



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



angsamerah.com  
Klinik kesehatan pria  
dan wanita

**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'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)





- **Inspired GPs**
- **Increased demand**
- **Multiple players engaged**

- **Learning Centre and Incubator for Health Professionals**
- **International Course (in progress)**
- **Happy Program – 100 Champions PP and Clinics owned by GPs**