



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

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

Universitas Esa Unggul, 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

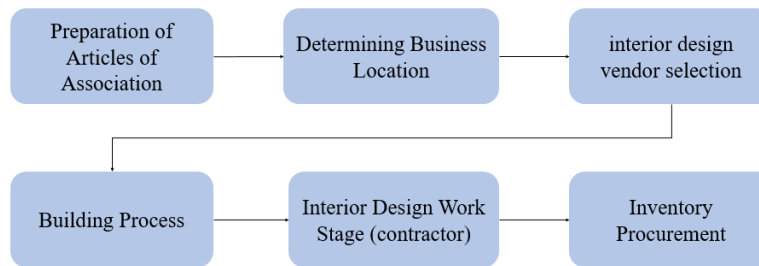
Figure 1. Flow of Licensing Process



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	Description	Timeline of Year 1											
		1	2	3	4	5	6	7	8	9	10	11	12
1	Establishment Business Entity	█											
2	Take Caer of Business Permit		█	█									
3	Land Lease Procurement		█										
4	Building Process		█	█	█	█	█	█					
5	Vendor Searching			█	█								
6	Supplier Searching			█	█								
7	Assets Procurement				█	█	█						
8	Room and Facility Installation				█	█	█						
9	Employee Recruitment				█	█	█						
10	Procurement of Food Raw Materials						█	█					
11	Operation Running							█	█	█	█	█	█

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	<ul style="list-style-type: none"> • 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	<ul style="list-style-type: none"> • Executive Treatment Room • King Size Bed • Smart Home Assistant by Alexa/Google • 40" Smart TV • AC • Recliner • WC • Bathub • Sofa bed • Minibar
Equipment	<ul style="list-style-type: none"> • 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

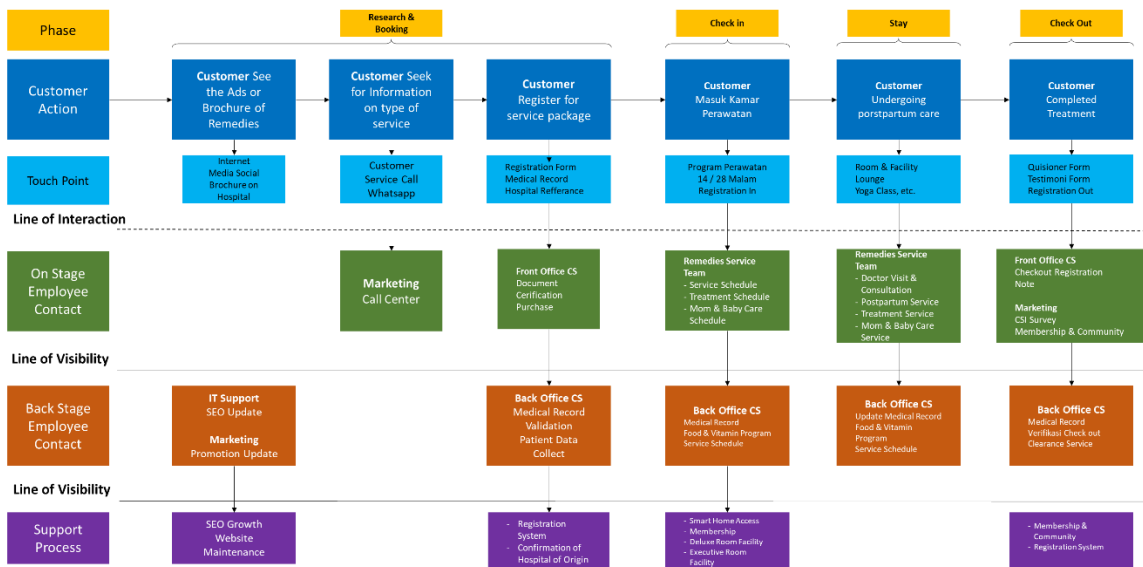
The service blueprint at Klinik Utama Remedies is designed to provide comprehensive and holistic postnatal health services. This service structure includes various operational aspects involving medical personnel, supporting facilities, as well as integrated administrative and technological systems.

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.

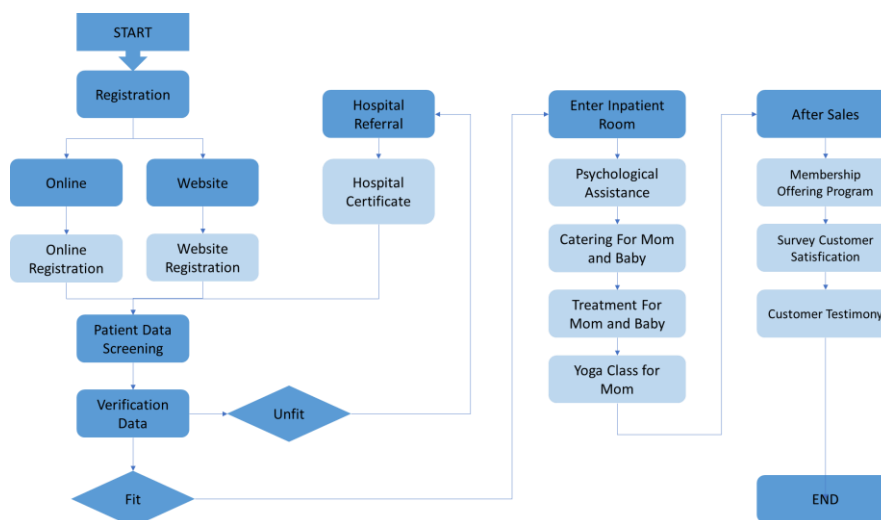
All services in this blue print are supported by an information technology system that allows digital medical records, monitoring of patient progress, and a flexible reservation system. With this blue print, Klinik Utama Remedies ensures that all services provided are in line with national health standards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

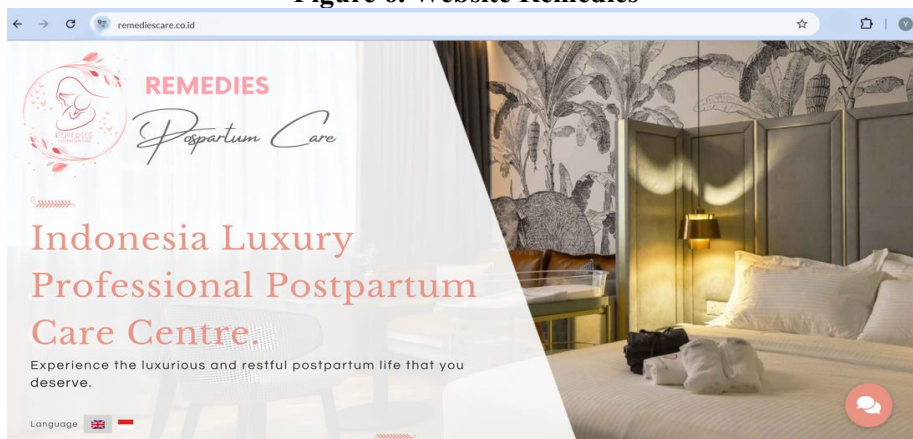
Figure 5. Remedies Service SOP



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

Name of Room	SQM (m2)	Needs	SQM Total (m2)	Capacity	Notes
Treatment Room (Deluxe)	40	20	800	20 Bed	Patient Room
Waiting Room	50	1	50	5 People	Reception
Front Office	50	1	50	2 People	Staff Room
Back Office	50	1	50	6 People	Staff Room
Director Office	10	4	40	4 People	Director Room
Control Room	15	1	15	1 People	Procecute Room
Consultation Room	15	1	15	1 Patient	Medical Procedure Room
Nurse Room	20	1	20	6 People	Medical Procedure Room
Medical Procedure Room	30	3	90	3 People	Medical Procedure Room
Laboratorium	30	2	60	1 People	Laboratorium
Pharmacy Room	20	1	20	2 People	Pharmacy
Lactation Room	10	1	10	2 People	Lactation Room
Body Spa Room	50	1	50	5 People	Service Facilities
Yoga Class Room	100	1	100	10 People	Service Facilities
Hair Scalp Treatment Room	30	1	30	5 People	Service Facilities
Stretch Mark Treatment Room	30	1	30	5 People	Service Facilities
Manicure & Paedicure Room	30	1	30	5 People	Service Facilities
Lounge	50	1	50	70 People	Public Facilities
Dining Room	70	1	70	70 People	Public Facilities
Kitchen	50	1	50	10 People	Staff Room
Warehouse	20	1	20	2 People	Storage
Medicine and Vitamin Warehouse	20	1	20	2 People	Storage
Food Warehous	20	1	20	2 People	Storage
Maintance Room	20	2	40	2 People	Maintain
Toilet	5	4	20	1 People	Public Facilities
Security Room	10	1	10	2 People	Staff Room
Musholla	50	1	50	8 People	Public Facilities
Car Parking Area	80	1	80	10 Car	Public Facilities
Motorcycle Parking Area	30	1	30	15 Bike	Public Facilities
Garden	30	1	30	M2	Social Facilities
Green Space	50	1	50	M2	Public Facilities
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.

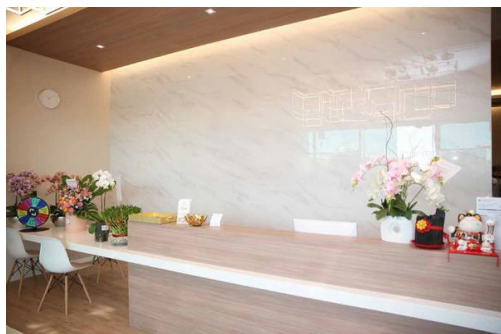
Figure 7. Remedies Building Design



Building Fasat



Lounge



Lobby



Waiting Room

Process Technology Remedies

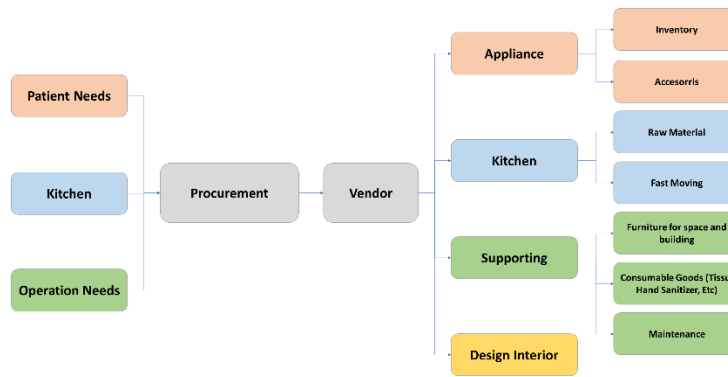
Remedies is a health service business that focuses on postpartum care services to customers by following the standards and calibration of supporting health equipment used. Remedies also opens partial services in the form of types of services that can be selected partially by patients or by non-patient 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	Item	Qty	Unit	Price	Total
1	Receptionist Table	1	Unit	3.500.000	3.500.000
2	Waiting Room Table	1	Unit	3.000.000	3.000.000
3	Waiting Room Chair	3	Unit	1.500.000	4.500.000
4	Waiting Sofa	2	Unit	3.500.000	7.000.000
5	Wheel Chair	3	Unit	1.500.000	4.500.000
6	Patient Bed	20	Unit	5.000.000	100.000.000
7	Baby Incubator	10	Unit	5.000.000	50.000.000
8	Hacting Set	2	Set	300.000	600.000
9	Resusitasi BBL Set	2	Set	1.000.000	2.000.000
10	P3K	4	Unit	250.000	1.000.000
11	Tensiometer	3	Unit	250.000	750.000
12	Stethoscope	3	Unit	100.000	300.000
13	Spotlight Stand	2	Unit	1.000.000	2.000.000
14	Dry Trash Bin	10	Unit	20.000	200.000
15	Wet Trash Bin	10	Unit	20.000	200.000
16	Dirty Trash Bin	3	Unit	10.000	30.000
17	Weight Scales	3	Unit	50.000	150.000
18	Baby Scales	2	Unit	300.000	600.000
19	Height Measuring Device	2	Unit	15.000	30.000
20	Lab Examination tools	1	Unit	20.000.000	20.000.000
21	USD 4D	1	Unit	500.000.000	500.000.000
22	Infusion Stand	12	Unit	700.000	8.400.000
23	Infusion Set	10	Set	10.000	100.000
24	Transfusion Set Tool	10	Set	20.000	200.000
25	Oksitosin Drip	1	Pack	100.000	100.000
26	Lidocaine Anesthesia	2	Pack	50.000	100.000
27	Oxygen Tube	15	Unit	1.300.000	19.500.000
28	Wall Clock	5	Unit	50.000	250.000
29	Reflection Hammer	3	Unit	7.000	21.000
30	Resuscitation Table	1	Unit	150.000	150.000
31	Filing Cabinet 4 Slot Lion	4	Unit	3.000.000	12.000.000
32	Banner	3	Unit	350.000	1.050.000
33	Painting	10	Unit	1.000.000	10.000.000
34	TV LED 50 Inch Waiting Room 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	Generator Unit 10 Kva	1	Unit	150.000.000	150.000.000
38	Smart TV Merk LG	10	Unit	4.000.000	40.000.000
39	Spa Bed	5	Unit	5.000.000	25.000.000
40	Face Steamer Machine	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	Manicure & Pedicure Chair	5	Unit	5.000.000	25.000.000
45	Manicure Table	5	Unit	2.500.000	12.500.000
46	Nail Dryer	5	Unit	1.000.000	5.000.000
47	Sterilization Machine	2	Unit	3.000.000	6.000.000
48	Scalp Treatment Chair	5	Unit	5.000.000	25.000.000
49	Hair Steamer	5	Unit	5.000.000	25.000.000
50	Ozonizer Machine	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	Lactation Chair	3	Unit	5.000.000	15.000.000
55	Side Table	3	Unit	1.000.000	3.000.000
56	Room Partition	3	Unit	1.000.000	3.000.000
57	ASI Electric Pump	3	Unit	1.500.000	4.500.000
58	Catering Support Equipment	20	Unit	3.500.000	70.000.000
59	APAR	15	Unit	800.000	12.000.000
60	Director Table + Chair	4	Unit	10.000.000	40.000.000
61	Work Table + Chair	10	Unit	1.500.000	15.000.000
62	Dinning Table + Chair for Lounge	10	Unit	3.500.000	35.000.000
63	Employee Work Notebook/Laptop	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	Internet Server System	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	Items	Unit	Year 1	Year 2	Year 3	Year 4	Year 5
1	Electricity PLN	Lot	10.000.000	12.000.000	14.000.000	16.000.000	18.000.000
2	Water PDAM	m3	5.000.000	5.300.000	5.600.000	5.900.000	6.200.000
3	Land Lease	m3	1.000.000.000	1.150.000.000	1.322.500.000	1.520.875.000	1.749.006.250
4	Building Maintenance Costs (Service AC, Maintain Minor, etc)	Lot	-	20.000.000	22.000.000	24.000.000	26.000.000
5	Website Development (Jasa, Hosting, domain, SSL & Server, etc)	Year	-	3.500.000	4.000.000	4.500.000	5.000.000
6	Fuel for Generator	Liter	5.000.000	5.000.000	5.500.000	5.500.000	6.000.000
7	Vehicle Rental Charges	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	Household Expenses Expendable						
	Office Stationery	Set	5.000.000	5.500.000	6.050.000	6.655.000	7.320.500
	Tissue	Set	10.000.000	11.000.000	11.110.000	12.221.000	13.442.100
	Mask	Set	10.000.000	11.000.000	11.110.000	12.221.000	13.442.100
	Gloves	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
	Baby Swaddle	Set	3.000.000	3.300.000	3.630.000	3.993.000	4.392.300
	Spa Towel	Set	18.000.000	19.800.000	21.780.000	23.958.000	26.353.800
	Spa Clothes	Set	35.000.000	38.500.000	42.350.000	46.585.000	51.243.500
10	Beauty Care Equipment	Set	45.000.000	49.500.000	54.450.000	59.895.000	65.884.500
11	Manicure & Pedicure Equipment	Set	1.500.000	1.650.000	1.815.000	1.996.500	2.196.150
12	Foot Soak Basin	Set	1.000.000	1.100.000	1.210.000	1.331.000	1.464.100
13	Nail Polish & Nail Care Products	Set	20.000.000	22.000.000	22.220.000	24.442.000	24.686.420
14	Care Products Hair & Scalp	Set	35.000.000	38.500.000	42.350.000	46.585.000	51.243.500
15	Pharmacy (Medicines)	Lot	7.000.000	77.000.000	84.700.000	93.170.000	102.487.000
16	Tool Calibration	Lot	5.000.000	5.500.000	6.050.000	6.655.000	7.320.500
17	Food material	Lot	328.000.000	374.062.500	421.575.000	482.850.000	560.895.000
	Total Operating Costs		1.601.500.000	1.920.412.500	2.176.720.000	2.480.684.500	2.832.902.920
	Sales Projection Per Year		5.166.455.000	12.796.625.000	15.909.917.500	19.073.177.500	23.464.000.000
	Percentage of Operating Expenses per Year		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	Customer Survey	Very Bad	Bad	Good	Very Good
1	Ease of Registration Process				
2	Service Hours				
3	Service Price				
4	Service Provided				
5	Catering Quality Provided				
	Criticism and Suggestions				

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

	Projected Budget	<ul style="list-style-type: none"> - Preoperational Budgeting - Asset Procurement Budgeting - Budgeting <i>Operational Cost</i>
Year 1	Operational license fulfillment fee	<ul style="list-style-type: none"> - Establishment of a Business Entity - Business operation license
	Fulfillment of facilities and infrastructure	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - Addition of cooperation with vendors of pharmaceutical suppliers (vitamins), support good, food raw materials - Asset Addition
	Increased operational costs	<ul style="list-style-type: none"> - Renewal of land and building leases - 13% increase in operating costs in the second year
	Fulfillment of facilities and infrastructure	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - Addition of multivitamin drugs - The addition of food ingredients adjusts the menu served - Renewal of land and building leases
	Increased operational costs	<ul style="list-style-type: none"> - Renewal of land and building leases - 18% increase in operating costs in the third year
	Fulfillment of facilities and infrastructure	<ul style="list-style-type: none"> - 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	<ul style="list-style-type: none"> - Preparation of operational cost budget for product and service development - Renewal of land and building leases
	Increased operational costs	<ul style="list-style-type: none"> - Renewal of land and building leases - 24% increase in operating costs in the fourth year - Addition of facility space
	Fulfillment of facilities and infrastructure	<ul style="list-style-type: none"> - 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
	Fullfilment 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	Description	Qty	Unit	Year 1	Year 2	Year 3	Year 4	Year 5
A. Pra-Operational								
1	Building Cost	2000	M2	12.000.000.000				
2	Electronic Medical Record Software	1	Module	100.000.000				
3	Website Development (Hosting, Domain, SSL, Server, etc)	1	Year	30.000.000	-	-	-	-
4	Business Licensing Fees	1	Lot	40.000.000	10.000.000	10.000.000	10.000.000	10.000.000
5	Interior Design Services	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	Description	Qty	Unit	Year 1	Year 2	Year 3	Year 4	Year 5
B. Assets Procurement								
1	Receptionist Table	1	Unit	3.500.000	-	-	-	-
2	Waiting Room Table	1	Unit	3.000.000	-	-	-	-
3	Waiting Room Chair	3	Unit	4.500.000	-	-	-	-
4	Waiting Sofa	2	Unit	7.000.000	-	-	-	-
5	Wheel Chair	3	Unit	4.500.000	-	-	-	-
6	Patient Bed	20	Unit	100.000.000	-	-	-	-
7	Baby Incubator	10	Unit	50.000.000	-	-	-	-
8	Hacting Set	2	Set	600.000	-	-	-	-
9	Resusitasi BBL Set	2	Set	2.000.000	-	-	-	-
10	P3K	4	Unit	1.000.000	-	-	-	-
11	Tensiometer	3	Unit	750.000	-	-	-	-
12	Stethoscope	3	Unit	300.000	-	-	-	-
13	Spotlight Stand	2	Unit	2.000.000	-	-	-	-
14	Dry Trash Bin	10	Unit	200.000	-	-	-	-
15	Wet Trash Bin	10	Unit	200.000	-	-	-	-
16	Dirty Trash Bin	3	Unit	30.000	-	-	-	-
17	Weight Scales	3	Unit	150.000	-	-	-	-
18	Baby Scales	2	Unit	600.000	-	-	-	-
19	Height Measuring Device	2	Unit	30.000	-	-	-	-
20	Lab Examination tools	1	Unit	20.000.000	-	-	-	-
21	USD 4D	1	Unit	500.000.000	-	-	-	-
22	Infusion Stand	12	Unit	8.400.000	-	-	-	-
23	Infusion Set	10	Set	100.000	-	-	-	-
24	Transfusion Set Tool	10	Set	200.000	-	-	-	-
25	Oksitosin Drip	1	Pack	100.000	-	-	-	-
26	Lidocaine Anesthesia	2	Pack	100.000	-	100.000	-	-
27	Oxygen Tube	15	Unit	19.500.000	-	-	-	-
28	Wall Clock	5	Unit	250.000	-	-	-	-
29	Reflection Hammer	3	Unit	21.000	-	-	-	-
30	Resuscitation Table	1	Unit	150.000	-	-	-	-
31	Filing Cabinet 4 Slot Lion	4	Unit	12.000.000	-	-	-	-
32	Banner	3	Unit	1.050.000	-	-	-	-
33	Painting	10	Unit	10.000.000	-	-	-	-
34	TV LED 50 Inch Waiting Room Merk L	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	Generator Unit 10 Kva	1	Unit	150.000.000	-	-	-	-
38	Smart TV Merk LG	10	Unit	40.000.000	-	-	-	-
39	Spa Bed	5	Unit	25.000.000	-	-	-	-
40	Face Steamer Machine	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	Manicure & Pedicure Chair	5	Unit	25.000.000	-	-	-	-
45	Manicure Table	5	Unit	12.500.000	-	-	-	-
46	Nail Dryer	5	Unit	5.000.000	-	-	-	-
47	Sterilization Machine	2	Unit	6.000.000	-	-	-	-
48	Scalp Treatment Chair	5	Unit	25.000.000	-	-	-	-
49	Hair Steamer	5	Unit	25.000.000	-	-	-	-
50	Ozonizer Machine	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	Lactation Chair	3	Unit	15.000.000	-	-	-	-
55	Side Table	3	Unit	3.000.000	-	-	-	-
56	Room Partition	3	Unit	3.000.000	-	-	-	-
57	ASI Electric Pump	3	Unit	4.500.000	-	-	-	-
58	Catering Support Equipment	20	Unit	70.000.000	-	-	-	-
59	APAR	15	Unit	12.000.000	-	-	-	-
60	Director Table + Chair	4	Unit	40.000.000	-	-	-	-
61	Work Table + Chair	10	Unit	15.000.000	-	-	-	-
62	Dinning Table + Chair for Lounge	10	Unit	35.000.000	-	-	-	-
63	Employee Work Notebook/Laptop	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	Internet Server System	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	Unit	Year 1	Year 2	Year 3	Year 4	Year 5
1	Electricity PLN	Lot	10.000.000	12.000.000	14.000.000	16.000.000	18.000.000
2	Water PDAM	m ³	5.000.000	5.300.000	5.600.000	5.900.000	6.200.000
3	Land Lease	m ³	1.000.000.000	1.150.000.000	1.322.500.000	1.520.875.000	1.749.006.250
4	Building Maintenance Costs (Service AC, Maintain Minor, etc)	Lot	-	20.000.000	22.000.000	24.000.000	26.000.000
5	Website Development (Jasa, Hosting, domain, SSL & Server, etc)	Year	-	3.500.000	4.000.000	4.500.000	5.000.000
6	Fuel for Generator	Liter	5.000.000	5.000.000	5.500.000	5.500.000	6.000.000
7	Vehicle Rental Charges	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	Household Expenses Expendable						
	Office Stationery	Set	5.000.000	5.500.000	6.050.000	6.655.000	7.320.500
	Tissue	Set	10.000.000	11.000.000	11.110.000	12.221.000	13.442.100
	Mask	Set	10.000.000	11.000.000	11.110.000	12.221.000	13.442.100
	Gloves	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
	Baby Swaddle	Set	3.000.000	3.300.000	3.630.000	3.993.000	4.392.300
	Spa Towel	Set	18.000.000	19.800.000	21.780.000	23.958.000	26.353.800
	Spa Clothes	Set	35.000.000	38.500.000	42.350.000	46.585.000	51.243.500
10	Beauty Care Equipment	Set	45.000.000	49.500.000	54.450.000	59.895.000	65.884.500
11	Manicure & Pedicure Equipment	Set	1.500.000	1.650.000	1.815.000	1.996.500	2.196.150
12	Foot Soak Basin	Set	1.000.000	1.100.000	1.210.000	1.331.000	1.464.100
13	Nail Polish & Nail Care Products	Set	20.000.000	22.000.000	22.220.000	24.442.000	24.686.420
14	Care Products Hair & Scalp	Set	35.000.000	38.500.000	42.350.000	46.585.000	51.243.500
15	Pharmacy (Medicines)	Lot	7.000.000	77.000.000	84.700.000	93.170.000	102.487.000
16	Tool Calibration	Lot	5.000.000	5.500.000	6.050.000	6.655.000	7.320.500
17	Food material	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 operational planning of the business unit Postpartum Care Center plays a crucial role in ensuring the delivery of high-quality and holistic postnatal healthcare services to customer. By implementing a structured and well-defined operational strategy, the business unit aims to address the critical needs of postpartum mothers during the 0–14 days after delivery, providing comprehensive medical, psychological, and nutritional support. Through an integrated approach that includes human resource management, facility optimization, and digital-based technology, the business unit is positioned as a pioneering postpartum care provider in Indonesia. The adoption of smart home technology, digital marketing strategies, and personalized healthcare solutions further enhances the efficiency and accessibility of services.

The findings of this study indicate that proper operational planning significantly improves the quality of postpartum care, ensuring better recovery outcomes for mothers and newborns. Moreover, collaboration with healthcare professionals, continuous monitoring of patient satisfaction, and the integration of digital solutions are essential for sustaining long-term growth and service excellence.

Moving forward, the continuous evaluation and refinement of operational strategies will be necessary to adapt to evolving market demands and technological advancements. By maintaining a strong commitment to quality care and innovation, the business unit can expand its market presence and set new standards in the postpartum healthcare industry.

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