

**Comprehensive Study on
PROSPECTS OF BUSINESS IN HEALTH CLINIC IN INDONESIA
January 2008**

Recently, involvement of private sector in health field is quite significant either in providing health facilities (hospitals and clinics), health personnel (education and training), or medicines (pharmaceutical industry). As a description, since 1999 until 2006, average growth of private hospitals in Indonesia reached about 4% per year, on the other hand, the number of government hospitals grew only 2,5% per year.

The same things happened to health clinics. For example, in DKI Jakarta, since 2002 until 2006 total general and specialist clinics grew swiftly by the rate of 10,4% each year.

In the year 2007, in DKI Jakarta, estimated average patient visit to middle-up class general and specialist clinics reached 667 patients per clinic per month. With the average tariff of Rp 120,000,- Rp 280,000,- per patient visit, each clinic was able to collect revenue of Rp 80 million-Rp 187 million per month. While, in maternity clinics is estimated average of 18 patients per month. With the average tariff of Rp 2.6 million - Rp 5.2 million per patient, each clinic was able to collect revenue of Rp 47 million - Rp 94 million per month.

Average market volume of clinic in DKI Jakarta in 2007 was estimated to reach 8,000 patients/clinic/year or about 6,698 million patients for the whole existing clinics. With average minimal tariff of Rp 120,000,- and maximal of Rp 280,000,- , clinic market size in DKI Jakarta is estimated to reach Rp 800 billion to Rp 1.9 trillion per year, especially for general and specialist clinics. If the maternity clinics are included, it can reach Rp 900 billion to Rp 2 trillion per year.

Clinics are more flexible than hospitals. Beside the investment is cheaper, clinics can be more active in reaching consumers as well as simplify and shorten the service. On the other hand, clinics can be more innovative in creating new services according to the needs and society's life style.

To have more detail about health clinics, PT Media Data Riset (Mediadata) has carried out a study about Health Clinic Business Prospect in Indonesia. The focus of the study covers the searching of health clinic existence in Indonesia, people respond to the existence of health clinics, recent condition and development of clinics, clinic's type of service, owner/organizer of clinics, standard facilities needed by clinics, and analysis of recent clinic development trends and in the next few years.

For detail of the report, please find enclosed the Report Outline and its ORDER FORM or please contact us anytime PT Media Data Riset through telephone number 021-8093140, mobile phone: 085217061945 or through e-mail: info@mediadata.co.id / mediadatariset@yahoo.com for other enquiries.

Yours faithfully

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