The experience from Indonesia: New model of triangular cooperation

NCD Asia Pacific Alliance
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NCD Familiar faces

Medical Service Providers
- Unilever
- Nestle
- McDonald's
- Norwest Private Hospital
- Flinders Private Hospital
- Bokamoso Private Hospital
- gateway

Pharma
- Pfizer
- GlaxoSmithKline
- Philip Morris International
- Johnson & Johnson
- P&G
- British American Tobacco

Medical Devices
- Medtronic
- invisalign

All the Rest-Utontouched
- Apple
- Google
- Tricare
- IBM
- CISCO
- Eni
- ConocoPhillips
- ExxonMobil
- bp
- Chevron
- Freeport-McMoRan
- HSBC
- Morgan Stanley
- CHASE
- McKinsey & Company
- Deloitte
- Publicis Groupe
- IPG
- Omnicom Group

IT Industry
- Microsoft

Oil and Gas Industry
- Shell

Mining Industry
- kpc

Banking and Equity Management Industry
- JPMorgan Chase

Consulting Industry
- WPP Group plc

Advertising Industry
- Dentsu Aegis Network
Largest players

Industry by sales USD

VW 286 Billion USD

Source: Bloomberg 2015
New model of triangular cooperation

PTFI
Provides the data/programs
Obtains a healthier workforce

Ministry of Health
PTFI build rapport with local government
Builds from PTFI evidence/experience

Academia
Provides technical capacity
Generates evidence (Publications)

Connecting countries & creating solutions for the prevention and treatment of NCDs
How to position NCDs within none-familiar five Stakeholders

Mapping out out stakeholders

<table>
<thead>
<tr>
<th>Level of Power/Influence</th>
<th>Degree of Support</th>
</tr>
</thead>
<tbody>
<tr>
<td>High</td>
<td>Opponent</td>
</tr>
<tr>
<td>Med</td>
<td>Follower</td>
</tr>
<tr>
<td>Low</td>
<td>Enthusiast</td>
</tr>
</tbody>
</table>

Key

- **Degree NCDs are impacted**
  - High
  - Med
  - Low

- **Cooperation**
  - Necessary
  - Desirable
  - Unnecessary
How to position NCDs within none-familiar five Stakeholders

*All about positioning*

**Value add**
What can they bring to the table? What can we bring to them.
I.e. Social License?

**Special concerns**
Are there risk or concern that need to be addressed early on in the project?
I.e. Investor ties

**Benefit**
What do they get out of it?
I.e. Brand recognition

**Why interest?**
What is the reason for interest in engagement?
I.e. CSR, Spending on health

**Get out of it?**

**Why Interest?**

Connecting countries & creating solutions for the prevention and treatment of NCDs