

SEMISI (AGREEMENT, COMMITMENT AND ACTION)

(Innovation from dr. Zainoel Abidin Hospital, Banda Aceh, Aceh, Indonesia)

Innovator : Hospital Health Promotion Installation

The SEMISI (Agreement, Commitment, and Action) innovation transforms RSUD dr. Zainoel Abidin into a "Hospital Without Walls," focusing on health education, basic life support training, and healthcare service socialization within the community. This involves the modernization of information and digitalization and extends the educational approach from within the hospital to outside, resulting in positive impacts such as increased health knowledge, improved hospital image, and enhanced accessibility of healthcare services for the public and corporate employees.

Innovation SEMISI, transforming dr. Zainoel Abidin Hospital into a Hospital Without Walls,' addresses challenges of limited healthcare access in rural areas, low health awareness, and basic life support skills. By extending healthcare into communities through education, training, and healthcare service socialization beyond hospital settings, this innovation has created significant positive impact. Rural communities gain better healthcare access, dr. Zainoel Abidin Hospital improves its image, and the general public and companies find ease in accessing healthcare. This involves all healthcare professionals such as doctors, nurses, pharmacists, nutritionists, and physiotherapists.

In the future, SEMISI innovation is expected to expand to more communities with further support from local governments, NGOs, and the private sector. Institutionalizing the 'Hospital Without Walls' approach in various hospitals and regions is a step towards achieving this. By broadening cross-sectoral collaborations, including partnerships between hospitals, local governments, non-profit organizations, and the private sector, SEMISI innovation can reach more people and areas, and have a broader impact on improving health awareness, knowledge, access, and quality of healthcare services.

SEMISI brings innovation to healthcare services by focusing on education and enhancing health skills beyond the hospital walls, based on the concept of "Hospital Without Walls," which integrates traditional approaches with social media. This approach not only widens access to healthcare services but also enhances health knowledge and skills. SEMISI involves innovative partners, demonstrating a holistic approach to behavioral change.

The integrated approach of SEMISI actively involves the community, expanding healthcare services beyond hospital walls. Through continuous education, training, and healthcare service socialization, SEMISI provides a comprehensive solution, enabling

people to access healthcare services both inside and outside the hospital. SEMISI's success lies in cross-sectoral collaboration involving local governments, NGOs, and the private sector, creating an impact in improving overall community health and well-being.

SEMISI emerged from the urgent need to improve the low health literacy among the Acehnese community, which stands at only 48.58% (Rikesdas, Aceh 2018). The high prevalence of communicable and non-communicable diseases has led to an increase in hospital visits. SEMISI has established Health Promotion Villages in Ateuk Lam Ura and Cot Geundreut. It has successfully enhanced health knowledge and Basic Life Support (BLS) skills, with increases reaching 93% and 71% respectively by 2023.

The innovation's development process begins with proposal formulation by the Health Promotion Installation, supported by the Research and Development Division, and approved by the hospital's Director. As a result, there has been a 45% increase in health literacy and a 71% mastery of BLS skills by 2023. With institutional policies and adequate funding allocation, SEMISI's implementation has achieved its goals and impact evaluation.

SEMISI collaborates with Professional Care Providers as health information providers. Government officials' policies until 2023, 10 villages have been impacted by SEMISI. Companies will also have easier access to services at Dr. Zainoel Abidin Hospital. SEMISI's Potential Partners are the driving force behind its success. This collaboration results in a significant contribution to strengthening innovation implementation across sectors and improving access to healthcare services.

SEMISI has delivered positive impacts: a 93% increase in health knowledge and reduced visits of Type 2 Diabetes (6.9%) and Hypertension patients (8.7%) in 2022. Establishing Gampong Promkes in two villages bolstered community health promotion. Basic Life Support training for 370 individuals showcased SEMISI's commitment. Over 1,463 individuals received health education until October 2023. With 289 educational videos on YouTube garnering 1.4 million views in 2022, it highlights the digital platform's effectiveness in health information dissemination. The hope is to sustain these positive trends and enhance community participation for better well-being.

The implementation of SEMISI faces diverse challenges, such as varying educational needs in each community and diverse levels of health knowledge. Access to healthcare is also difficult due to factors like location, technology, and resources. Coordination among healthcare professionals, government, and the community requires significant effort. Potential failures include insufficient policy support and resources from the government, stigma against diseases, and challenges in changing health practices conflicting with culture. Mitigation efforts involve enhancing communication, funding, policy support, and adapting initiatives to local needs.

Critical conditions for the success of innovations like SEMISI include adequate infrastructure, government policy support, strong leadership, trained human resources, and public awareness of the importance of public health. Infrastructure, policies, and leadership support are crucial, along with sufficient human and financial resources. Public awareness and individual motivation also play key roles in the success of such innovations. By fulfilling these conditions, innovations like SEMISI can effectively enhance public health and contribute significantly to sustainable development.

The SEMISI innovation has been successfully replicated at Cut Meutia Hospital in Lhokseumawe and Cut Nyak Dhien Hospital in Meulaboh to enhance health education, promote healthy lifestyles, and broaden access to healthcare services. The replication process involved adopting SEMISI's best practices and tailoring them to local needs. The future replication potential of SEMISI is promising in improving healthcare services and community well-being across various regions. Through collaboration and past experiences, SEMISI could serve as a model for further innovation in diverse contexts.

The experience of implementing the SEMISI innovation, based on the concept of "Hospital without Walls," highlights that cross-sector collaboration and strong partnerships are key to its success. By providing healthcare services outside the traditional hospital setting, focusing on education and demonstration, SEMISI effectively combines traditional approaches with social media. It reaches a broader and more efficient audience. The success of this innovation is also linked to meeting specific requirements, such as policy support, adequate resources, and adaptation to local needs. Thanks to its proven successful approach, SEMISI can be easily replicated in various regions, delivering a significant positive impact on public health at large.

The SEMISI innovation also underscores the importance of integrating technology into healthcare and education services. By leveraging social media platforms and other information technologies, SEMISI can reach more individuals efficiently and effectively. Additionally, the SEMISI experience demonstrates that an approach focusing on prevention and education can have significant long-term impacts on improving public health overall.