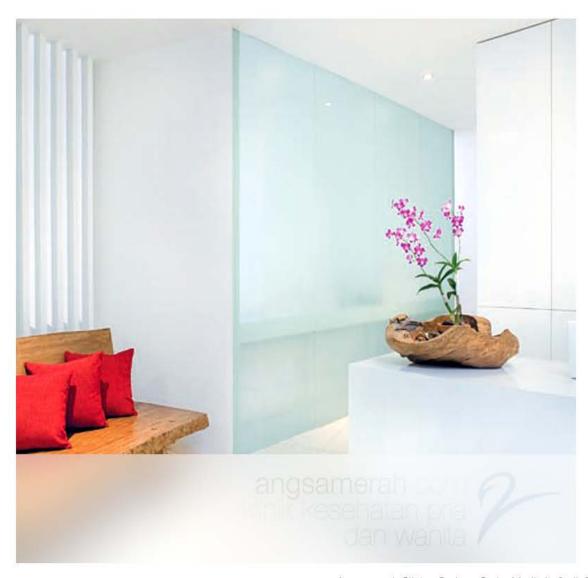


Strengthening the Indonesian Health Workforce on HIV, Viral Hepatitis, and Sexual Health: A Collaboration between ASHM, the Indonesian Medical Association, and Angsamerah, 2012-2015



Society's Needs for: High Medical Quality, Friendly Services, Affordable Prices Easy Access

Health Providers' Needs for: Healthy Working Environment Functional Business

Key Areas:

SEX, HIV & DRUGS

Primary Health Care

Private Sector

Social Enterprises

Partnership (Public Sector,

NGOs, Private Companies etc)

Angsamerah Clinic Gedung Graha Media It. 2, Jl. Blora 8, Menteng, Jakarta Pusat 10310 +62 21 3915189 +62 856 8445 709 (sms/whatsapp/line) customer@angsamerah.com Klinik Yayasan Angsamerah Jl. Panglima Polim Raya 6, Blok A, Kebayoran Baru, Jakarta Selatan 12140 +62 21 724 7676 +62 812 9056 4940 yayasan@angsamerah.com angsamerah.com facebook.com/angsamerah google.com/+angsamerah @angsamerah

# **Angsamerah's 5 Key Principles**

## **MEDICAL**

up-to-date knowledge, continuous learning practice, internal coaching and mentoring, clinical SOPs, quality assurance, healthy and safe workplace

### **FRIENDLY - CLIENT ORIENTED**

accessible, affordable, one-stop services, referral system, interpersonal communication, nice environment, stigma & discrimination free

#### **PROVIDER**

skills & knowledge, career, motivation

#### MANAGEMENT

efficient, effective, transparent

#### **MARKETING**

innovative and low-cost: gaining new clients, maintaining client base

# **Practical Knowledge for GP's in Private Sector**

- Clinical: HIV, STIs, Co-Infections: TB, Hepatitis, Addiction Medicine
- Motivation
- Communication
- Personal branding
- Business strategy
- Mobilizing resources
- Bedside teaching (clinical & management)







