



Angsamerah

clinic.institution.foundation

Angsamerah Institution

Angsamerah is a private organization based in the Indonesian capital Jakarta, focusing primarily on issues related to sexual and reproductive health. Angsamerah aims to improve the Indonesian health care system by creating innovative models of health care delivery, capacity building (training) and mentoring of health care professionals, and by providing public health consultations.

Angsamerah Institution was founded in 2007 by Dr. Nurlan Silitonga, a physician with more than 25 years of international clinical, research and project experience in sexual and reproductive health in the private and public sectors, and extensive knowledge of the Indonesian health system.

Angsamerah is a social enterprise, which has been established to provide high-quality, comprehensive, and accessible information and services for the promotion of better sexual and reproductive health, including the prevention, care and treatment of HIV and AIDS and other sexually transmitted infections (STIs) in Indonesia. Angsamerah works towards creating an Indonesia in which all people are able to access high quality and friendly (client oriented) health services, are free to express their sexuality, are empowered to take responsibility for their sexual and reproductive health, are well informed, and are capable of easily accessing services with affordable prices.

The core businesses of Angsamerah include the development and operation of private model clinics providing high quality, friendly, and affordable health services, to serve as an incubator for other clinics and health care providers, as well as public health consulting.

Angsamerah Institution values innovation, quality and partnership. The institution considers its clients, staff, institutional partners, professional consultants, and network of affiliates as important partners in achieving its vision to transform sexual and reproductive health in Indonesia. Angsamerah has set up and maintains a wide network of Indonesian and international experts, comprising of physicians, specialists and advisers in the fields of HIV and AIDS, STIs, viral hepatitis, sexual health and

addiction medicine, andrology, fertility, counselling, public health, epidemiology, research, psychiatry, psychology, social anthropology, technical assistance, teaching and mentoring, management, finance and marketing.

Angsamerah works closely with the Ministry of Health, the National AIDS Commission, and the Indonesian Medical Association (IDI). Moreover, strong links have been established with the most renowned Indonesian universities, such as the University of Indonesia, Udayana University, Gajah Mada University, University of Hasanuddin, and the Indonesian Christian University.

Angsamerah has been working on a number of bilateral projects, such as the USAID "Scaling Up for Most-At-Risk Populations" (SUM II) project, and the UNFPA UNALA initiative in Yogyakarta, to develop and implement innovative models for delivering health care services throughout Indonesia. Furthermore, since early 2013, Angsamerah has been coordinating and facilitating all collaborations between ASHM and its Indonesian partners, in particular IDI. Angsamerah has also been trusted to conduct public health consultancies at a local and national level for established public and private Indonesian institutions, most notably the Indonesian AIDS Commission.

Over the years, Angsamerah has established itself as a teaching and learning centre and 'bank of ideas and innovations' for health professionals from across Indonesia. An important element of this has been the conduction of workshops and bedside teaching trainings for general practitioners from the private and public sectors related to HIV and AIDS, STIs, viral hepatitis, tuberculosis, recreational drug use, and health entrepreneurship. These endeavours have been supported financially by ASHM, USAID (SUM II), UNFPA, COFRA Foundation, the Indonesian Christian University, and Angsamerah Institution. The training program, which aligns with the national HIV program, has been endorsed by the Ministry of Health of Indonesia, IDI, and the National AIDS Commission.



Clinical Services

Angsamerah Institution has been successfully running two private sexual and reproductive health clinics in Jakarta. Both clinics provide high-quality, friendly, and private services to all members of society, regardless of their sexual orientation, gender identity, profession or marital status.

Starting in 2010, Angsamerah Institution has been running a private high-end clinic in Central Jakarta, Angsamerah Clinic, providing sexual and reproductive health services, including HIV and AIDS prevention, care, and treatment. The patient base at this modern and unconventional clinic has been mostly made up of young Indonesian professionals, public figures, and expatriates, who value its clean, private, friendly, and professional atmosphere. Some of the patients have previously travelled abroad for sexual health checkups, due to a lack of good quality, friendly, and private services locally. The clinic is particularly popular among men who have sex with men.

In mid-2013, Angsamerah Institution had opened its second clinic, the Angsamerah Foundation Clinic (Klinik Yayasan Angsamerah), managed by

the Angsamerah Foundation. The clinic represents an innovative approach to health care delivery that mobilizes ideas, efforts and resources of government, the private sector and civil society to increase the access to quality health care services. This model of public-private partnership results from a cost-sharing agreement between USAID (SUM II) and Angsamerah Foundation, financial and technical assistance from COFRA Foundation and Angsamerah Institution, and support for medical consumables and medication from local government institutions.

Klinik Yayasan Angsamerah offers regular testing promotions (e.g. free HIV and syphilis testing) in an effort to accommodate the needs of the most vulnerable, in particular transgender populations (waria) and youths. In order to further accommodate the clients' needs, both Angsamerah clinics have adapted their opening hours and ensure additional convenience and privacy through the provision of services by appointment.

“We are what we repeatedly do. Excellence, then, is not an act, but a habit.”

Aristotle



AngsamERAH Foundation

As part of AngsamERAH Institution's commitment to society, in September 2012 a foundation named "Yayasan Anak Bangsa Merajut Harapan" (AngsamERAH Foundation) had been established. Its aim is to provide sexual and reproductive health services to lower income groups, through Klinik Yayasan AngsamERAH, in particular individuals and population groups that are at elevated risk of HIV and other STIs.

AngsamERAH Foundation has been working on a variety of internationally funded projects to help improve access to health care services throughout Indonesia. Such projects saw the creation of a satellite clinic in South Jakarta in 2013, Klinik Yayasan AngsamERAH, thanks to a partnership with USAID-SUM II and the contribution from other partners such as COFRA Foundation and the Indonesian Ministry of Health.

Based on AngsamERAH's track record of creating models of sexual and reproductive health care delivery, USAID-SUM II has subsequently requested AngsamERAH to provide technical assistance related to the development of clinical services models and in clinical management to six selected private clinics across Indonesia.

Parallel to the partnership with the USAID SUM II program AngsamERAH Foundation had been partnering with UNFPA and key stakeholders in Yogyakarta to implement the UNALA initiative. Its aim was to increase the capacity of 11 general practitioners in private practices to provide friendly, good-quality and affordable sexual and reproductive health services for adolescents in Yogyakarta.

Innovative Health Care Solutions

AngsamERAH strives to be innovative and develop new paradigms in responding to the challenges of sexual and reproductive health in Indonesia, as part of AngsamERAH Institution's vision toward health reformation in Indonesia.

AngsamERAH has taken the initiative to develop a simple, user-friendly database software (AngsamERAH Management and Information System), which enables doctors and their staff to routinely enter data on patients, treatments, clinic pharmaceutical and office stock, expenditure and income. This software also enables AngsamERAH to prepare mandatory reports for the Ministry of Health, as well as to report on the disease and treatment profile of the clinic. This software is a unique product in Indonesia that aims to improve the efficiency of small private clinics, which would contribute to the overall strengthening of the health care system in Indonesia.

AngsamERAH is currently also in the process of launching a five-year initiative named "HAPPY Program", which aims at strengthening the health system in Indonesia, focusing on the strengthening of general practitioners in the private sector and the primary health care level. The HAPPY Program aims at creating a network of 100 "champions", consisting of private practices and small private clinics, throughout Indonesia's major urban centers.

"It is great for doctors to have a new point of view, especially about personal development and entrepreneurship. This makes me love my profession even more."

dr. Lusia Sirait, training participant

Angsamerah Training and Learning Center: Strengthening the Indonesian Health Workforce

Angsamerah Institution has established itself as a training and learning center and "bank of ideas and innovations" for health care professionals from across Indonesia. In particular general practitioners, who are interested in increasing their professional capacities related to the clinical management of HIV and AIDS, STIs, hepatitis, tuberculosis and recreational drug use, and those who wish to learn more about how to set up and run a successful private practice or small private clinic, have profited from Angsamerah's expertise and experience in the field.

The support package consists of a mix of theoretical and practical components, comprising clinical skills development, business strategy aspects and personnel development. Activities are delivered through workshops, study tours, bedside teaching trainings and work placements at the Angsamerah clinics.

Since 2010 Angsamerah has successfully created two innovative private clinic models, which provide services based on Angsamerah's five key principles for running a successful private clinic: 1) high medical quality; 2) client-oriented services; 3) motivated and skilled personnel; 4) an efficient and transparent management system; and 5) apply an efficient and innovative marketing system. The two clinic models have the potential to serve as an incubator for other private clinics aiming to improve their services and develop their businesses in order to become well managed and sustainable health care businesses.

In July 2014, Angsamerah Institution collaborated with ASHM and IDI to conduct a two-day workshop titled "Practical Lessons: Clinical Management (SEX, HIV & DRUGS), Interpersonal Communication, and Business Strategy in Primary Health Care Services,

for General Practitioners in the Private Sector". This workshop was aimed at providing general practitioners, who work in the private sector, with comprehensive basic knowledge related to the clinical management of HIV and AIDS, STI, hepatitis, tuberculosis and recreational drug use. Participating doctors also learned about the basics of counselling, interpersonal communication, and business strategy, and they attended a session on self-motivation. The workshop engaged a wide range of experienced national experts on HIV and AIDS, STI, HIV and hepatitis co-infection, HIV and tuberculosis co-infection, addiction medicine, gender and sexuality, counselling, communication and self-motivation.

Following the success of the 2014 workshop Angsamerah has since developed a more comprehensive support package for interested general practitioners, with a strong emphasis on practical aspects. In 2015 Angsamerah has conducted two similar workshops for both doctors from the private sector and doctors from community health centers (puskesmas). Apart from the three-day workshops the revised training and support package also consisted of a one-day hands-on bedside teaching training at the Angsamerah clinics.

The proposed training and support package for general practitioners is linked to Angsamerah's long-term vision of contributing to the reformation of the Indonesian health system by creating a network of 100 private clinics and practices across Indonesia (HAPPY Initiative), providing access to quality health care to an increasing number of patients. The training program, which aligns with the national HIV program, has been endorsed by IDI, the Ministry of Health, and the National AIDS Commission (KPAN).

HAPPY stands for “Happy Physician, Happy Patient” and is an Angsamerah Initiative focusing on the strengthening of general practitioners in the private sector in Indonesia. The title of the initiative derives from the belief that knowledgeable, motivated and financially successful physicians provide better quality services to patients, thus making patients “happy”.

HAPPY Program

Happy Physicians, Happy Patients

The Happy Program is an innovative approach that aims to strengthen the health system in Indonesia by creating a network of 100 private practices and small private clinics in big cities across Indonesia, which belong to the doctors operating them, and provide services in accordance with national guidelines and public health programs, and based on Angsamerah’s five key principles: 1) high medical quality; 2) client-oriented services; 3) motivated and skilled personnel; 4) an efficient and transparent management system; and 5) an efficient and innovative marketing system. The Happy Program, which constitutes a disruptive innovation in health care, will increase accessibility, affordability, and quality in Indonesian health care. Benefits are manifold:

Benefit to Society

The Happy Program, consisting of a network of up to 100 private practices and clinics, will considerably increase the number of services with a holistic and friendly approach to sexuality. Increased accessibility will lead to a decrease in morbidity and mortality related to sexual and reproductive health problems.

Benefit to Doctors

The Happy Program will upgrade the profile of general practitioners in Indonesia. The initiative will provide general practitioners with all the technical support they need to establish and run their own private practice or clinic. This may include clinical skills development, management support, assistance with data recording-reporting, quality control, promotion and marketing, and funding support. Participating doctors are expected to invest capital themselves, which is likely to increase their commitment and sense of belonging.

Benefit to Government

The large scope of the Happy Program, involving

up to 100 private practices and clinics, will improve access to, uptake and coverage of effective and quality health services, thus considerably supporting the government’s public health agenda. Currently, more than 50% of out-of-pocket health expenditures are done within the private health sector. Improved coordination and collaboration between the public and private sectors will benefit society and strengthen the Indonesian health system.

Benefit to Investors

Investing in the Happy Program is investing in a healthier future for Indonesia, while at the same time allowing for moderate financial gains over a period of five years. It is ideal for social investors, who are looking for new innovative solutions for health care that can potentially be scaled up to maximize benefits for society.

Where do we stand?

Angsamerah Institution has been applying the Happy principles in its two own clinics from the start. Over the years, Angsamerah has tirelessly tried to improve its quality and worked on the feasibility of the program. The core elements of the Happy Program have already been applied within Angsamerah’s partnership with other institutions, such as ASHM, USAID-SUM II, and UNFPA. To date, Angsamerah’s partnership division has worked with 28 private practices and clinics on the five key principles for the operation of a healthy and successful private health care business, and 16 general practitioners have been mentored intensively. Currently, Angsamerah is in the process of developing a business plan for the Happy Program and looking for interested partners and investors, who have a similar vision and belief in the feasibility of the program.



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