

# Siloam

*Closer to You*



JCI Re-Accreditation

Telemedicine

ETC & Ambulance Call Center

Maternity & Urology Clinic

World Cancer Day



International Quality • Scale • Reach • Godly Compassion

Jakarta • Lippo Village • Kebon Jeruk • Lippo Cikarang • Surabaya • Jambi • Balikpapan

# FROM CEO'S DESK

Greetings! It is with great delight and joy that I communicate to you again through this column. Over my 25 years of experience in the healthcare industry, I have never been part of a team that is so dynamic, compassionate and purposeful in driving a vision to provide the highest quality healthcare and to be a blessing to the whole country. I have been back for a year now and must note that it has truly been a privilege to be part of Siloam Hospitals Group (SHG).

First, I am pleased to report FY10 was another strong result for Siloam Hospitals with consolidated revenue growth of 15% compared to FY09. The unique SHG model continued to resonate with our patients' demand resulting in continued market share growth during what was considered the most challenging period.

Second, we have successfully promoted health awareness across Indonesia through our mass marketing campaigns of Cervical Cancer, Breast Cancer and Heart screenings. The "Heart Attack: The Silent Killer" campaign has attracted more than 15,000 patients from all over the country to get their calcium score checked. Moreover, nearly 500 patients were detected as high risk and have proceeded with more comprehensive tests such as Cardiac CT and Angiogram.

Looking at the needs, lifestyle, and health profile of our community; and to serve our patients better, we realized how crucial it is for us to have quality healthcare and state-of-the-art equipment that is accessible and affordable.

In June 2010, we installed new Catherization Labs at both Kebon Jeruk (SHKJ) and Lippo Village (SHLV). Starting October 2010, we have also established access to Asuransi Kesehatan (Askes) and Jaminan Kesehatan Masyarakat (Jamkesmas) insurance holders to undergo Coronary Artery Bypass Graft (CABG) starting from Rp 58 million.

Third, the successful re-accreditation of SHLV from the US-based JCI (Joint Commission International) in September was the key highlight in 2010. This is a testament of your commitment, dedication and hard work which led to the special prestigious award given by the



“There is so much work ahead of us in the next few years. As healthcare continues to evolve through innovations, it is definitely a challenge that we will face unprecedentedly.”

dr. Gershu Paul - Chief Executive Officer

Indonesian Minister of Health, dr. Endang Rahayu Sedyaningsih, MPH, DR. PH to SHLV as Indonesia's first "International Hospital" during the National Health Day of Indonesia in November 2010. In October 2010, as a healthcare group, we were awarded the "Best Practices Award for Healthcare Services Provider of the Year 2010" by Frost & Sullivan of the USA.

These achievements are truly representative of our vision of impacting the standard of living of the Indonesian people through quality healthcare consistent with the goal of "International Quality Healthcare Accessible to All Indonesians." From the bottom of my heart, I thank every single doctor, nurse, hospital and corporate staff member, especially in Clinical Governance, for their consistent and persistent effort to make our vision a reality.

Fourth, we are delighted to report on the successful groundbreaking ceremony of the first phase (300 beds) Makassar Hospital under the auspices of the Minister of Health dr. Endang Rahayu Sedyaningsih, MPH, DR. PH. This is symbolic of our participation in the mission of our parent company Lippo Group to build Eastern Indonesia through quality healthcare. As Makassar becomes the hub of our future hospitals in Eastern Indonesia, we have signed an agreement with Universitas Hassanudin (UnHas), a prestigious and visionary Medical School in the country that is proven to produce progressive-minded and compassionate medical professionals. Through this partnership Siloam Hospitals will provide the infrastructure, equipment, management, while UnHas will supply the human resources such as specialists, doctors, nurses, allied health professionals, etc required for our hospitals in the region.

we have accomplished together, and more to look forward to in the coming decade as healthcare delivery continues to evolve due to patient demand, technology and other innovations. It is definite that doctors, nurses, allied health staff, administration and executives will face unprecedented change in the new decade to come. ”

Executive Officer of Siloam Hospitals Group

Fifth, we have also developed a strong partnership with Yayasan Kanker Indonesia (YKI), to ensure that MRCCC Siloam Hospitals Semanggi will be able to provide comprehensive cancer care in Indonesia and the region. As the World Health Organization (WHO) predicts that cancer will be the leading cause of death worldwide over the next decade, through MRCCC we are committed to battle cancer by providing a quality of care and service that has never been accessible to a vast majority of Indonesians. It will be the first and largest premier private comprehensive cancer center in Indonesia.

There is so much we have accomplished together, and more to look forward to in the coming years. As healthcare delivery continues to evolve due to patient demand, technology and other innovations, it is definite that doctors, nurses, allied health staff, administration and executives will face unprecedented change in the new decade to come. Nonetheless, the foundation of leadership skills and dedication to professional development are the two competences that will not only remain constant but will also serve as a source to effectively address and deliver this transformation. I'm confident that building and sustaining the characteristics of these two dynamic components will help us to: achieve the vision (international quality, reach, scale and Godly compassion), run viable hospitals, establish community-focused services and impacting lives programs, help strengthen our professions, and respond to the needs of our future generations.

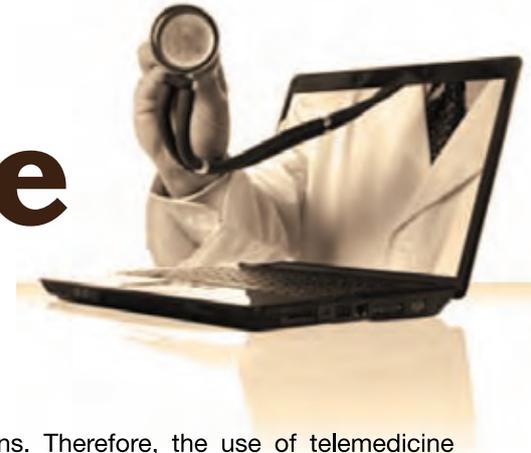
Thank you all for your commitment. May God bless you and your family.

Blessings,

dr. Gershu Paul  
CEO of Siloam Hospitals Group

**“International  
Quality  
Healthcare  
Accessible to  
All Indonesians”**

# Building Our Pillars Telemedicine



Siloam Hospital Group (SHG) introduces a “Hub and Spoke” Tele Medicine service to the wider Indonesian community as part of its commitment to improving access to quality health care across the Indonesian archipelago. Telemedicine is a new technology that allows clinical information to be transferred through interactive audiovisual media, enabling consultations and sometimes procedures and examinations in other hospitals. This technology provides real time interaction between patient and provider, defying borders and allowing unprecedented collaboration between medical specialists to treat patients more efficiently than ever before. The introduction of telemedicine embodies the vision of the SHG: International quality, Reach, Scale, Godly Compassion. This innovation contributes to SHG’s provision of international quality healthcare, consistent with the successful re-accreditation of the Siloam Hospital Lippo Village (SHLV) by the Joint Commission International (JCI). Telemedicine allows a more cost-effective and therefore accessible provision of acute and chronic care, previously only accessed from the major hub.

Telemedicine is a technology that allows the SHG’s experienced and reputed specialists and medical staff in Jakarta (hub) to provide consultations on a real time basis for diagnosis and treatment of health conditions of patients in other cities (spoke). The specialists will be able to communicate with the doctors and patients at the hub using video conferencing and electronic access to patient details, such as patient history, radiology scans, ECGs, laboratory tests, using their personal laptops. Consequently, telemedicine enables fast access to treatment from the hub to the spoke in emergency situations including cardiac, stroke and trauma. In addition to emergency care, the specialists can provide expert consultation for a wide range of medical and

surgical conditions. Therefore, the use of telemedicine reduces the cost and increases accessibility to both acute and chronic care. The use of Tele-ECG is an example of a rapidly advancing technology within telemedicine, allowing local GP practices access to ECG cardiologist to get immediate expert interpretation.

The SHG’s use of telemedicine paves the way for the community to access a wide range of highly specialized medical services at a reduced cost. This embodies Siloam Hospital Group’s reputation as an institution with Godly compassion, and commitment to provide access to International Quality health care at an affordable cost to all of Indonesia.

Blessings,

dr. Grace Frelita  
Chief Operating Medical Officer  
Siloam Hospitals Group



**Telemedicine is a new technology that allows clinical information to be transferred through interactive audiovisual media.**





# Building Our Pillars

# The ETC and Ambulance Call Center



In 2009 the ETC staff in our SHLV and SHKJ hospitals embarked on a project to improve their Emergency & Trauma Center. Over the past two years the ETC staff has supported the implementation of a number of key initiatives including:

- Fully Equipped Rapid Response Ambulances
- Upgrade of the ETC Department facilities
- E-Learning capability inclusive of Continuing Medical Education Programs for our ETC Doctors
- Nurse training in the Emergency Technician Training Program from basic to paramedic levels
- Ambulance Call Center implementation
- 24 Hour GP Clinics
- Clinical Pathways for Acute Coronary Syndrome & Stroke Patient management
- Performance monitoring indicators

Currently, we are proud to say that the roll-out of these programs has occurred in both SHLV and SHKJ. Additionally, in each of our other existing 5 hospitals the EMT Program has commenced and the roll-out of the other initiatives is in progress.

We are pleased to share with you some of the improvements achieved to date (specifically for SHLV and SHKJ):

- the average time to depart hospital from time emergency call ends = 2.15 minutes
- the average presentation time to CT / MRI for stroke patients = 28 minutes
- the average number of calls to the ambulance call center = 2,500 per month

Please join with us in congratulating the teams on their efforts and we also seek your continuing support in these improvement initiatives in our hospitals.

We would also like thank each team member in the ETC and Ambulance Call Center that has joined with us in embracing these initiatives for their hard work and efforts. It is this service provision that enable the Siloam Hospitals Group to realize its vision: International Quality, Scale, Reach, Godly Compassion.

Julie McCaughan  
Chief of Clinical Improvement  
Siloam Hospitals Group



# JCI Re-Accreditation at Siloam Hospitals Lippo Village

Continuing the quality journey to meet international standards in clinical quality and patient safety, I am pleased to announce that recently Siloam Hospitals Group has successfully achieved the second Joint Commission International (JCI) re-accreditation at Siloam Hospitals Lippo Village. This excellent news came through to us after a rigorous five-day audit for our JCI re-accreditation that started on 30th August 2010. It obviously demonstrates our commitment in improving quality, ensuring a safe environment for, and reducing risks to patients and staff. It is a significant step in our vision of becoming the trusted destination for healthcare in Indonesia, and we are looking forward to widening our expertise in order to meet global healthcare standards.

Since September 2007 when Siloam Hospitals Lippo Village attained the first JCI accreditation, we have continually upheld clinical quality to be ready for re-accreditation. Intensive preparation work in the hospital for the reaccreditation started as early as a year ago. We were ready when the JCI surveyors, M. Judd, W. Kragness and R. Sheehan, descended on our hospital premises for the audit. Accompanied by separate groups of our staff, the surveyors toured our facilities, interviewed staff, and reviewed documents and medical records among many other comprehensive checks conducted.

It is also a pleasure to note that the Minister of Health has awarded 'Mitra Bakti Husada' award to Siloam Hospitals Lippo Village in recognition to be an international quality healthcare provider. None of this would have been achieved without all of your support, contribution and sacrifice. Your efforts, dedication and hard work has resulted in Siloam Hospitals Group outstanding achievement and I pray that this will constantly be an encouragement for all of us to continue to work harder to increase our patient satisfaction in efforts of promoting Siloam Hospitals Group vision and mission to impact Indonesia through healthcare and grow in our stewardship. Congratulations and thank you to all of our doctors, nurses, administration and management team for the commitment and determination. Also, our sincerest appreciation towards our patients, suppliers and founders for the support and prayer given to us that we are able to attain this honorary achievement.

Best Regards,

dr. Andry  
Chief Executive Officer  
Siloam Hospitals Lippo Village

**First Accreditation:  
September 19, 2007**  
**Second Re-accreditation:  
September 4, 2010**





**Prestigious award, 'Mitra Bakti Husada', has been awarded to Siloam Hospitals Lippo Village by the Minister of Health, dr. Endang Rahayu Sedyaningsih, MPH, DR.PH in recognition of their commitment, over the past 14 years, to international quality healthcare, which has been officially endorsed by JCI accreditation for over 3 years.**

# Maternity

Siloam Hospitals Kebon Jeruk (SHKJ), equipped with complete facilities and reliable medical staff, launched special fixed price maternity packages on 25 October 2010.



As every family surely has different wishes and hopes, in SHKJ parents are given the options of choosing to have their baby to stay in the same room with the mother and take care of the baby every night, or to have their baby taken care of by our vigilant and caring staff.

As breastfeeding is very important for baby's physical and mental development, SHKJ lactation management trained nurses are always ready to assist mothers in breastfeeding. SHKJ is also equipped with NICU (Neonatal Intensive Care Unit) facility for babies who need special treatment. Besides the special certified and experienced nurses, NICU offers advanced technologies and special techniques for premature and sick babies treatment. These babies may have their lungs not fully developed. And therefore we have trained staff for a process called CPAP (Continuous Positive Airway Pressure), which blows air into the babies' nostrils to gently inflate their lungs.

# Prostate & Stone Clinic - Urology Center

In February SHKJ opened the Prostate & Stone Clinic – Urology Center, which is one of the earliest in Indonesia to be equipped with a comprehensive range of medical equipment staffed by experienced internationally trained specialists. Prostate and stone were selected as a focal point simply because they represent the two most common urological diseases here, together accounting for approximately 75% of urological cases in this country.

With the multidisciplinary approach, the facility is set up to be a one-stop-clinic which is able to offer the best treatment options backed by the latest state-of-the-art equipments, and designed with the patient's comfort as priority. The three consultation rooms are each equipped with an ultrasound machine capable of performing Transrectal Assessments and Biopsies of the prostate gland. In addition, this Urology Center also has Uroflowmetry (to detect obstruction to urine flow), Urodynamics (to detect bladder dysfunction), Flexible Cystoscopy, and procedures requiring only local anesthesia including catheterizations, vasectomies, dilatation of strictures and even intravesical chemotherapy.



This Urology Center is also completed with the arrival of newer models for ESWL (Extracorporeal Shockwave Lithotripsy) which are able to generate a more focused and less painful acoustic wave for breaking up stones, a more powerful Holmium Laser machine for stones and small tumor ablation and the Green Light Laser for near bloodless prostatectomy operations.

# New Look

To improve service quality and patient comfort, Siloam Hospitals Lippo Cikarang (SHLC) is undergoing several renovations in early 2011. The first phase was to give a fresh new look to the SHLC building and to commence some renovation works at the outpatient department.

In the next phase, there is some improvement work planned, including the renovation and expansion of the pharmacy unit on the 2nd floor, additional rooms for administration, expansion of the emergency unit, expansion of the ICU (Intensive Care Unit), and also renovation and improvements to the radiology department by way of the MRI installment and some radiology equipments rearrangement.

In February, SHLC completed the ISO 9001:2008 recertification process, which is valid for the next three years.



# Achievements & Improvements



By the end of 2010, Siloam Hospitals Surabaya (SHSB) achieved several prestigious awards, including the Best Service Hospital in Surabaya by Markplus. SHSB was also chosen as the Regional Winner of "Hospital Best Administration" held by the Asuransi Astra (Garda Medika), which was then followed by being crowned as the National Winner of the same category at the national level. In addition, the Brunei Darussalam government has entrusted SHSB to perform health checkups for those who are applying to be Indonesian labors (TKI) in Brunei.

At the beginning of 2011, SHSB is even more optimistic in its capacity to deliver excellent services to our patients by undergoing building expansion, and providing more powerful new facilities. Some initiatives will also be rolled out this year, including the Emergency and Trauma Center (ETC) and outpatient reservation system.

# The Transformation of He

**Siloam Hospitals Jambi (SHJB), which was previously known as Asia Medika Hospital, joined Siloam Hospitals Group in 2009, and officially became the Siloam Hospitals Jambi in February 2011. Many significant changes began after the acquisition to make this hospital's standards compliant with the Siloam Hospitals image.**

Many large renovations have been completed, including changes and additions to the building, systems and standards. The three operating theaters have been refurbished, the capacity has been increased from 60 beds to 100 beds and the capacity of the outpatient consultation rooms has also been increased from 9 rooms to 20 rooms.

These significant transformations can be seen from the hospital building, including change of façade and appearance of the external building and renovation of almost all rooms in the building.

SHJB will also be equipped with the state of the art medical machines, including the MRI 1.5 tesla, CT Scan 64 slice, Cath Lab, and the new 4D ultrasound machine. The SHJB's MRI (Magnetic Resonance Imaging) 1.5 tesla is the first in Jambi, so that now Jambi people no longer have to travel far for this facility.

The healthcare service provided by Jambi to the population becoming more complete with the various specialties offered by SHJB, which covers neurology, cardiology, orthopedic, haemodialysis, chemotherapy (linked to MRCCC – Mochtar Riady Comprehensive Cancer Center), and Emergency & Trauma.

Supported with the telemedicine technology, SHJB will strive to provide quality yet affordable and accessible healthcare service to all Jambi people and people in surrounding areas. With these changes, it is our hope that SHJB could represent better healthcare service transformation in Jambi.



# althcare Service in Jambi

Siloam Hospitals



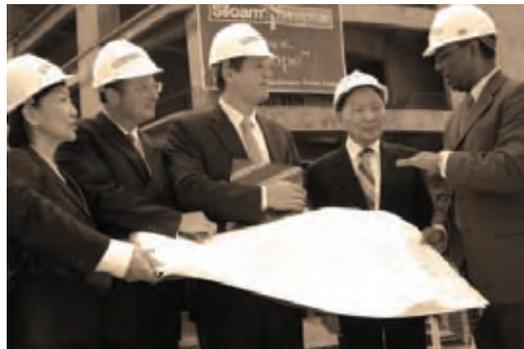
# Building of Hope... Ready to Open

Supported with state of the art equipment, MRCCC (Mochtar Riady Comprehensive Cancer Center) has been prepared to be the first private cancer center in Indonesia. The hospital was developed due to DR. Mochtar Riady's concern with the lack of sufficient and quality cancer treatment in Indonesia, while the cancer prevalence keeps increasing every year.

Located in Semanggi, Jakarta, the building process of MRCCC began in 2007 after the groundbreaking ceremony. The MRCCC building also known as the

Building of Hope, is a 31 story hospital, with capacity of 375 beds and 90 outpatient consultation rooms.

On completion of this new facility, Siloam Hospitals will offer therapeutic facilities such as Chemotherapy, Oncology Surgery, Radiotherapy, and also Palliative Therapy. The facility will also offer the latest in other services such as PET/CT (Positron Emission Tomography), SPEC/CT (Single Photon Emission Computed Tomography), Multislice CT 256 slice, MRI 3 Tesla, Cath Lab, Cyclotron, and Linear Accelerator (Linac).



# World Cancer Day 2011 "Sun Smart Fun Bike"

Siloam Hospitals and Yayasan Kanker Indonesia/ YKI (Indonesia Cancer Foundation) held "Sun Smart Fun Bike" on Sunday, 6 February, to commemorate the World Cancer Day (every 4 February).

More than 2000 "Sun Smart Fun Bike" participants were officially released by the DKI Jakarta governor Fauzi Bowo and took the route of Monas-Senayan monument-Monas. The event was also attended by Regional Military Commander Mayjen TNI Marciano Norman, and some celebrities Dorce Gamalama, Dimas Beck, dan Windy Wulandari (Cinta Fitri). The Minister of Health dr. Endang Rahayu Sedyaningsih, MPH, DR.PH was also present to give a speech and even participated in bicycling with her family. Among the participants are cancer survivors.

The "Sun Smart" theme was set by the UICC (Union for International Cancer Control). Among many cancer cases in Indonesia, it appears that the skin cancer prevalence number is increasing and is associated with the sun



ultraviolet radiation (UV). Many Indonesian are exposed to sun (UV) for quite a long period every day, but fortunately Indonesian has more pigment (a substance that imparts a color to our skin), which protects our skin from the UV exposure.

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## Nursing Roles In Achieving World-Class Healthcare

### Time:

08.00 – 16.00 (Both days)

### Venue:

**SEMINAR - April 29, 2011**

Siloam Hospitals Lippo Village

Ballroom 11th Floor

Jl. Siloam No 6, Lippo Village, Tangerang 15811

**WORKSHOP - April 30, 2011**

Faculty of Medicine & School of Nursing - UPH

(Adjacent building to Siloam Hospitals Lippo Village)

### Registration via:

**Elizabeth Sinulingga** (Siloam Hospitals Lippo Village)

Email : [eliza@siloamhospitals.com](mailto:eliza@siloamhospitals.com)

Phone : 0812 971 2044

**Liza Saerang** (Siloam Hospitals Group)

Email : [liza.saerang@siloamhospitals.com](mailto:liza.saerang@siloamhospitals.com)

Phone : 0817 799 383, (021) 546 0055 ext 9942

Fax : (021) 547 5938 attn: Liza Saerang

### Online registration:

Please visit <http://www.synapse.web.id>

### Ticket Price & Payment

**Rp.1.000.000** (early bird – last day Mar 15, 2011)\*/\*\*

**Rp.1.250.000** (after Mar 15, 2011)\*/\*\*

**Rp.1.500.000** (on-the-spot registration)\*\*

\* Group Discount: buy 10 tickets, get 1 additional ticket for free

\*\* Price is for the seminar and 1 class of workshop

### Payment can be made via:

BNI Account capem Lippo Pinangia No. 0187953222

a/n PT. Siloam International Hospitals

*Note: Payment has to be made within 1 week of registration during business hours or registration will be considered cancelled. Any payment made on the April 29, 2011 will be considered on-the-spot pricing (Rp. 1.500.000).*

*Proof of payment is to be faxed to (021) 547 5938 attn: Liza Saerang (please include name of registrar).*

# 2011-2012 Pipeline Projects



## 2011

1st Quarter

**Siloam Hospitals Jambi**

1st Quarter

**MRCCG  
Siloam Hospitals Semanggi**

2nd Quarter

**Teaching Hospital in  
Lippo Village**

3rd Quarter

**Siloam Hospitals  
Balikpapan**

**Siloam Hospitals  
Palembang**

4th Quarter

**Siloam Hospitals  
Manado**



## 2012

1st Quarter

**Siloam Hospitals Makassar**

4th Quarter

**Siloam Hospitals Bali**



**World Heart Day  
at Jakarta  
September 26, 2010**



**Corporate Client Gathering  
at Aryaduta Hotel, Jakarta  
November 30, 2010**



2010

FROST & SULLIVAN

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INDONESIA BEST PRACTICES AWARDS  
HEALTHCARE SERVICES PROVIDER OF THE YEaR

Presented to:  
SILOAM HOSPITALS

**'Best Practices Award for Healthcare Services Provider of the Year 2010' goes to Siloam Hospitals Group at the Frost & Sullivan 2010 Indonesia Best Practices Award.**



**Ground Breaking Siloam Hospitals Makassar  
January 7, 2011**



**Metro TV Live Talkshow  
2010: December 16, 21, 22  
2011: January 13, 19, 26**



**SDPDP Appreciation Dinner  
at MRCCC Siloam Hospitals Semanggi  
February 6, 2011**



**World Cancer Day  
at Monas, February 6, 2011**



**IKABDI Live Surgery Demo held  
at Siloam Hospitals Lippo Village  
February 11-13, 2011**

