

EFFECTIVENESS OF PT GOOD DOCTOR TECHNOLOGY INDONESIA'S PARTNERSHIP STRATEGY AND COMMUNICATION PATTERN WITH PARTNER COMPANIES

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ABSTRACT

This research discusses how the strategy and pattern of partnership communication carried out by PT Good Doctor Technology Indonesia with various forms of companies in order to provide telemedicine health services to all Indonesian people. With this research, it also has a goal to know and understand how the strategy and communication pattern are implemented, in order to worship the vision of PT Good Doctor Technology Indonesia, namely "1 (one) doctor for every Indonesian family". This research was conducted in a qualitative descriptive manner by conducting interviews with both internal and expert sources, in addition to conducting literature reviews and observations. In addition, the data and information obtained from this research were obtained from several ways of interviews, literature studies, and conservation. For resource persons, interviews were conducted with the business development & partnership team of Good Doctor, in addition to observing the business processes carried out by Good Doctor management, especially activities carried out by Good Doctor management towards its partner companies. This research provides information on the form of partnership business processes run by PT Good Doctor Technology Indonesia by providing benefits not only in 1 (one) party, but in all parties involved in the partnership, including the Indonesian people, especially users of telemedicine services

Keywords: *Communication strategies and patterns, partnerships, telemedicine health services, partner companies*

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INTRODUCTION

With the beginning of the era of society 5.0 was first initiated by the Japanese state, where this concept aims to make it easier for humans to meet the need for the use of modern technology-based science, such as artificial intelligence (AI), Internet of Things (IoT) (Fauzi, et al, 2023). While in Indonesia itself the development of technology, especially information technology, began with the existence of radio, where at that time Indonesia was not yet independent, and was still called the Dutch East Indies. After that came the satellite that was first launched by the Indonesian government in 1975, with the name PALAPA A1 satellite, followed by other satellites, PALAPA A2, PALAPA B1, and PALAPA B2 and others Then followed by the development of computers in Indonesia starting in the 1970s, starting in universities, then in 1993 Indonesia was officially connected by a universal internet network, using the domain "id" for the state symbol (Fauzi, et al, 2023).

With the continued development of science, especially those that have an impact on technological progress, it is undeniable to bring a major change to human life. You could say that technology has become part of human life and civilization, because of course it can be said that humans at this time depend on technology. In other words, technology is a tool that aims to facilitate and support human activities at this time, both in order to find information, complete a job, even to find solutions to a problem, both individually and in groups, starting from group life from the smallest, namely family, to state life, even to larger group life, that is, the relationship between countries.

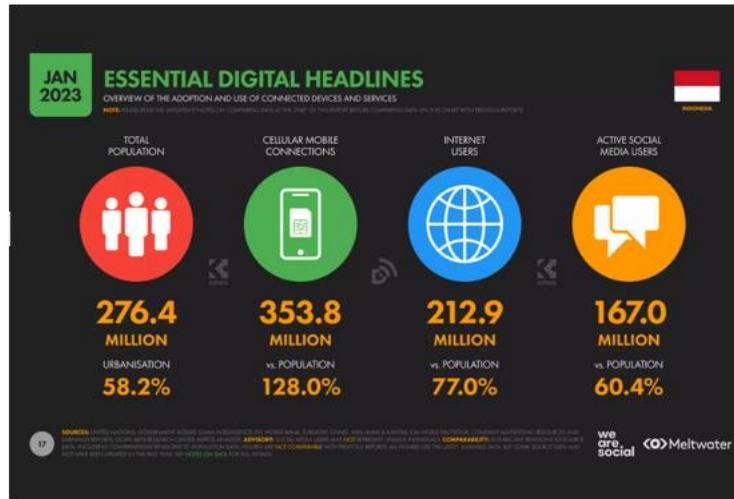


Figure 1. Data on the number of internet users in Indonesia as of January 2023
 (Source: datareportal.com, retrieved on 12 Nov 2023)

One form of technology that is one of the vital technologies needed by society today is internet technology with various complementary technologies, such as smartphones and social media. Reporting from datareportal.com, as shown 1 above, that for internet users in Indonesia as of January 2023 as of January 2023 it reaches 212.9 million users, which is 77% of the total population of Indonesia, while the remaining 23% have not been connected to the internet. On the other hand, there are 128% who use the facilities of an active provider card, which is more than the total population of Indonesia, which is 353.8 million active provider cards, so it is very possible that many people have and use more than 1 active provider card.

With the existence of this internet phenomenon, it has a significant positive influence on people's lives. With the increasingly massive use of the internet in the community, it increasingly provides benefits for people in an area itself, such as facilitating access to information, health services, access to education, and also to increase economic mobility, so as to improve the welfare of the community itself. In addition, the basis of the internet is to facilitate a form of interaction between communities, which also contributes to reminding people's well-being both physically and mentally (Mohammad, & Maulidiyah, 2023).

Furthermore, for the benefits and use of information technology, it has also penetrated various sectors of life, including the health sector, one of which is the technology for treatment called telemedicine. Based on the Regulation of the Minister of Health of the Republic of Indonesia No. 20 of 2019, Article 1 Paragraph 1, it is stated that Telemedicine is the provision of telehealth services by health professionals using information and communication technology, including the exchange of information on diagnosis, treatment, prevention of disease and injury, research and evaluation, and continuing education of health care providers for the benefit of improving individual and community health. Article 3 of the same Ministerial Regulation states that telemedicine services include the following:

- Teleradiology is a diagnostic radiology service that utilizes electronic transmission of images from all radiology modalities and supporting data from the Consultation Requesting Health Facility to the Consulting Provider Facility to obtain knowledge in establishing the diagnosis.

- Teleelectrocardiography is an electrocardiographic service that utilizes electronic transmission of images from all electrocardiographic modalities along with supporting data from the Consultation Requesting Health Facility to the Consulting Provider Facility to gain expertise in diagnosis enforcement.
- Teleultrasound is an obstetric ultrasound service that utilizes electronic transmission of images from all obstetric ultrasound modalities, along with supporting data from the Consultation Requesting Health Facility to the Consulting Provider Fasyankes. The purpose of this service is to acquire expertise in diagnosis enforcement.
- Clinical teleconsultation is a clinical consultation service provided remotely that aims to provide advice and consideration on management, and help establish the diagnosis.

Kemenlu.go.id With 17,508 islands inhabited by more than 360 ethnic groups, Indonesia is the largest archipelagic country in the world and rich in cultural diversity and traditions.

With this, it becomes a privilege for Indonesia so that it has an attraction in the world of tourism, because Indonesia has a variety of natural beauty, & cultural diversity that is so beautiful. It's just that the condition of the islands is also a challenge for the Government & the community to equalize the development of both infrastructure and human resources. As mentioned by Herwando, & Sitompul (2021), informed that telemedicine can improve access to care, timeliness in care, patient satisfaction and engagement, increased demand and cost-effectiveness. Defining that of telemedicine and its role in overcoming the limitations of health workers, especially in archipelagic countries such as Indonesia. As reported by the official website of Katadata (2022), regarding the survey results of the reasons why our people use telemedicine.

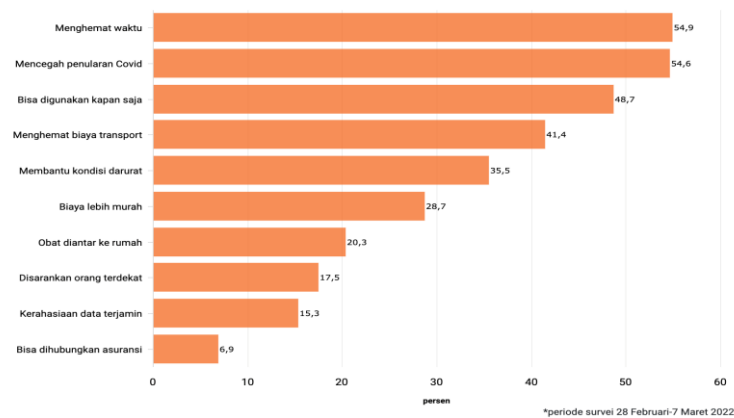


Figure 2. Why respondents use telemedicine
(Source: Katadata, retrieved Dec 24, 2023)

By highlighting the need for careful consideration when implementing telemedicine due to factors such as high costs, infrastructure, technical expertise, and legal issues. Then look at the legal issues regarding telemedicine in Indonesia, the attention of the Indonesian government regarding telemedicine, the issuance of the Telemedicine Law in 2019, the Minister of Health Regulation in 2021, and the 2020 Council Regulation to regulate telemedicine in Indonesia. In Indonesia, telemedicine aims to improve health services in remote areas by utilizing various technologies for disease diagnosis, treatment, and prevention. However, infrastructure and awareness of the general public and medical personnel are still something that must be prioritized. Indonesian government health regulations should be updated regarding the use of

telemedicine and data privacy. Although telemedicine has the potential to transform health systems and economies, it requires proper support and regulation from the government and Health management (Simatupang, Ardiansyah, & Fahmi, 2023).

If you look at the perceptions of the Indonesian people, Budiman, Ratag, & Wahongan, (2023), inform that people still do not understand telemedicine and of course because of low digital literacy. However, people see telemedicine as a good method of consultation. Gradually, the adoption of these technologies must be done with careful planning to address challenges such as availability of basic infrastructure, internet access, system readiness, and public and professional acceptance, despite concerns about user data privacy.

Continuing what are the challenges for the development of telemedicine in Indonesia, Amalia, Hendryanny, & Garna (2022), identified obstacles that must be overcome in the development of telemedicine facilities, such as inadequate technological infrastructure, such as uneven network connectivity and lack of appropriate devices, strict regulations, financial constraints, lack of training for health workers, and cultural factors. Of course, this really requires cooperation between the government and service providers. Despite these constraints, telemedicine has the potential to improve healthcare in Indonesia.

By looking at this situation, Good Doctor Technology Indonesia or better known as Good Doctor, which is one of the telemedicine or telemedicine service provider companies, began to be established in Indonesia in 2019. Good Doctor provides telemedicine services to its participants for 24X7 days non-stop, with application-based services, where telemedicine users are required to download applications on their smart phones, and must register so that they can use the telemedicine. The services offered by Good Doctor are not only services for consultation with doctors via chat but also drug delivery, where the drug can be checked out by users after consultation with a team of doctors, with delivery services by Grab Express, which is one of the online delivery service companies, which is one of the investors of Good Doctor besides MD Ventures. Reporting from the official CNBC Indonesia page (2023), MDI Ventures, a startup investor under the Telkom group, became the main investor in Series A funding worth USD 10 million (around IDR 157 billion) to health startup Good Doctor. Grab also participated in the latest capital injection. Where currently related to the business processes carried out by Good Doctor management, they have partnered with more than 55 insurance companies, and have provided services to more than 2,500 corporate clients.

In this regard, it further strengthens the position of Good Doctor in the health sector in Indonesia, especially in the field of telemedicine or telemedicine applications. As one of the companies awarded by President Jokowi in the context of handling Covid-19, in March 2023, it became one of the proofs that telemedicine is a form of technology utilization in the health sector. So that the conditions mentioned above are increasingly motivating from the CEO of Good Doctor, Danu Wicaksana and the management team of Good Doctor, to expand health services in Indonesia, as he conveyed on the official website of Antaranews.com (October, 2023). Therefore, in providing telemedicine services, the target of Good Doctor is more towards B2B (Business to Business) or more targeted at corporate clients, namely company employees who have insurance benefits which are facilities from the employee's company, where telemedicine services are cashless and cut directly the insurance limit of the employee. By not ruling out the possibility of continuing to provide services for non-insurance participant

corporate clients and also telemedicine users independently or commonly referred to as B2C (Business to Customer).

In maximizing its services, Good Doctor currently has partnerships with 5 large TPA (Third Party Administration) companies in Indonesia, where the TPA companies assist insurance companies in all matters related to the administration of the use of insurance benefits by insurance participants. In addition, as of December 2023, more than 60 insurance companies have joined as partners of Good Doctor. With this, Good Doctor is one of the main choices in providing services to the community, especially to insurance participants, for treatment with mild illness. Since Good Doctor entered Indonesia, the graph of telemedicine service usage has increased from year to year, even though Covid-19 has changed from a pandemic to an endemic. As shown from the graph below, data from the use of 2 TPA companies that have partnered with Good Doctor, there is a significant increase, and makes telemedicine one of the main choices in Indonesian public health services, especially insurance participants.

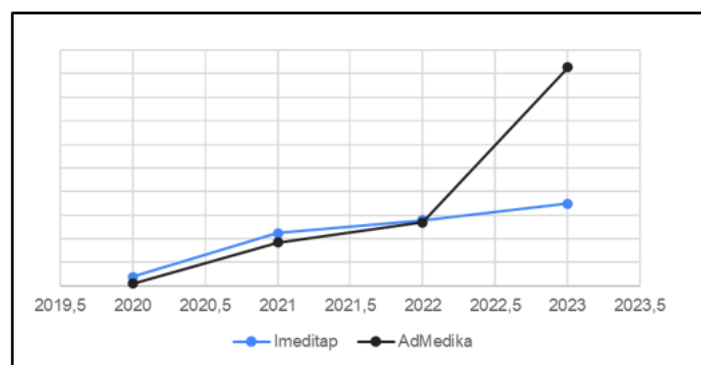


Figure 3. Telemedicine Usage Growth Graph via Good Doctor / Grab Health, (Good Doctor Official Source, July 2023)

METHOD

This research is qualitative descriptive. Using the paradigm of constructivism and phenomenological traditions. The constructivist paradigm sees reality as the product and creation of man. It is an epistemological complement (Hanitzsch, 2001). In addition, the data and information obtained from this research were obtained from several ways of interviews, literature studies, and conservation. For resource persons, interviews were conducted with the business development & partnership team of Good Doctor, in addition to observing the business processes carried out by Good Doctor management, especially activities carried out by Good Doctor management towards its partner companies.

RESULTS AND DISCUSSION

In this study, indirectly, there is a phenomenon related to the introduction of the Society 5.0 era, which was first initiated by Japan, with the aim of facilitating the need for modern technology such as AI and IoT. This certainly has an impact on almost all sectors of human life, and in various parts of the world, including in Indonesia. The history of the development of information technology in Indonesia, starting from the use of radio to the connection of Indonesia to the internet network universally. It was also explained that how technology has become an integral part of human life, providing convenience in finding information, completing work, and finding solutions to various problems (Fauzi, et al, 2023).

This can be seen in one form of phenomenon that exists in the community, related to internet use in Indonesia, including the number of internet users and active provider cards, as well as its positive impact on society. Where from the data above, on average every internet user in Indonesia, has at least more than 1 smart device, so it can be ascertained that they can have more than 1 active provider card.

As stated in the previous presentation, that technological advances have an impact on almost all sectors of life. One of them is the focus on the use of information technology in the health sector, especially through telemedicine or telemedicine, and its impact on health access in remote areas, considering that Indonesia is an archipelagic country, where of course the use of technology is aimed at providing or rather meeting the main needs of the community, for health services. If we look further, especially based on some previous research on telemedicine, several points can be drawn related to the challenges in the development of telemedicine facilities, including regulations, technological infrastructure, and this is one of the challenges and responsibilities that must be carried out by Good Doctor as a telemedicine service provider that develops in Indonesia.

Good Doctor's role in providing telemedicine services to the community, especially to insurance participants, and efforts to expand health services in Indonesia. "Therefore, Good Doctor partners with companies that have a role in providing and maximizing the services to be provided to telemedicine participants, such as landfill companies, insurance companies, brokerage companies or brokers as well as corporate client companies of insurance participants, which aims to maximize the growth of telemedicine service usage in Indonesia" (Arif, primary data interview, December 26, 2023).

"The implementation of the partnership is that Good Doctor acts as the main alternative for telemedicine user participants, who have been guaranteed by insurance companies, to be able to use telemedicine consultation services, to Good Doctor in-house doctors, and to deliver drugs from pharmacies to addresses specified by users, cashless, which directly cuts the limit of insurance" (Arif, primary data interview, December 22, 2023).

With the collaboration that has been carried out on a partnership basis between Good Doctor and companies that have a role in providing telemedicine services, making Good Doctor one of the telemedicine provider companies in Indonesia which is the main choice in Indonesia, especially for insurance participants. This is certainly related to the slogan of Good Doctor "One Doctor for All Indonesian Families", and the target of Good Doctor's business process which is carried out more towards B2B, although it still does not leave the B2C users alone. Considering what must be done in this era is a partnership that makes one party with another party support each other, so that it can have a positive impact not only on one party, but on all parties involved, such as 5 TPA company partners, more than 60 insurance company partners, and more than 2500 corporate clients

CONCLUSION

So it can be concluded that technological advances have an impact on human life in various sectors and in various parts of the world, including Indonesia, and more especially in the health sector. The emergence of telemedicine or telemedicine is one of the proofs of the development and utilization of technology in the health industry, and makes the platform an alternative for people with health service needs. It's just that there is still something that must be done by the

telemedicine service provider company, of course, with partner companies, including the government, to solve the challenges that exist in Indonesia which aims to maximize telemedicine services.

Good Doctor is one of the telemedicine service provider companies, which exists in Indonesia, where there is a strategy with the form of partnerships with various companies related to the implementation of telemedicine. With the form of partnerships between Good Doctor and partner companies such as landfill companies, insurance companies, and corporate clients, it is proven to be more able to reach potential telemedicine users in Indonesia, who are in various regions of Indonesia. According to researchers, this form of partnership is indeed much more effective, because it can have a positive impact not only in 1 party, but various parties involved.

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