

REPORT

The Regional Workshop
Stakeholder Communication
and Outreach

Hanoi, 18-21 June 2019



**RADIOISOTOP
RADIOFARMAKA**

PRODUK BATAN UNTUK
INDONESIA

OUTLINE

01

Aktivitas

Aktivitas Workshop

02

Dokumen

Communication
Planning

03

Tindak Lanjut

Pasca Kegiatan
Workshop

AKTIVITAS

Tujuan workshop :

Menemukan formula untuk melakukan “engagement” serta berkomunikasi dengan stakeholder untuk mencapai *goal* komersialisasi “produk/jasa teknologi nuklir”

Communication Activities Report 2018–mid 2019

- Setiap negara menyampaikan report aktivitas komunikasi yang telah dilakukan hingga pertengahan tahun 2019.
- Indonesia melaporkan kegiatan komunikasi yang hanya berfokus pada produk RIRF yang menjadi komitmen dalam RAS 0080

Workshop & Working Group

- Pemaparan materi dari expert dengan topik-topik komunikasi untuk penyusunan dokumen strategi
- Working group dengan mengambil kasus spesifik sesuai dengan topik materi

Usulan Strategi Komunikasi

- Menyusun dokumen perencanaan strategi komunikasi yang akan dilakukan hingga tahun pencapaian target
- Dokumen disusun berdasarkan input selama kegiatan workshop

TINDAK LANJUT

01

Penyusunan Dokumen

Merumuskan dokumen strategi komunikasi yang lebih komprehensif, dengan target yang jelas untuk BATAN maupun Kimia Farma

02

Pengusulan Workshop/EM

Mengusulkan kepada IAEA untuk workshop lanjutan terkait dengan topik komersialisasi produk litbang, yang tidak hanya untuk spesifik produk RIRF namun produk litbang lainnya

03

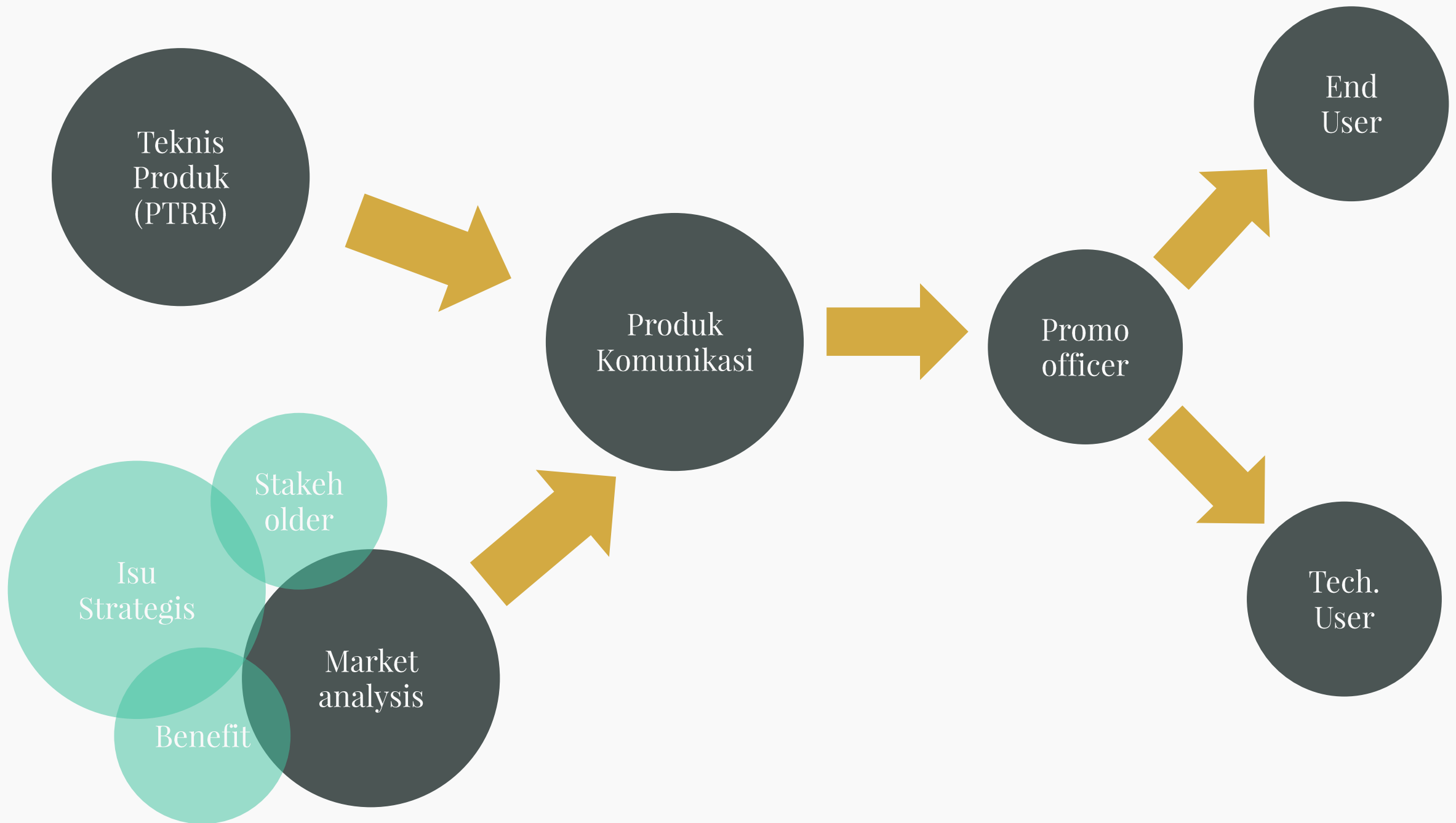
Implementasi

Melakukan trial and error untuk setiap aktivitas yang dilakukan → evaluasi dan perbaikan untuk dapat diimplementasikan pada produk & jasa lainnya

04

Komitmen

Komitmen stakeholder internal project untuk mendukung pencapaian target



**Good design is all
about making
other designers
feel like idiots
because that idea
wasn't theirs.**

- Frank Chimero -

Communication Strategy prepared by

Theresia Erni, Indonesia

Version no. 1, ADD DAY June 2019

(Next update: ADD DATE, NO LATER THAN IN ONE YEAR)

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2. Responsible department/section/office
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1. Overall project goal and objectives

Project objective:

Increasing radiopharmaceuticals production up to 6.000 vials per annum at 2021

Communication objective:

To increase market penetration **and national radiopharmaceuticals utilization by building potential clients and public trust on national radiopharmaceuticals products.**

Specific communication goals:

- Increasing market penetration through potential clients engagement, specific target increasing the number of engaged hospital management from 6 to 10 hospitals by 2021
- Building potential clients and public trust on national radiopharmaceuticals products through general campaign, specific target to increase market penetration to reach 20% market of 153SM-EDTMP by 2020

2. Responsible department/section/office

BATAN

- Centre for Dissemination and Partnership
 - Responsible for increase the public and other stakeholder awareness of the products
 - Create more opportunity for partnership mutual relation with potential stakeholders and users
- PR Division
 - In charge in institutional and **media relation**
 - Manage the organization social media activity

Kimia Farma Co

- Focusing on commercial marketing promotion to specific audience which will be implemented by Pharma Solindo Co, the marketing division of Kimia Farma

3. Target audience(s)

The target groups can be divided into groups according to their nature roles within the programme implementation. From the identified audiences, we identify three roles: “user”, “provider” and ‘referral’. Audiences can be any of them or any combination of multiple roles

Audience group	Main motivation of engagement. They
Nuclear medicine professionals	.. provide the nuclear medicine services to the patient (by recommend suitable treatment for the patient); provide the information about the benefit and risk of nuclear medicine and treatment; present medical information effectively to the public or media
Specialist doctor group (cardiology, urologist, oncologist, palliative care)	<p>This group has important role and influence in sending their patients to nuclear medicine facilities to get further treatment (therapy or diagnosis).</p> <p>Their awareness on the recent status of nuclear medicine procedures which will be able to help their patients case, is important to be maintained.</p>
Indonesia nuclear medicine society	This society has important role in giving products recommendation to its member with high information distribution characteristics and providing updated data on nuclear medicine development.

Audience group	Main motivation of engagement. They
Patient	This group has characteristics as product end user, with privilege to accept or refuse the recommended procedure. They also tend to share information and giving recommendation to patient fellows or communities on the treatment or medication which they have experienced.
Patient community	This group has significant role in disseminating information to its member, including potential role in disseminating benefits and positive aspects of radiopharmaceuticals & nuclear medicine procedure.
General public	General public plays important role as potential end user. Their awareness on products existence and related nuclear medical procedures for various illness treatment will be beneficial to their acceptance and preference.
Hospital manager/management	This group has strong influence in management decision at nuclear medicine facilities, especially in business aspects. Their awareness on updated information related to radiopharmaceuticals product will be important and influential to their product preference.
Media	.. information source for general public and decision makers, having strong influential role.
Medical student	.. future nuclear medical professionals /facilitator

4. Key messages

The main goal of communication activity is to increase awareness and trust of related stakeholders to the national radiopharmaceutical's products. The main message to be delivered is the **high-quality characteristics of the products and compliance to National FDA standards.**

To focus on each specific audience group, this communication strategy also designed to identify specific key messages.

Audience group	Key messages
<ul style="list-style-type: none"> - Nuclear medicine professionals - Indonesia nuclear medicine society 	<ol style="list-style-type: none"> 1) Compliance to National FDA standards 2) Scientific products characteristics compared to the imported radiopharmaceuticals 3) New technology and products 4) Sustainability of products provision
<ul style="list-style-type: none"> - Specialist doctor (cardiology, urologist, oncologist, palliative care) - Medical student 	<ol style="list-style-type: none"> 1) Availability of nuclear medicine procedure for further treatment needed by their patients 2) Prospect to be a specialized in nuclear medicine professionals
<ul style="list-style-type: none"> - Patient - Patient community 	<ol style="list-style-type: none"> 1) The benefit of using radiopharmaceuticals product → improve the patient quality of life 2) Alternative procedure to choose 3) Safety procedure of treatment, guarantee by national or international standards 4) Comfortable characteristics of product application (painless application)

Audience group	Key messages
Hospital manager/management	<ol style="list-style-type: none">1) Investment scheme & benefits2) Product superior characteristics & economical value compared with imported products3) Nuclear medicine operational aspects and benefits
Media General public	<ol style="list-style-type: none">1) Safety procedure of using nuclear medicine treatment, guarantee by national or international standards2) The benefit (social and economic)

5. Resources

- Centre for Dissemination and Partnership (CDP)
 - Human resources
 - Activities budget (government and Promotion budget from Non-Tax Revenue)
 - **Affiliate organization: Komunitas Muda Nuklir Nasional (KOMMUN)**
- PR Division
 - Human resources
 - Activities budget
 - Media networking
 - **Official social media**
- Kimia Farma
 - Human resources
 - Financial

6. Communication channels and platforms

Audience group	Communication Channel(s)
Nuclear medicine professionals Indonesia nuclear medicine society	Direct Engagement through meetings (visit) FGD Event (direct and participation in event) Produce support publication (product and service catalogue)
Specialist doctor (cardiology, urologist, oncologist, palliative care) Medical student	Direct Engagement through meetings & FGD Social Media & Online Communication Event (direct and participation in event)
Patient Patient community	Direct Engagement through socialization meetings Social Media & Mass Media
Hospital manager/management	Direct Engagement through meetings & FGD Produce support publication (product and service catalogue)
Media General public	Direct Engagement through socialization meetings Social Media & Mass Media

7. Communication project plans

Target audience	Platform	Resources	Dates	Frequency	Responsibility	M&E
List each specific person or group identified as a comms target	List each platform or channel you are going to use to reach the respective target audience	Outline in figures what your resources are: how much money, how many people	Date by when the project is supposed to start and end	How often?	Who is in charge of implanting it, and who will be part of the team	What measurements will be used to quantify success, and how will this be evaluated in contrast to other comms activities?
Nuclear medicine professionals	Regular visit	US\$ 2000/year, one field force, one field manager	August, 19 to December 2020	4 visit/year	Kimia Farma Marketing Division – Pharmasolindo	Qualitative questioner for the level of acceptance and willingness to use the products (non user) Medical experience as evidence
	Focus group discussion	US\$1000/year One field force One field manager Three spokes person (technical aspect, BATAN and Kimia Farma)	December, 19 to December 2020	1 event/year	- CDP - Kimia Farma	Discussion resume, opinion and concern
	Publication material (product brochure)	US\$ 300/years (for 2 titles, 500 brochure) Two technical support staff – 100 % allocated time Technical data about the products	2019 – 2020	2 titles/ years	- Media production sub division (CDP division) Responsible for the project: Head of sub divisio - Design content and material : 2 person (technical and social aspects)	Level of understanding about the subject

8. Evaluation and adaptation

Quantitative evaluation

- Number of engagement activities with the hospitals
- Number of communication activities with the nuclear medicine doctors
- Number of radiopharmaceuticals purchased by the engaged hospitals/doctors
- Number of externally organised event with support from the agency and Kimia Farma
- Number of visitors on the website and social media platform
 - Expected increase in number of visitors
- Number of media coverage on the news related to the products (incl news about the nuclear medicine and technology)

Qualitative evaluation

- Questioner on public opinion and awareness about the products
- Medical experience from doctor and patient

Recommendation

- Technical assistance (EM & National Workshop) in building capabilities to develop strategic commercialization plan
- Fellowship on business and marketing communication development
- National workshop in communication program evaluation and development (EM could be needed)