

A&D Seminar gets warm reception in Indonesia!

Reported by Mr. Hiroshi Oyama, International Division

I attended three medical seminars organized by our medical agent in Indonesia, Pradana Estiara Medical, and some of their local agents. The seminars were held at local hospitals in Surabaya and Semarang—two of the major cities in Indonesia—as a part of Pradana Estiara Medical's annual activities to promote A&D products in the local market in Indonesia.

Allow me to provide a report of one of those seminars at the Alisyad Hospital in Surabaya as a way of showcasing Pradana Estiara Medical's activities in Indonesia.

Alisyad Hospital is one of the main hospitals in the city of Surabaya with over 500 beds. It is a Muslim hospital, which is a reflection of the major religion in Indonesia. There is even a Mosque (a building used for praying) within the facility, evidence of the prominence and importance of the religion in the area. We rented a conference room for approximately two hours in a ward of the hospital for the seminar.



Approximately 40 doctors and nurses showed up for the seminar, and we really appreciated our guests for the interest they demonstrated in our products.

We brought the UM-101 Mercury Free Sphygmomanometer and the TM-2655P, a fully automatic BP monitor with a built-in printer, to conduct on-site demonstrations. The attendees greeted us very warmly and we discussed a range of different topics related to the UM-101 and the TM-2655P.

We explained the numerous ways in which mercury poisoning can spread and

contaminate the surrounding area, affecting both patients and the natural environment.



The UM-101 Mercury Free Sphygmomanometer

We hope our explanation opened their eyes to the importance of protecting the environment as well as their health. As you can imagine, this explanation literally highlighted the environmental and safety benefits of our UM-101 series.

The TM-2655P was on the table next to the UM-101 and it was the next product to be presented and demonstrated. The attendees showed a lot of interest in the TM-2655P since it was almost their first exposure to this efficient blood pressure monitor. Many nurses wanted to take measurements with the device and they cheered after seeing the printout of their results.



The Fully Automatic TM-2655 Blood Pressure Monitor

The TM-2655P will certainly lighten the workload of these nurses who usually

have to take over 50 measurements a day as part of their job routine. There was a Q&A session after all the presentations and demonstrations. The attendees were so eager to know more about the products and blood pressure monitoring that the A&D team (dealer, agent and myself) felt confident that we could promote “HONMONO” in the region.



I knew that the seminar had ended successfully when we exceeded the two hours that we had originally promised to occupy the seminar room.

I wished to thank all the attendees as well as our agent, Pradana Estiara and his local dealer, PT Cipta Jaya for a wonderful session. I have to admit that it was also a very hot session. The temperature outside exceeded 35 degrees centigrade and the air conditioner did not work well, but the weather was not to blame for the heat. The warm atmosphere during the seminar was in thanks to the people there who wished to provide better treatment to all the patients in the hospital.

I participated in two other seminars and was very fortunate to receive a similar reception to the one I received at Alysya Hospital.

It's hot in Indonesia!