

EXECUTIVE SUMMARY

This study focuses on the health industry's resilience and adaptability, particularly during challenging economic conditions like the Covid-19 pandemic. The health industry stands out as one of the sectors that has shown resilience against economic changes. While other industries faced pressures and had to adapt during the Covid-19 pandemic, the health industry remained steadfast. However, with industrial modernization, especially in the era of Industry 4.0, the health sector also needs to adapt to ensure its sustainability in the future. Data from Statista in 2023 and public company disclosures indicate that the pharmaceutical market is projected to grow both globally and domestically. In Indonesia, the growth of the pharmaceutical market is estimated to reach 9.2% annually, supported by Indonesia's demographic shift, growth in per capita expenditure, increased public awareness of health, and government programs. The evolution of information technology and digitalization currently propels growth across various industries, including health.

Kimia Farma as the leading healthcare & pharmacy in Indonesia with its subsidiary Kimia Farma Apotik intends to strengthen the revenue generation by reaching all possible segments with the application launched named Kimia Farma Mobile. The analysis culminates in the conclusion that the Kimia Farma Mobile application integrates various services offered by Kimia Farma. This application serves as a unified platform for services such as Kimia Farma Pharmacy, Kimia Farma Laboratory, Aesthetic, and Kimia Farma Clinic. The app's existence, especially in a tech-reliant era, reaffirms Kimia Farma's position as a pioneer in offering adaptive and responsive integrated health services.

However, currently Kimia Farma Mobile as an apps does not perform well yet. The intention of this study is to analyse the root cause of unsatisfying performance of the apps in terms of business performance, as well as provide the general direction on improvement how to perform better thus gaining the expected increasing revenue generation.

The improvement suggested from this study is to establish the real-time dashboard containing information of nationwide apps user and perform necessary analytics to extract the usable insight for the business and product offerings. This study also suggest the establishment of the Data-Driven Marketing program to target the market effectively with efficient efforts to the proper & targeted persona. The features of this application also being used as an offering proposition to attract the nationwide BPJS users to register the 1st Healthcare Facility (Faskes 1) to Kimia Farma Apotek & Klinik hence the company able to gain another revenue from the capitation fund allocation.

This comprehensive platform aims not only to offer consolidated services but also to ensure the health industry's longevity by embracing modern technological advancements. As a results, from the improved feature as well as targeted Data-Driven marketing to support the increament of the the Kimia Farma Mobile apps users, the company are projected to be able to generate more revenue once again maintain its strong market presence and leadership.