

Revolutionizing Cardiovascular Emergency Response in Indonesia

"Smart AI Call Center, Saving Lives—Every Second Counts!"



Ners DAYAN HISNI S.Kep, M.N.S

N.PURNOMO

Indonesia's Cardiovascular Crisis



765,660 CVD deaths/year (2021)

World Heart Observatory



Heart disease: #1 cause of death

WHO Indonesia Data (2024)



91.2% rise in crude CVD mortality by 2050

The Lancet WPCV (2024)



6 million sufferers projected by 2024

Statista Indonesia (2024)



Golden Hour often missed

Late response, low awareness



IDR 42.9 trillion healthcare cost in 2022

BPJS Kesehatan



70% of these deaths could be prevented with faster response

Our Solution: HeartCare AI



24/7 Emergency AI Call Center

When every second counts, HeartCare AI is ready to save lives through immediate, intelligent emergency response.



70% of cardiovascular deaths could be prevented with faster intervention

⚡ Ultra-fast Response

Voice + AI triage in 0 seconds vs. 5-15 minutes traditional



Evidence-based Protocols

Clinically validated by cardiologists for maximum efficacy



Multilingual Support

Natural Indonesian Bahasa processing for comfortable local use



Real-time Assessment

Severity scoring & symptom evaluation with AI precision



Complete Emergency Response

Massive Market Opportunity



AI Healthcare Market: \$860M (2025)

Growing at 28% CAGR annually



Digital Health: \$1.92B by 2025

Statista Market Forecast



Total Addressable Market (TAM)

270M population
Indonesian citizens

220M BPJS users
National healthcare coverage

34% hypertensive adults
High-risk population



30M+ monthly telemedicine users

Rapidly growing digital health adoption across Indonesia



HeartCare AI is positioned to capture a \$500M market opportunity by 2027

Product Demo: Emergency Simulation



CALLER (00:00)

"My mother has severe chest pain! She's struggling to breathe and sweating a lot. I don't know what to do!"



HEARTCARE AI (00:01)

"I understand this is an emergency. Please ask your mother to sit upright and loosen any tight clothing. Do NOT give her food or water. Is she conscious and able to communicate?"

"Stay calm, I've already dispatched an ambulance to your location. Estimated arrival: 8 minutes. I'll guide you through what to do while waiting."



Real-time AI Voice Guidance



Instant Severity Scoring



Automated Ambulance Dispatch



Traditional response: 5-15 minutes | HeartCare AI: 0 seconds

Sustainable Business Model

Revenue Streams



Government Partnership

Kemenkes, BPJS licensing



Hospital Networks

Enterprise SaaS, pay-per-call



Data Insights

Pharma, public health agencies



Cost Efficiency



AI call = IDR 1,600

vs. Traditional call = IDR 25,000

93.6% cost reduction!



Break-even: 50,000 calls/month

Initial investment recoverable within 6 months



Scalability





Projected growth: 500,000+ calls/month nationally

Roll-out phases: Jakarta → Top 5 cities → National

75% margin at scale

Competitive Advantage

	HeartCare AI	Traditional Call Centers	Telemedicine Apps
 Response Time	0 seconds	5-15 minutes	10-30 minutes
 Availability	24/7 - Always On	8-12 hours	Variable
 Cost Per Call	IDR 1,600	IDR 25,000	IDR 15,000+
 Accuracy	Consistent AI Protocols	Variable	Limited to text
 Scalability	Unlimited	Limited by staff	Limited by doctors

HeartCare AI's Unique Edge



First AI-powered emergency cardiac solution in Indonesia



Clinically validated protocols by cardiologists



Government partnership ready, regulation compliant, and proven technology stack

Meet The Dream Team

Combining Technology + Healthcare + Expertise to Save Lives



Marhaeni

Healthcare Strategy Lead

Strategic Leadership

Healthcare Management

Drives overall project vision and healthcare integration strategy. Connects HeartCare AI with Indonesia's healthcare ecosystem.



T. Fesa

AI & IoT Specialist

Computer Vision

AI Development

IoT Integration

Technology architecture expert designing the AI call center solution and emergency response system.



**Ners
DAYAN
HISNI**

S.Kep, M.N.S

Expert Cardiovascular Nurse

5+ Years Experience

Community Health

Provides critical medical expertise, emergency protocols, and first-hand experience with cardiovascular patients across Indonesia.



**M. KEIVAN
&
Majo
Alkaf**

Data Scientists & Operations

Data Analytics

User Research

AI Training

The operational backbone providing critical data collection, analytics, market research, and implementation support.

Impact & Financial Projections



Year 1: IDR 15B revenue, 100K calls

5 provinces coverage



Year 2: IDR 150B revenue, 1M calls

20 provinces coverage



5,000+ lives saved annually

Through faster intervention



IDR 2T+ government savings/year

Reduced emergency cases & hospitalizations



1,000%+ Social ROI

Value created per IDR invested



Immediate impact: National readiness

Cardiovascular emergency preparedness



Cost per life saved: IDR 3M vs IDR 50M traditional methods

CALL TO ACTION

Join the Revolution!



Ministry of Health

Approve pilot in 3 provinces



BPJS

Integrate AI emergency calls NOW



Hospitals

50+ ready for launch



Invest

IDR 180B for 1 million lives covered



💖 1,000%+ Social ROI

NOW

is the time to transform Indonesia's heart health!

No more lost ~~golden~~ hours.

References

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- Kemenkes/Dinas Kesehatan Aceh (2023) - "Penyakit Kardiovaskular Penyebab Kematian Tertinggi" - 651,481 kematian/tahun kardiovaskular
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- GoodStats Data (2024) - "Pasien Jantung Indonesia Didominasi Usia Produktif" - 140,206 pasien usia 25-34 tahun
- AIPRM Healthcare Statistics (2024) - "50+ AI in Healthcare Statistics" - Global AI market \$32.3B, growth 42%
- NCBI/PMC (2023) - "AI in Emergency Medicine: Current Applications" - 25.8%-42.7% preventable emergency deaths
- World Economic Forum (2025) - "7 Ways AI Transforming Healthcare" - 4.5 billion without essential healthcare
- Insights10 (2024) - "Indonesia AI Healthcare Market Analysis" - \$0.04B to \$0.82B, CAGR 45.22%
- Mordor Intelligence (2025) - "Indonesia Connected Healthcare Market" - \$0.88B 2025, CAGR 28.18%
- Market Research Indonesia (2025) - "Indonesia Telemedicine Market Future" - \$10.11B 2022 to \$12.45B 2029
- Grand View Research (2024) - "Southeast Asia Telehealth Market" - Indonesia 26.4% market share
- PMC/NCBI (2021) - "Indonesian Hospital Telemedicine Acceptance" - 600% surge during COVID
- Market Research Indonesia (2025) - "Indonesia Telemedicine Investment Explained" - \$1.7B government allocation