



Operational Planning of 'Remedies' Postpartum Care Center: Ensuring of Service Providing to Consumers

Yudha Hartlanda Martianto^{1*}, Rhian Indradewa², Unggul Kustiawan³,
Rian Adi Pamungkas⁴

Esa Unggul University, Indonesia

Email: hartlanda.yudha@gmail.com¹, rhian.indradewa@esaunggul.ac.id², unggul.kustiawan@esaunggul.ac.id³,
rian.adi@esaunggul.ac.id⁴

ABSTRACT Remedies Postpartum Care Center aims to provide holistic healthcare services for postpartum mothers, especially during the critical period of 0-14 days after delivery. During this period, mothers usually experience various physical, mental, and emotional challenges that require special attention. Remedies offers comprehensive services, including psychological consultation, nutritional care, lactation support, and recovery facilities with modern technology. With a structured operational planning strategy, Remedies strives to be a high-quality postpartum healthcare provider and provide a memorable experience for consumers when receiving services at Remedies. To ensure the effectiveness of care, the operational planning implemented includes human resource management, facility optimization, and the use of digital-based technology to improve service quality. In terms of marketing, Remedies utilizes digital strategies to raise public awareness of the importance of postpartum care, while expanding the reach of services to more mothers who need intensive support. Research on the effectiveness of postpartum care shows that holistic services such as those offered by Remedies can significantly improve the physical and mental recovery of mothers. With a data-driven approach and digital marketing strategy, Remedies plans to increase market share and become a leader in the industry. Thus, mature operational planning will contribute to creating more optimal and sustainable health services for postpartum mothers.

Keywords: Operational planning, maternal health, postpartum care, health services, postpartum recovery.

INTRODUCTION

The postpartum period can be an exciting period as well as a difficult and stressful period for the mother, who has to go through a critical transition for the mother, the baby and the family, as childbirth and parenting bring several physiological, emotional and psychosocial changes (Brockington, 2004; Geller, 2004; Prawirohardjo, 2020). As a result, it is a period of increased vulnerability to the onset or recurrence of mental illness (Smith et al., 2011). In both developed and developing countries, the postpartum period has become a major concern not only because it is a special period for mothers and infants but also because the risk of maternal and infant morbidity and mortality is more frequent (Arami et al., 2020).

The postnatal period is a critical stage for mothers and babies that requires special attention in physical and mental aspects.

In recent years, there has been increasing attention to postnatal care, given the large number of mothers who experience postpartum depression (PPD) as well as challenges in breastfeeding and physical recovery (Pamungkas & Usman, 2021). According to (Hidayah & Prasetyo, 2021), comprehensive postnatal care can help reduce the risk of maternal and infant health complications. In Indonesia, postnatal health services are still limited, so initiatives like Remedies are here to fill this gap.

Remedies as a postnatal care center offers innovative solutions with services that include intensive care for mothers and babies. These services include physical therapy, nutritional consultation, breastfeeding support, as well as psychological services that help mothers overcome postpartum stress and anxiety (Kustiawan, 2022). According to research conducted by (Rahmawati & Setiawan, 2023), structured services can increase breastfeeding success rates and accelerate maternal recovery.

Operational planning includes aspects of effective management of human resources, facilities, technology, as well as marketing. In Remedies' operations, a technology-based approach is implemented through smart home systems in the treatment rooms, allowing mothers to control their environment more easily (Indradewa, 2020). In addition, digital marketing strategies are also a major focus in reaching potential customers and increasing public awareness of the importance of postnatal care (Hidayah & Prasetyo, 2021). According to (Sari & Kurniawan, 2022), the utilization of digital-based marketing strategies can increase the number of patients utilizing postnatal services.

Based on previous research, a comprehensive approach in postnatal maternal health services has a positive impact on maternal recovery and infant growth and development (Rahmawati & Setiawan, 2023). In addition, a study by (Utin, 2018) showed that strategic planning in clinical information systems can improve service efficiency and reduce the administrative burden of medical personnel. Therefore, this article will discuss how proper operational planning can be implemented in postnatal care centers, by reviewing various factors such as service effectiveness, cost efficiency, and customer satisfaction.

METHOD

This study used a qualitative approach with descriptive methods to understand the operational planning of Remedies Postpartum Care Center. The focus of this research is to assess operational effectiveness through secondary data analysis and qualitative data from interviews. Secondary data was obtained from target population data including new mothers in the Jakarta area. This data was collected from secondary data sources, government health statistics and market research reports. Secondary data from the Central Bureau of Statistics (2023) and the Directorate of Population and Employment Statistics (2023) and customer preference surveys to understand market demand and customer preferences, complementing this, Andayani et al. (2020) emphasize the importance of understanding market conditions, which include internal and external factors. In addition, qualitative data was obtained through in-depth interviews with relevant parties, including clinic management, medical personnel, and patients who have used Remedies' services. These interviews aimed to explore first-hand experiences, service effectiveness, and obstacles faced in implementing clinic operations.

Data collection techniques in this study included documentation, in-depth interviews, and data analysis. Documentation was conducted by collecting secondary data from official reports, regulations, and scientific journals related to the main clinic operations.

Meanwhile, in-depth interviews were used to explore the experiences and perceptions of medical personnel, clinic managers, and patients regarding the services provided. Interviews were conducted with a semi-structured guide to ensure flexibility in exploring more in-depth information.

The data collected was analyzed using thematic analysis method to identify patterns, trends, and challenges in operational implementation at Remedies Postpartum Care Center.

In the data analysis technique, this research uses descriptive analysis method to organize and interpret the data obtained. The steps in data analysis include data reduction by filtering information from interviews and documents relevant to the clinic's operational planning, data presentation in the form of descriptive narratives that describe the main findings related to Remedies' operational strategy, and conclusion drawing that synthesizes the data that has been analyzed to provide recommendations that can improve the effectiveness of clinic operations.

The results of this research method are expected to provide a comprehensive understanding of Remedies' operational strategy and contribute to the development of postnatal maternal health services in Indonesia. In addition, the findings of this study can serve as a basis for developing strategies to improve clinic operational services, including optimizing human resource management, efficient use of technology in health services, and strengthening marketing strategies to reach more patients who need quality services. Thus, this research not only provides an overview of the existing conditions of clinic operations but also offers concrete solutions to improve the quality and effectiveness of services provided by Remedies.

RESULT AND DISCUSSION

Operational Planning

Remedies Operational Strategy Planning to Determine Strategies Related to Service Plan, Operational Plan, Financial Plan, Human Resources Plan to Support the Marketing Plan Run by Remedies, Where the Business Plan Process that will be carried out by Remedies for the initial stage is to carry out the stage of establishing a Remedies legal entity which is planned to be in the form of a Limited Liability Company then continue until the stage of compiling projected operating costs.

Stages of Business Establishment

Licensing

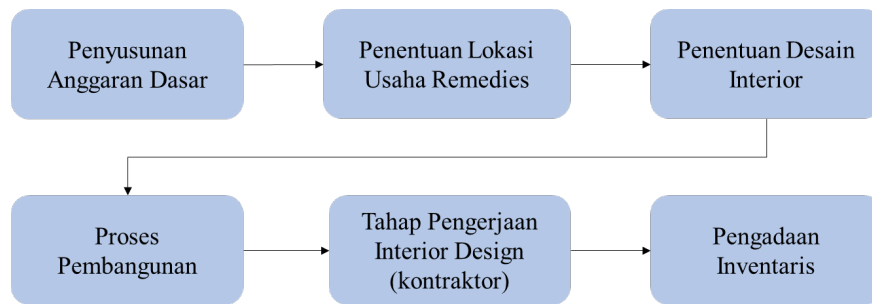
Figure 1. Flow of Licensing Process



The process of establishing the Remedies business began with choosing the form of business entity in the form of a Limited Liability Company. In the establishment process Remedies prepared the business licensing process and operational licensing.

Land and Building Provision

Figure 2. Process Flow of Land and Building Provision



To run this business, Remedies Set up a budget and plan the location of its legal seat and business domicile in South Jakarta City in the South Quarter Business Center area on Jl. R.A. Kartini No. Kav. 8, Cilandak Baru, Cilandak District, South Jakarta City 12430. With a planned land area of 2000 m² with space utilization for the basic building area of 1810 m² and the allocation of 240 m³ of the remaining land area will be used for parking areas and public facilities.

Figure 3. Operational Timeline of Remedies

No	Deskripsi	Timeline Tahun 1											
		1	2	3	4	5	6	7	8	9	10	11	12
1	Pendirian Badan Usaha	■											
2	Pengurusan Izin Usaha		■	■									
3	Pengadaan Sewa Lahan		■	■									
4	Tahap Pembangunan		■	■	■	■	■	■					
5	Pencarian Vendor			■	■								
6	Pencarian Supplier			■	■								
7	Pengadaan Aset				■	■	■						
8	Instalasi Ruangan & Fasilitas					■	■						
9	Rekrutmen Karyawan				■	■							
10	Pengadaan Bahan Baku Makanan						■	■					
11	Operasional Berjalan							■	■	■	■	■	■

Operational Goals and Objectives

The operational goals and objectives of a business are important in running the business itself. (Rhie A. et al., 2020) pointed out that "an effective operational strategy plays a key role in ensuring the efficiency and quality of services at the Clinic. (Hidayah, 2021) emphasizes that "operational activities of a clinic that run in accordance with the provisions stipulated in laws and regulations and owner policies support the achievement of the clinic's vision and mission. (Permatasari & Wawolangi, 2022) revealed the importance of "periodic monitoring or monitoring by the foundation, so that operational implementation runs smoothly and in accordance with the elements of internal control".

Operational Objectives

Remedies created operational objectives that refer to the Vision of Remedies, namely

"To become a pioneer of postpartum services in Indonesia that is comprehensive, innovative, solutive, inspiring and uses technology, in supporting the recovery of physical and mental health of mothers in the digital era." In supporting Remedies' business development strategy.

Operational Objectives

In realizing the operational objectives of *Remedies* that have been made. Then it is necessary to make operational targets that support these operational objectives which are made in the table, as follows:

Table 1 . Operational Goals and Objectives of Remedies

Category	Operational Objectives		Operational Objectives	
Short Term (0-1 Year)	1	Optimizing service facilities within the health center	1	- Ensure facilities and infrastructure are available and completed on time - Operational Efficiency - Innovating on the utilization of technology in services such as providing locations for the creation of Remedies promotional content
	2	<i>excellent service</i> to patients	2	- Ensure Front Office team has knowledge of customer service SOPs - 24-hour <i>online</i> and <i>offline customer service</i>
	3	Collaborate with vendors of medical devices and supporting software	3	- <i>Sourcing</i> and Vendor negotiation - Identify and maintain medical device assets
Medium Term (1-3 Years)	1	Provision of medium-term facilities and infrastructure	1	- Availability of technology and equipment - Provision of multipurpose room for seminar/workshop/webinar needs - Development of technology tools on <i>websites, database systems, and mom ease applications</i>
	2	Development of collaborations with healthcare experts and business partners	2	- Cooperate with experts in the field of Health according to business needs - Collaborate with health worker associations - Collaborate with business partners
	3	Optimizing <i>after sales</i> service Remedies	3	- Remedies website development - Development of after-sales service application - <i>Discount and promo</i> program - Conduct a <i>customer satisfaction survey</i> with a target of 90%
Long Term (>3 Years)	1	Development of <i>after sales</i> service Remedies	1	- Provision of facilities and infrastructure for the Remedies mother community - Improved after-sales service by 100% - Conduct a <i>customer satisfaction survey</i> with a target of 98%
	2	Provision of equipment and operational needs for the fulfillment of treatment rooms	3	- Conduct vendor searches for replenishment needs of treatment room equipment and supplies - Planning and <i>budgeting fulfillment of</i> equipment, facilities and infrastructure needs

Source: Writing Team (2024)

Operational Design

Product and Service Design

Remedies makes product and service designs that refer to the business strategy of focusing on market penetration and product development. Remedies itself is a business in the form of a main clinic engaged in postnatal care services for mothers and children who handle the hospice process for mothers and children after the mother's delivery process is complete.

Remedies operates every day from Monday - Sunday, with a working time scheme divided into 2 (two), namely non-shift for office employees and shift work time. In Remedies there are 10 (ten) treatment rooms available with prices starting from Rp. 5,000,000,- / day. The following is a table of service products offered by Remedies:

Table 2 . Remedies Clinic Postpartum Care Services

REMEDIES Clinic Postpartum Care	
Package	Executive
Price	Rp. 5,000,000/day
Room Size	40 M2
Services	• Maternal and child postnatal care • Catering for mothers and children • Psychological services for mothers • Baby care debriefing for mothers • Yoga <i>Class</i> for moms • Manicure & Pedicure • Hairsalp Treatment • Additional vitamins for mothers and children VIP Class
Facilities	• Executive Treatment Room • King Size Bed • Smart Home Assistant by Alexa/Google • 40" Smart TV • AC • Recliner • WC • Bathub • Sofa bed • Minibar
Equipment	• Change of Clothes • Cloth Diapers • Baby Swaddling • Kimono/Mommy Pajamas • Towels • Mother's Amenities • Sandals

Source: Writing Team (2024)

Table 3 . Partil Solution Remedies Service

Partial Solution Service
Education Class
Lactation Consultation
Psychiatric Consultation
Postpartum Massage
Body Spa
Hair Scalp Treatment
Stretch Mark Treatment
Yoga Class
Manicure & Pedicure
Newborn photography

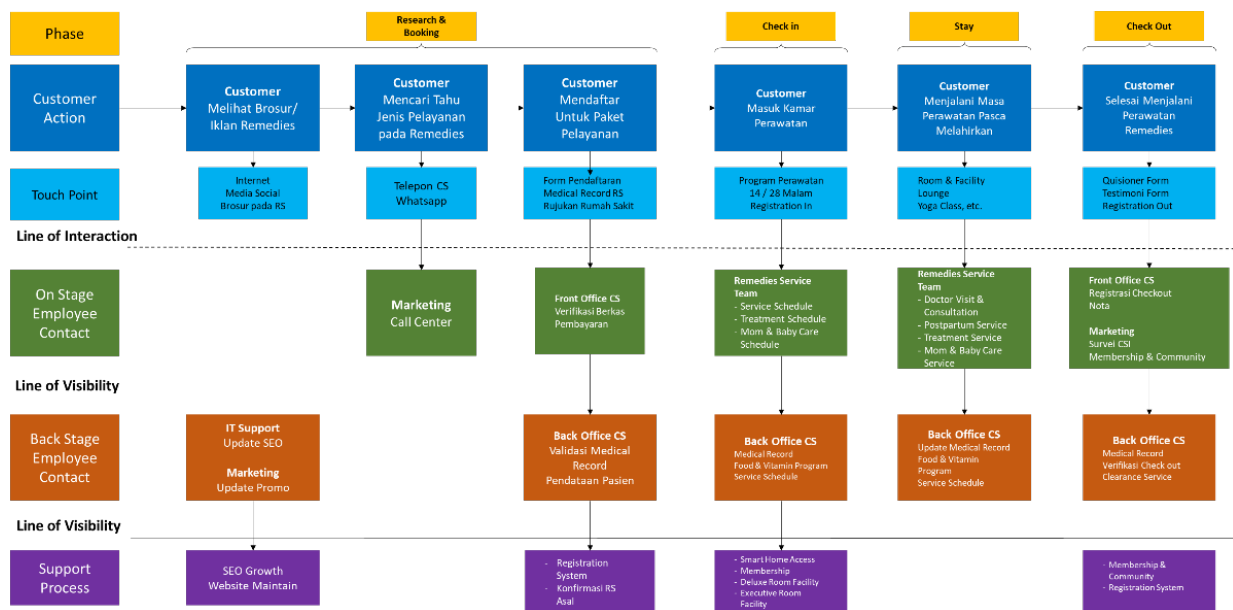
The service blueprint at Klinik Utama Remedies is designed to provide comprehensive and holistic postnatal health services. This service structure includes various operational aspects involving medical personnel, supporting facilities, as well as integrated administrative and technological systems.

The blueprint starts from the **patient registration** stage, where patients will register through a digital system or in person at the clinic. After registration, patients are directed to the **initial screening** stage to assess the health condition of the mother and baby, including physical examination and medical needs assessment.

Based on the screening results, patients will get services that suit their needs, such as **medical consultations with specialists, lactation support by breastfeeding counselors, physical recovery therapy, and psychological guidance for the prevention and treatment of postpartum depression.** In its operation, Remedies also implements a **home care monitoring** system, where patients who have left the clinic still receive assistance through telemedicine services and home visits by medical personnel.

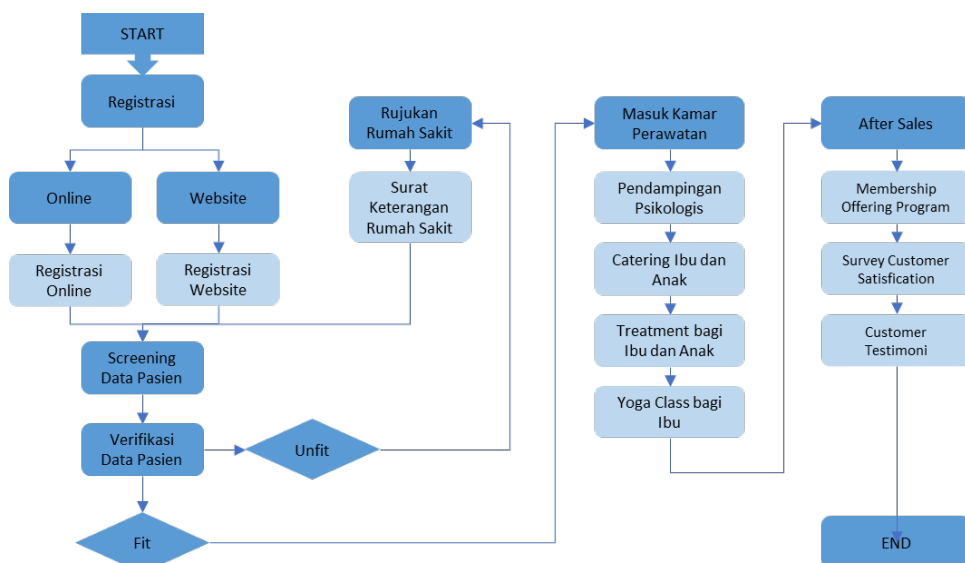
All services in this blue print are supported by an information technology system that allows digital medical records, monitoring of patient progress, and a flexible reservation system. With this blue print, Klinik Utama Remedies ensures that all services provided are in line with national health standards and prioritize an optimal and sustainable patient experience.

Figure 4. Blue Print of Remedies Service



As a postnatal service center, *Remedies* must always ensure the quality of services provided to customers. Where the quality of service must be in accordance with Procedural Operational Standards (SOP) and based on customer needs.

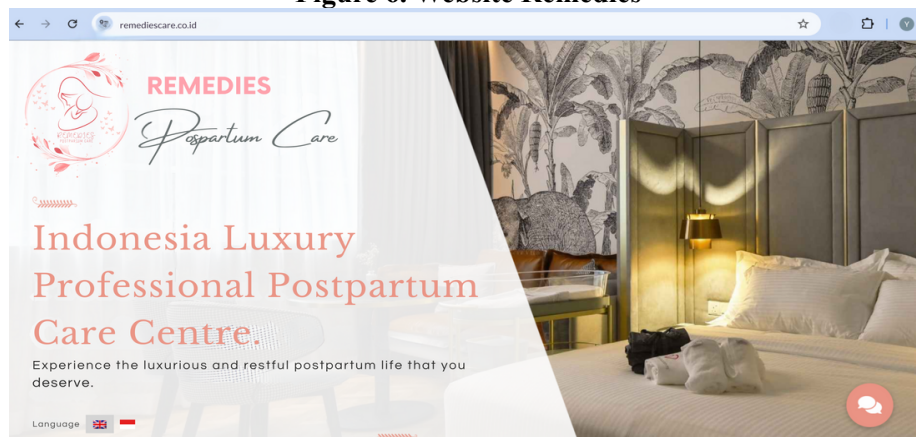
Figure 5. Remedies Service SOP



Remedies provides convenience to its customers in making One Stop Service program offers for postpartum services, where customers can register online through Customer Service or via the Website by first receiving a referral letter from the Hospital that the mother and child have no postpartum health problems from the Hospital.

As a supporter of the services provided to customers, Remedies prepares several facilities that can be enjoyed by customers and add to the attractiveness of Remedies to customers, one of which is providing a Lounge for mothers who are patients at Remedies, and this can be enjoyed by customers of all service classes.

Figure 6. Website Remedies



Layout and Service Flow of Remedies Postpartum Care Center

The Remedies building design features a modern minimalist façade and interior theme, where every design and component of the decorations and furniture carries a modern and aesthetic theme. The main lobby design that is displayed is a modern minimalist theme with some aesthetic additions that support it to be beautiful to look at.

Table 4 . Building Area Design Remedies

Nama Ruangan	Luas (m2)	Kebutuhan	Jumlah Luas (m2)	Kapasitas	Keterangan
Ruang Perawatan (Deluxe)	40	20	800	20 Bed	Ruang Pasien
Ruang Tunggu	50	1	50	5 Orang	Penerimaan Tamu
Front Office	50	1	50	2 Orang	Ruang Staf
Back Office	50	1	50	6 Orang	Ruang Staf
Director Office	10	4	40	4 Orang	Ruang Direksi
Ruang Kontrol	15	1	15	1 Orang	Ruang Tindakan
Ruang Konsultasi	15	1	15	1 Pasien	Ruang Tindakan
Ruang Perawat	20	1	20	6 Orang	Ruang Tindakan
Ruang Tindakan Medis	30	3	90	3 Orang	Ruang Tindakan
Ruang Laboratorium	30	2	60	1 Orang	Laboratorium
Ruang Farmasi	20	1	20	2 Orang	Farmasi Obat
Ruang Laktasi	10	1	10	2 Orang	Ruang Menyusui
Ruang Body Spa	50	1	50	5 Orang	Fasilitas Jasa
Ruang Kelas Yoga	100	1	100	10 Orang	Fasilitas Jasa
Ruang Hair Scalp Treatment	30	1	30	5 Orang	Fasilitas Jasa
Ruang Stretch Mark Treatment	30	1	30	5 Orang	Fasilitas Jasa
Ruang Manicure & Paedicure	30	1	30	5 Orang	Fasilitas Jasa
Lounge	50	1	50	70 Orang	Fasilitas Umum
Dining Room	70	1	70	70 Orang	Fasilitas Umum
Kitchen	50	1	50	10 Orang	Ruang Staf
Gudang	20	1	20	2 Orang	Penyimpanan
Gudang Obat dan Vitamin	20	1	20	2 Orang	Penyimpanan
Gudang Makanan	20	1	20	2 Orang	Penyimpanan
Ruang Maintain	20	2	40	2 Orang	Maintain
Toilet	5	4	20	1 Orang	Fasilitas Umum
Ruang Security	10	1	10	2 Orang	Ruang Staf
Musholla	50	1	50	8 Orang	Fasilitas Umum
Lahan Parkir Mobil	80	1	80	10 Mobil	Fasilitas Umum
Lahan Parkir Motor	30	1	30	15 Motor	Fasilitas Umum
Taman	30	1	30	M2	Fasilitas Sosial
Ruang Hijau	50	1	50	M2	Fasilitas Umum
Total			2000		

Source: Writing Team (2024)

Remedies is built with a building area of 1760 m² outside the parking area and public facilities of 240 m², Remedies provides a comfortable lobby area and at the same time a reception area to facilitate the re-registration process. Also a comfortable waiting room for customers or customers' families who drop off.

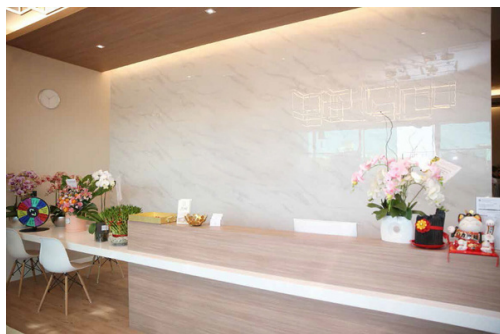
Figure 7. Remedies Building Design



Building Fasat



Lounge



Lobby



Waiting Room

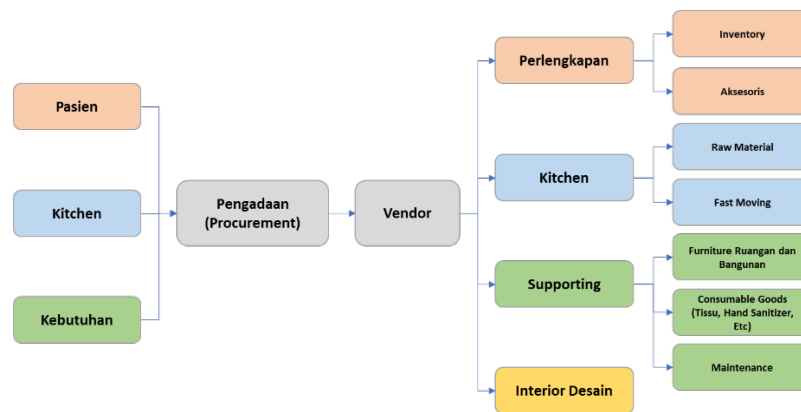
Process Technology Remedies

Remedies is a health service business that focuses on postpartum care services to customers by following the standards and calibration of supporting health equipment used. Remedies also opens partial services in the form of types of services that can be selected partially by patients or by non-patient consumers who want to get services at clinics that are served professionally by experts prepared by Remedies.

Operation Delivery

Supply Chain Management

To carry out supply chain management, Remedies begins to determine the required vendors based on the needs of the operational division and customer needs, which then this supply chain will be fulfilled by the procurement department where the procurement department will also carry out a sourcing strategy to meet the required supply chain needs, including the needs of mother and child equipment, interior design needs and also the needs of food ingredients needed by the Catering section, the following is the flow of Remedies supply chain:

Figure 8. Remedies Supply Chain Flow

The supply chain flow at Klinik Utama Remedies is designed to ensure the availability and efficient distribution of resources to support healthcare operations. This supply chain includes several key stages, from procurement of medical materials, distribution, storage, to utilization in clinic services.

The first stage is **procurement**, which is done in collaboration with suppliers of medical devices, pharmaceuticals, and other operational needs. The clinic contracts with trusted providers that meet health regulatory standards to ensure the supply of high-quality medical devices, medicines, and nursing supplies.

Next, the received goods will enter the **receiving and inspection** stage where the clinic's logistics unit verifies the suitability of the product specifications to the clinic's needs. Every product received is checked for quality and safety before entering the storage stage.

The next stage is **storage and inventory management**, where all medical and pharmaceutical supplies are stored in a warehouse with a digital recording system to ensure real-time stock monitoring. This system allows the clinic to avoid stock shortages as well as optimally manage the reorder cycle.

Distribution to service units is done through **needs-based stock management**, where each clinical department such as the mother and baby care room, laboratory, and pharmacy get supplies according to demand and usage levels.

Finally, the **in-service utilization** stage ensures that all equipment and drugs used are in accordance with established medical protocols. The clinic also implements a **safe medical waste disposal** system, following standardized procedures for managing infectious and non-infectious waste to maintain environmental sustainability.

With this structured supply chain system, Klinik Utama Remedies can ensure operational efficiency, reduce the risk of supply delays, and improve the quality of health services for postpartum patients.

Inventory Planning and Control

In controlling and monitoring supplies, the level managers will synergize with each other to do several things, in the case of the marketing department, the marketing team will compile consumer targets then, the operational department will record and procure the facilities, tools and *support systems* needed to support the targets of the *Remedies* marketing department and maintain the number of supplies and equipment supporting *Remedies* operations. The operational department will prepare supplies of supporting tools, *support* and consumable supplies. Then the process of recording the receipt of goods, the release of goods and the amount of goods available will be carried out. And every month a stock-taking will be carried out to check the goods are in good condition and in accordance with existing records. Some of the inventory lists that are owned

and must be managed are:

Table 5 . Remedies Inventory List

No	Nama Barang	Qty	Satuan	Harga	Jumlah
1	Meja Resepsionis	1	Unit	3.500.000	3.500.000
2	Meja Ruang Tunggu	1	Unit	3.000.000	3.000.000
3	Kursi Ruang Tunggu	3	Unit	1.500.000	4.500.000
4	Sofa Tunggu	2	Unit	3.500.000	7.000.000
5	Wheel Chair	3	Unit	1.500.000	4.500.000
6	Tempat Tidur Pasien	20	Unit	5.000.000	100.000.000
7	Inkubator Bayi	10	Unit	5.000.000	50.000.000
8	Hacting Set	2	Set	300.000	600.000
9	Set Resusitasi BBL	2	Set	1.000.000	2.000.000
10	P3K	4	Unit	250.000	1.000.000
11	Tensimeter	3	Unit	250.000	750.000
12	Stetoskop	3	Unit	100.000	300.000
13	Lampu Sorot	2	Unit	1.000.000	2.000.000
14	Tempat Sampah Kering	10	Unit	20.000	200.000
15	Tempat Sampah Basah	10	Unit	20.000	200.000
16	Tempat Sampah Kotor	3	Unit	10.000	30.000
17	Timbangan BB	3	Unit	50.000	150.000
18	Timbangan Bayi	2	Unit	300.000	600.000
19	Pengukur Tinggi Badan	2	Unit	15.000	30.000
20	Alat Pemeriksaan Lab Lengkap	1	Unit	20.000.000	20.000.000
21	Alat USG 4D	1	Unit	500.000.000	500.000.000
22	Tiang Infus	12	Unit	700.000	8.400.000
23	Infus Set	10	Set	10.000	100.000
24	Tranfusi Set	10	Set	20.000	200.000
25	Oksitosin Drip	1	Pack	100.000	100.000
26	Anastesi Lidokain	2	Pack	50.000	100.000
27	Tabung Oksigen	15	Unit	1.300.000	19.500.000
28	Jam Dinding	5	Unit	50.000	250.000
29	Reflek Hammer	3	Unit	7.000	21.000
30	Meja Resusitasi	1	Unit	150.000	150.000
31	Filing Cabinet 4 Laci Lion	4	Unit	3.000.000	12.000.000
32	Banner	3	Unit	350.000	1.050.000
33	Lukisan	10	Unit	1.000.000	10.000.000
34	TV LED 50 Inch Ruang Tunggu Merk LG	1	Unit	8.500.000	8.500.000
35	AC 1 Pk	5	Unit	4.500.000	22.500.000
36	AC 1/2 Pk	15	Unit	2.666.667	40.000.000
37	Genset 10 Kva	1	Unit	150.000.000	150.000.000
38	Smart TV Merk LG	10	Unit	4.000.000	40.000.000
39	Tempat Tidur Spa	5	Unit	5.000.000	25.000.000
40	Mesin Steamer Wajah	5	Unit	2.500.000	12.500.000
41	Aromatherapy Diffuser	3	Unit	1.000.000	3.000.000
42	Sound System	5	Unit	5.000.000	25.000.000
43	Refrigerator	5	Set	10.000.000	50.000.000
44	Kursi Manicure & Paedicure	5	Unit	5.000.000	25.000.000
45	Meja Manicure	5	Unit	2.500.000	12.500.000
46	Nail Dryer	5	Unit	1.000.000	5.000.000
47	Mesin Sterilizer	2	Unit	3.000.000	6.000.000
48	Kursi Perawatan Scalp	5	Unit	5.000.000	25.000.000
49	Hair Steamer	5	Unit	5.000.000	25.000.000
50	Mesin Ozonizer	3	Unit	8.000.000	24.000.000
51	Shampoo Station	5	Unit	10.000.000	50.000.000
52	Hair Dryer	5	Unit	2.000.000	10.000.000
53	Flat Iron	5	Unit	2.000.000	10.000.000
54	Kursi Menyusui	3	Unit	5.000.000	15.000.000
55	Meja Samping (Side Table)	3	Unit	1.000.000	3.000.000
56	Partisi Ruangan	3	Unit	1.000.000	3.000.000
57	Pompa ASI Elektronik	3	Unit	1.500.000	4.500.000
58	Peralatan penunjang catering pelanggan	20	Unit	3.500.000	70.000.000
59	APAR	15	Unit	800.000	12.000.000
60	Meja Direksi + Bangku Direksi	4	Unit	10.000.000	40.000.000
61	Meja Kerja + Bangku Kerja	10	Unit	1.500.000	15.000.000
62	Meja Makan dan Kursi pada Lounge	10	Unit	3.500.000	35.000.000
63	Laptop Kerja Karyawan	6	Unit	13.000.000	78.000.000
64	Personal Computer (PC)	3	Unit	10.000.000	30.000.000
65	Uninterruptible Power Supply (UPS)	5	Unit	5.000.000	25.000.000
66	Printer Laserjet	1	Unit	6.000.000	6.000.000
67	Printer All in One	3	Unit	4.000.000	12.000.000
68	Handy Talkie	5	Unit	1.600.000	8.000.000
69	Server Internet	3	Unit	3.800.000	11.400.000
70	Modem	5	Unit	1.500.000	7.500.000
71	DVR CCTV 18 Channel	2	Unit	14.000.000	28.000.000
72	CCTV Camera	10	Unit	1.700.000	17.000.000
73	Extention Wifi	5	Unit	800.000	4.000.000
TOTAL					1.745.631.000

Source: Writing Team (2024)

For the inventory control process of the *Remedies* operational department making a list of consumables needed by customers, the following *Supply Chain Management* projections need to be managed.

Table 6 . Supply Chain Management Projections

No	Nama Barang	Satuan	Tahun 1	Tahun 2	Tahun 3	Tahun 4	Tahun 5
1	Listrik	Lot	10.000.000	12.000.000	14.000.000	16.000.000	18.000.000
2	Air PDAM	m3	5.000.000	5.300.000	5.600.000	5.900.000	6.200.000
3	Sewa Lahan	m3	1.000.000.000	1.150.000.000	1.322.500.000	1.520.875.000	1.749.006.250
4	Biaya Pemeliharaan Gedung (Service AC, Maintain Minor, etc)	Lot	-	20.000.000	22.000.000	24.000.000	26.000.000
5	Pembuatan Website (Jasa, Hosting, domain, SSL & Server, etc)	Year	-	3.500.000	4.000.000	4.500.000	5.000.000
6	BBM untuk Genset	Liter	5.000.000	5.000.000	5.500.000	5.500.000	6.000.000
7	Beban Sewa Kendaraan	Unit	25.000.000	30.000.000	35.000.000	40.000.000	45.000.000
8	Internet & Telephone	Lot	3.000.000	3.200.000	3.400.000	3.600.000	3.800.000
9	Biaya Rumah Tangga Habis Pakai						
	ATK	Set	5.000.000	5.500.000	6.050.000	6.655.000	7.320.500
	Tisu	Set	10.000.000	11.000.000	11.110.000	12.221.000	13.442.100
	Masker	Set	10.000.000	11.000.000	11.110.000	12.221.000	13.442.100
	Sarung Tangan	Set	10.000.000	11.000.000	11.110.000	12.221.000	13.442.100
	Hand Sanitizer	Set	10.000.000	11.000.000	11.110.000	12.221.000	13.442.100
	Headcap	Set	5.000.000	5.500.000	6.050.000	6.655.000	7.320.500
	Underpad	Set	5.000.000	5.500.000	6.050.000	6.655.000	7.320.500
	Bedong Bayi	Set	3.000.000	3.300.000	3.630.000	3.993.000	4.392.300
	Handuk Spa	Set	18.000.000	19.800.000	21.780.000	23.958.000	26.353.800
	Pakaian Spa	Set	35.000.000	38.500.000	42.350.000	46.585.000	51.243.500
10	Peralatan Perawatan Kecantikan	Set	45.000.000	49.500.000	54.450.000	59.895.000	65.884.500
11	Peralatan Manicure & Pedicure	Set	1.500.000	1.650.000	1.815.000	1.996.500	2.196.150
12	Baskom Rendam Kaki	Set	1.000.000	1.100.000	1.210.000	1.331.000	1.464.100
13	Nail Polish & Produk Perawatan Kuku	Set	20.000.000	22.000.000	22.220.000	24.442.000	24.686.420
14	Produk Perawatan Hair & Scalp	Set	35.000.000	38.500.000	42.350.000	46.585.000	51.243.500
15	Farmasi (Obat-obatan)	Lot	7.000.000	77.000.000	84.700.000	93.170.000	102.487.000
16	Kalibrasi Alat	Lot	5.000.000	5.500.000	6.050.000	6.655.000	7.320.500
17	Bahan Makanan	Lot	328.000.000	374.062.500	421.575.000	482.850.000	560.895.000
	Total Biaya Operasional		1.601.500.000	1.920.412.500	2.176.720.000	2.480.684.500	2.832.902.920
	Proyeksi Sales Per Tahun		5.166.455.000	12.796.625.000	15.909.917.500	19.073.177.500	23.464.000.000
	Persentase Beban Operasional per Tahun		31%	15%	14%	13%	12%

Source: Writing Team (2024)

Quality Management

Referring to the vision of Remedies, namely *"To become a pioneer of postpartum services in Indonesia that is comprehensive, innovative, solutive, inspiring and uses technology, in supporting the recovery of physical and mental health of mothers in the digital era."* In carrying out its services Remedies will provide the best service according to the existing SOP and according to the service quality objectives that have been set previously. Remedies' own organizational culture refers to the effectiveness of providing services to customers and increasing customer satisfaction.

One of the steps taken by Remedies to maintain the quality of its services, Remedies conducts a customer satisfaction survey to customers who have enjoyed postnatal services at Remedies as well as to prospective customers who have been given information services by Remedies.

Table 7 . Remedies Customer Satisfaction Survey

No	Survey Pelayanan	Sangat Buruk	Buruk	Baik	Sangat Baik
1	Kemudahan Proses Registrasi				
2	Waktu Pelayanan				
3	Harga Pelayanan yang diberikan				
4	Pelayanan Tim Remedies				
5	Kualitas Katering yang diberikan				
	Kritik dan Saran				

Source: Writing Team (2024)

Projected Operational Cost Scenarios and Projections

The operating cost projections made by Remedies refer to the marketing strategy plan in Chapter V, which aims to increase revenue and cost efficiency.

Table 8 . Scenarios and Projections

Year 1	Projected Budget	- Preoperational Budgeting - Asset Procurement Budgeting - Budgeting <i>Operational Cost</i>
	Operational license fulfillment fee	- Establishment of a Business Entity - Business operation license
	Fulfillment of facilities and infrastructure	- Fulfillment of 50% of the service's room demand target in the first year - Remedies <i>website</i> provision - <i>Internal system</i> provision Remedies - Provision of Remedies Application - Sourcing Vendors and <i>Suppliers</i>
Year 2	Revenue projection doubled	- Addition of cooperation with vendors of pharmaceutical suppliers (vitamins), support good, food raw materials - Asset Addition
	Increased operational costs	- Renewal of land and building leases - 13% increase in operating costs in the second year
	Fulfillment of facilities and infrastructure	- Fulfillment to 70% of target service room requirements in year two - Maintenance and Development of <i>websites, internal systems, and applications</i> - Addition of facility space
Year 3	Projected revenue tripled	- Addition of multivitamin drugs - The addition of food ingredients adjusts the menu served - Renewal of land and building leases
	Increased operational costs	- Renewal of land and building leases - 18% increase in operating costs in the third year
	Fulfillment of facilities and infrastructure	- Fulfillment to 80% of target service room requirements in year three - Maintenance and Development of <i>websites, internal systems, and applications</i> - Addition of facility space
Year 4	Projected revenue increase	- Preparation of operational cost budget for product and service development - Renewal of land and building leases
	Increased operational costs	- Renewal of land and building leases - 24% increase in operating costs in the fourth year - Addition of facility space
	Fulfillment of facilities and infrastructure	- Fulfillment to 100% of target service room requirements in year four - Maintenance and Development of <i>websites, internal systems, and applications</i> - Addition of facility space

Year 5	Projected revenue increase	- Renewal of land and building leases - Budgeting for inventory and asset refreshment
	Increased operational costs	- Renewal of land and building leases - 30% increase in operating costs in the second year - Addition of facility space
	Fulfillment of facilities and infrastructure	- Maintenance and Development of <i>websites, internal systems, and applications</i> - Addition of facility space

Source: Writing Team (2024)

Projected Operating Costs

Table 9 . Pre-Operational Cost Projections

No	Deskripsi	Qty	Satuan	Tahun 1	Tahun 2	Tahun 3	Tahun 4	Tahun 5
A.	Pra Operasional							
1	Biaya Pembangunan	2000	M2	12.000.000.000				
2	Electronic Medical Record Software	1	Modul	100.000.000				
3	Pembuatan Website (Hosting, Domain, SSL, Server, etc)	1	Year	30.000.000	-	-	-	-
4	Biaya Perizinan Usaha	1	Lot	40.000.000	10.000.000	10.000.000	10.000.000	10.000.000
5	Jasa Interior Desain	2000	Lot	1.800.000.000	-	-	-	-
Total				13.970.000.000	10.000.000	10.000.000	10.000.000	10.000.000

Table 10 . Projected Asset Procurement Costs

No	Deskripsi	Qty	Satuan	Tahun 1	Tahun 2	Tahun 3	Tahun 4	Tahun 5
B. Pengadaan Aset								
1	Meja Resepsionis	1	Unit	3.500.000	-	-	-	-
2	Meja Ruang Tunggu	1	Unit	3.000.000	-	-	-	-
3	Kursi Ruang Tunggu	3	Unit	4.500.000	-	-	-	-
4	Sofa Tunggu	2	Unit	7.000.000	-	-	-	-
5	Wheel Chair	3	Unit	4.500.000	-	-	-	-
6	Tempat Tidur Pasien	20	Unit	100.000.000	-	-	-	-
7	Inkubator Bayi	10	Unit	50.000.000	-	-	-	-
8	Hacting Set	2	Set	600.000	-	-	-	-
9	Set Resusitasi BBL	2	Set	2.000.000	-	-	-	-
10	P3K	4	Unit	1.000.000	-	-	-	-
11	Tensimeter	3	Unit	750.000	-	-	-	-
12	Stetoskop	3	Unit	300.000	-	-	-	-
13	Lampu Sorot	2	Unit	2.000.000	-	-	-	-
14	Tempat Sampah Kering	10	Unit	200.000	-	-	-	-
15	Tempat Sampah Basah	10	Unit	200.000	-	-	-	-
16	Tempat Sampah Kotor	3	Unit	30.000	-	-	-	-
17	Timbangan BB	3	Unit	150.000	-	-	-	-
18	Timbangan Bayi	2	Unit	600.000	-	-	-	-
19	Pengukur Tinggi Badan	2	Unit	30.000	-	-	-	-
20	Alat Pemeriksaan Lab Lengkap	1	Unit	20.000.000	-	-	-	-
21	Alat USG 4D	1	Unit	500.000.000	-	-	-	-
22	Tiang Infus	12	Unit	8.400.000	-	-	-	-
23	Infus Set	10	Set	100.000	-	-	-	-
24	Tranfusi Set	10	Set	200.000	-	-	-	-
25	Oksitosin Drip	1	Pack	100.000	-	-	-	-
26	Anastesi Lidokain	2	Pack	100.000	-	100.000	-	-
27	Tabung Oksigen	15	Unit	19.500.000	-	-	-	-
28	Jam Dinding	5	Unit	250.000	-	-	-	-
29	Reflek Hammer	3	Unit	21.000	-	-	-	-
30	Meja Resusitasi	1	Unit	150.000	-	-	-	-
31	Filing Cabinet 4 Laci Lion	4	Unit	12.000.000	-	-	-	-
32	Banner	3	Unit	1.050.000	-	-	-	-
33	Lukisan	10	Unit	10.000.000	-	-	-	-
34	TV LED 50 Inch Ruang Tunggu Merk LG	1	Unit	8.500.000	-	-	-	-
35	AC 1 Pk	5	Unit	22.500.000	-	-	-	-
36	AC 1/2 Pk	15	Unit	40.000.000	20.000.000	-	-	-
37	Genset 10 Kva	1	Unit	150.000.000	-	-	-	-
38	Smart TV Merk LG	10	Unit	40.000.000	-	-	-	-
39	Tempat Tidur Spa	5	Unit	25.000.000	-	-	-	-
40	Mesin Steamer Wajah	5	Unit	12.500.000	-	-	-	-
41	Aromatherapy Diffuser	3	Unit	3.000.000	-	-	-	-
42	Sound System	5	Set	25.000.000	-	-	-	-
43	Refrigerator	5	Unit	50.000.000	-	-	-	-
44	Kursi Manicure & Paedicure	5	Unit	25.000.000	-	-	-	-
45	Meja Manicure	5	Unit	12.500.000	-	-	-	-
46	Nail Dryer	5	Unit	5.000.000	-	-	-	-
47	Mesin Sterilizer	2	Unit	6.000.000	-	-	-	-
48	Kursi Perawatan Scalp	5	Unit	25.000.000	-	-	-	-
49	Hair Steamer	5	Unit	25.000.000	-	-	-	-
50	Mesin Ozonizer	3	Unit	24.000.000	-	-	-	-
51	Shampoo Station	5	Unit	50.000.000	-	-	-	-
52	Hair Dryer	5	Unit	10.000.000	-	-	-	-
53	Flat Iron	5	Unit	10.000.000	-	-	-	-
54	Kursi Menyusui	3	Unit	15.000.000	-	-	-	-
55	Meja Samping (Side Table)	3	Unit	3.000.000	-	-	-	-
56	Partisi Ruangan	3	Unit	3.000.000	-	-	-	-
57	Pompa ASI Elektronik	3	Unit	4.500.000	-	-	-	-
58	Peralatan penunjang katering pelang	20	Unit	70.000.000	-	-	-	-
59	APAR	15	Unit	12.000.000	-	-	-	-
60	Meja Direksi + Bangku Direksi	4	Unit	40.000.000	-	-	-	-
61	Meja Kerja + Bangku Kerja	10	Unit	15.000.000	-	-	-	-
62	Meja Makan dan Kursi pada Lounge	10	Unit	35.000.000	-	-	-	-
63	Laptop Kerja Karyawan	6	Unit	78.000.000	-	-	-	-
64	Personal Computer (PC)	3	Unit	30.000.000	-	-	-	-
65	Uninterruptible Power Supply (UPS)	5	Unit	25.000.000	-	-	-	-
66	Printer Laserjet	1	Unit	6.000.000	-	-	-	-
67	Printer All in One	3	Unit	12.000.000	-	-	-	-
68	Handy Talkie	5	Unit	8.000.000	-	-	-	-
69	Server Internet	3	Unit	11.400.000	-	-	-	-
70	Modem	5	Unit	7.500.000	-	-	-	-
71	DVR CCTV 18 Channel	2	Unit	28.000.000	-	-	-	-
72	CCTV Camera	10	Unit	17.000.000	-	-	-	-
73	Extention Wifi	5	Unit	4.000.000	-	-	-	-
Total				1.745.631.000	20.000.000	100.000	-	-

Table 11 . Projected Operational Cost

C.	Operational Cost	Satuan	Tahun 1	Tahun 2	Tahun 3	Tahun 4	Tahun 5
1	Listrik	Lot	10.000.000	12.000.000	14.000.000	16.000.000	18.000.000
2	Air PDAM	m3	5.000.000	5.300.000	5.600.000	5.900.000	6.200.000
3	Sewa Lahan	m3	1.000.000.000	1.150.000.000	1.322.500.000	1.520.875.000	1.749.006.250
4	Biaya Pemeliharaan Gedung (Service AC, Maintain Minor, etc)	Lot	-	20.000.000	22.000.000	24.000.000	26.000.000
5	Pembuatan Website (Jasa, Hosting,domain, SSL & Server, etc)	Year	-	3.500.000	4.000.000	4.500.000	5.000.000
6	BBM untuk Genset	Liter	5.000.000	5.000.000	5.500.000	5.500.000	6.000.000
7	Beban Sewa Kendaraan	Unit	25.000.000	30.000.000	35.000.000	40.000.000	45.000.000
8	Internet & Telephone	Lot	3.000.000	3.200.000	3.400.000	3.600.000	3.800.000
9	Biaya Rumah Tangga Habis Pakai						
	ATK	Set	5.000.000	5.500.000	6.050.000	6.655.000	7.320.500
	Tisu	Set	10.000.000	11.000.000	11.110.000	12.221.000	13.442.100
	Masker	Set	10.000.000	11.000.000	11.110.000	12.221.000	13.442.100
	Sarung Tangan	Set	10.000.000	11.000.000	11.110.000	12.221.000	13.442.100
	Hand Sanitizer	Set	10.000.000	11.000.000	11.110.000	12.221.000	13.442.100
	Headcap	Set	5.000.000	5.500.000	6.050.000	6.655.000	7.320.500
	Underpad	Set	5.000.000	5.500.000	6.050.000	6.655.000	7.320.500
	Bedong Bayi	Set	3.000.000	3.300.000	3.630.000	3.993.000	4.392.300
	Handuk Spa	Set	18.000.000	19.800.000	21.780.000	23.958.000	26.353.800
	Pakaian Spa	Set	35.000.000	38.500.000	42.350.000	46.585.000	51.243.500
10	Peralatan Perawatan Kecantikan	Set	45.000.000	49.500.000	54.450.000	59.895.000	65.884.500
11	Peralatan Manicure & Pedicure	Set	1.500.000	1.650.000	1.815.000	1.996.500	2.196.150
12	Baskom Rendam Kaki	Set	1.000.000	1.100.000	1.210.000	1.331.000	1.464.100
13	Nail Polish & Produk Perawatan Kuku	Set	20.000.000	22.000.000	22.220.000	24.442.000	24.686.420
14	Produk Perawatan Hair & Scalp	Set	35.000.000	38.500.000	42.350.000	46.585.000	51.243.500
15	Farmasi (Obat-obatan & Suplemen)	Lot	7.000.000	77.000.000	84.700.000	93.170.000	102.487.000
16	Kalibrasi Alat	Lot	5.000.000	5.500.000	6.050.000	6.655.000	7.320.500
17	Bahan Makanan	Lot	328.000.000	374.062.500	421.575.000	482.850.000	560.895.000
			1.601.500.000	1.920.412.500	2.176.720.000	2.480.684.500	2.832.902.920

CONCLUSION

The study aimed to evaluate the operational strategy of Remedies Postpartum Care Center, focusing on its service effectiveness, human resource management, technological integration, and marketing strategies. The research found that a comprehensive operational planning framework is essential to the success of a postpartum care center. By incorporating advanced technology, such as smart home systems in treatment rooms and an efficient digital marketing strategy, Remedies has positioned itself as a leader in postnatal care. This approach not only ensures a high level of service quality but also enhances customer satisfaction by providing personalized care and attention to both physical and mental health needs during the critical postpartum period.

The findings suggest that Remedies' use of structured service models—such as providing physical therapy, psychological support, and breastfeeding consultations—has contributed significantly to improved maternal recovery rates. The integration of technology into operations, alongside a dedicated team of healthcare professionals, plays a crucial role in increasing the center's operational efficiency. Additionally, the implementation of a data-driven marketing strategy has successfully expanded the clinic's reach, ensuring that more mothers benefit from comprehensive postnatal care. Ultimately, this study highlights the importance of strong operational planning, especially in the healthcare sector, where patient care and service delivery must be both efficient and adaptable to meet evolving market demands.

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