

5C. Government-led Innovation for Health: “Pencerah Nusantara” the case of Indonesia

Panel Presentation

Program abstract: Pencerah Nusantara is an interprofessional collaboration practice initiated by Office of President’s Special Envoy on MDGs, implemented in seven community-based health centers in six different Regions/Municipalities. The platform supports innovative actions, implemented to reach optimum impact for revitalization of nation-wide primary healthcare. This session will highlight business process reengineering around policy advocacy, technology and multi sector collaboration as means of implementing partnerships.

- **Diah S. Saminarsih**, Office of President Special Envoy on MDGs, Jakarta, Indonesia
- **Anindita Sitepu**, Office of President Special Envoy on MDGs, Jakarta, Indonesia
- **Yurdhina Meilissa**, Office of President Special Envoy on MDGs, Jakarta, Indonesia
- **Olivia Herlinda**, Office of President Special Envoy on MDGs, Jakarta, Indonesia

Submitted abstract:

Background: Access to health services and health equity are not yet met, health burden continues to increase, and communities have increasingly grown weary of their existing conditions. Health care system should respond better and faster toward demands of global and relevant in-country development frameworks of actions. Primary health care is at the forefront of community health care services. A well-developed and sustainable primary health care will promote health equity and improve access to health facilities among communities and resulted in resilient communities.

This problem inhibits Indonesia from meeting health-related Millennium Development Goals (MDGs) and executing impactful and sustainable health initiatives. With two years remaining to put more effort into achieving the Goals, an integrated action-oriented model of inter-professional collaboration must be designed for immediate implementation. Furthermore, Indonesia has 9,133 community-based health centers/Puskesmas spread across the nation as the architecture required for a health-oriented innovation and multisectoral collaborative effort.

Objective: Some changes happening in the workings of governments across the globe, have resulted in major innovations in its structures and systems with an aim to deliver greater efficiency, and more responsive and flexible public services. Specifically for health-related impact, unequal distribution of competent health workers and the failure to reach the marginalized living in periphery locations, are few areas where the Government mechanism falls short. Problems arise from policy, outreach, and action-oriented interventions that originated from the government as well as from the grass roots. This model is meant to allow health practitioners to interact, improve and provide the optimal delivery of patient care.

Methods: Pencerah Nusantara is an inter-professional collaboration practice initiated by Office of President’s Special Envoy on Millennium Development Goals (OSE MDGs), implemented in seven community-based health centers in six different Regions/Municipalities. The platform supports innovative actions, implemented to reach optimum impact for revitalization of nation-wide primary healthcare. Key points of business process reengineering accommodated in Pencerah Nusantara platform are as follows:

1. **Policy Advocacy: Recruitment, Selection and Competency Training**
In the effort to harness active participation of early-career health professionals, OSE MDGs utilizes social media as the main avenue of public communication.
2. **Technology: Use of IT, Universal Health Coverage and Health Economics issues**

Utilization of IT/mobile phones to disseminate information and establish ongoing communication between health centers and Regional Hospitals.

3. Multi Sector Collaboration as means of implementing partnerships
Engagement in sustainable funding and governance of programs between public, private, and civil societies.

Result: In its second year of implementation, preliminary findings of Pencerah indicate the following positive outcomes:

1. On-the-ground engagements have moved to areas beyond health, such as education and community empowerment.
2. Knowledge Management and Program engagement includes team development, professional development, and improvement in business process, delivery of care and clinical practice tools and guidelines.
3. Communities are getting stronger and more resilient communities after a year of engagement

Conclusion: Pencerah Nusantara is a breakthrough action in health that is highly relevant to be implemented not only in-country, but also on regional and global levels. Areas for improvement include Research and Development, Strategic, Public and Media Communications and Innovative Health Financing.

Author Biographies

Diah Saminarsih: Academically trained as a Psychologist, Diah pursued her professional path as a Management Consultant, with specialization in Human Resources, Strategic Communication And Corporate Restructuring. As Assistant President's Special Envoy on MDGs for Program Planning and Partnerships, Diah is directly involved in the design and implementation of Pencerah Nusantara and Indonesia MDG Awards. She is also an active member of the Task team of Partnership for Maternal Neonatal and Children Health (PMNCH) for Post 2015 Global Framework on Women and Children Health.

Anindita Sitepu: Anindita is graduated from psychology faculty of The university of Indonesia and immediately pursued her Master degree in clinical psychology in Leiden University. Regarding to her degree, she has a big interest in the relation of psychological and physical condition and its intervention. She joined office of President's Special Envoy on MDGs as a program manager at the end of 2011. She is also one of the representatives of International Student Network.

Yurdhina Meilissa: Getting her medical degree and graduated Cum Laude from Yarsi University in 2012, She worked as a doctor of Pencerah Nusantara program in Ogotua Primary Health Care, Central Sulawesi. Starting from then, she began developing her interest in health system and policy. Now, she is working under the office of President's Special Envoy on MDGs as a program officer in Research and Development Division.

Olivia Herlinda: Olivia is graduated with a bachelor degree in Clinical and Community Pharmacy from Institut Teknologi Bandung. After graduation, she joined Pencerah Nusantara and worked as a health advocate for a year in Tosari, East Java. From the experience she got, Olivia realized that inter-professional collaboration takes a very important role in health care services. After then, she joined the office of president's special envoy on MDGs as a program officer specialized in Research and Development.