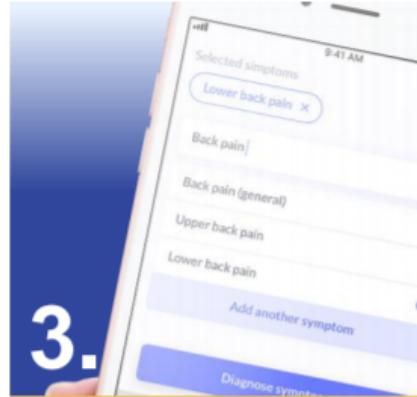
1.

Telehealth/virtual
care visits at scale



2.

Self- testing and
Personalized care



3.

Triage chatbots and
wearables

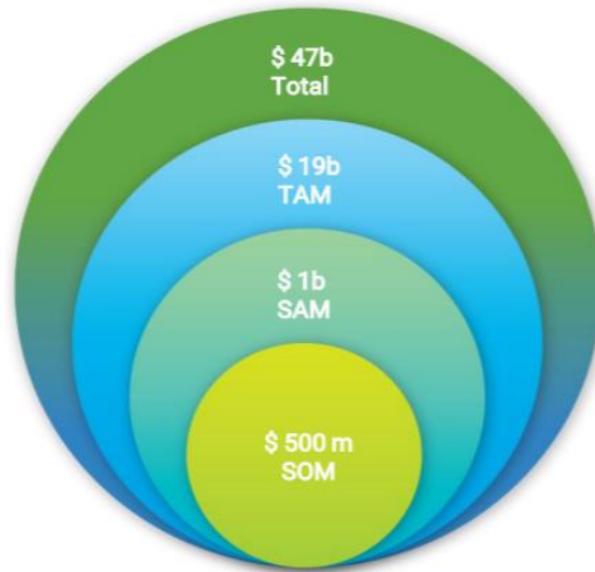


4.

Global population
health

Huge & Growing Market: \$47 Billion Total

- Old ways of delivering healthcare is ripe for disruption and will slowly phase out because of:
 - consumerization of healthcare, new innovative models for healthcare access & services, and pervasive penetration of affordable devices
- E-health is predicted to grow substantially from virtually non-existent today. It transcends beyond our 5 revenue streams to many greenfield areas e.g. AI, EMR, HMIS, Wearables, Lab-as-a-service and homecare.
- It is therefore necessary to acquire customers quickly and develop the technology & products for a new era of healthtech



KlikDokter is Fully Supported by Kalbe's Prominent Ecosystem



KALBE

1. Nationwide & complete penetration to largest population of doctors, pharmacies and healthcare facilities
2. Established retail distribution and multi customer contact points
3. Preferred access to wide variety of patented and generic medicines, OTC and supplements

WITH MORE THAN 168.000 DOCTORS ALL OVER INDONESIA, WE COVER



70%
of GP Market



90%
of Specialist Market



100%
of all Hospitals



100%
Pharmacies



6.93 Mio
Nutrition Customer



2
Regional Distribution
Centers (RDC)



74
Branches



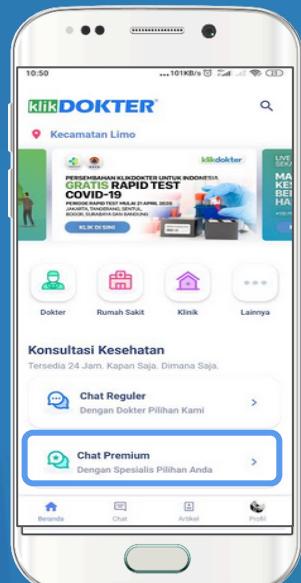
>133.000
Pallets



>200.000
Outlets

KlikDokter Apps Features

klikdokter



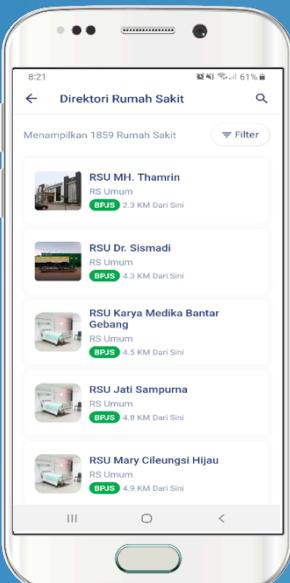
Home Page



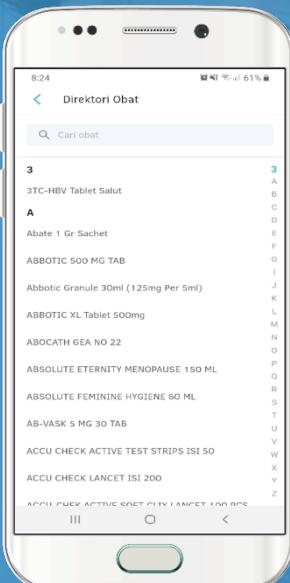
Online
Consultation



Health Articles



Doctor, Hospital
& Clinic Directory



Medicine &
Disease Directory



Health Tools
• Pregnancy
Calendar
• Fertility Calendar

KlikDokter Apps Features

klikdokter



Online prescribing & Medicine Delivery
(Jabodetabek)
Medan, Bandung, Semarang,
Yogya-Solo, Surabaya

Medical Reservation

Online Consultation

1. Chat consultation with private room with doctor
2. Can share files/ videos on chat room

Feature	Reguler Live Chat	Premium Live Chat
Limit consultation per day	✓	Unlimited
Chat duration	15 minutes	30 minutes
Choose doctor	x	✓
Specialist doctor	x	✓
Fee	Free	Paid



1. The drug can be taken at a selected pharmacy (pharmacy in hospital/clinic).

Manual delivery by hospital / clinic

1. Or the drug can be taken at a nearest pharmacy to patient's location.

Automatically delivery by Grab Express (limited delivery area in Jabodetabek, Bandung, Medan, Semarang, Yogyakarta, Solo, Surabaya)

1. Payment by OVO & DANA, Go-Pay, Bank Transfer, Credit Card

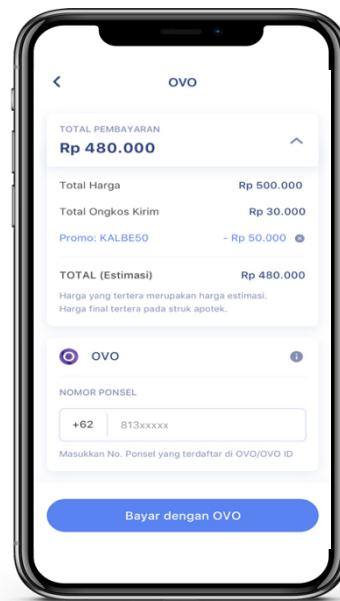
Prescribing on Chat



Redeem prescription on user view



Digital payment on user view



Prescription status



OUR SERVICES

E-Prescription

Doctor can give e-prescription or medicine recommendation (if needed) to users via live chat. If user click “Tebus Obat”, the medicine will be pick up from the nearest pharmacy, around the user house.

>10,000 patients/Day



>500 e-Prescription/Day

>500 medicine delivery/Day (JABODETABEK area, JAVA Island, Palembang, Medan, Pekan Baru, Makassar, Denpasar with free shipping)



Dr. Ali Parsa
Chief Executive Officer



aws SUMMIT
LONDON

Thank you.