

ABSTRACT

Riau Islands Province is a province that consists of oceans and many islands. The population life expectancy of the Riau Islands Province in 2020 was 69.96 years, which is lower than the national life expectancy of 71.47 years. This is due to several problems related to health services that have not been met the standard in several districts/cities in the Riau Islands Province. Some of the problems are queues at referral health facilities, distribution of medical staff throughout districts/cities that are not proportional, transportation access to health referral facilities that is expensive and takes a long time, lack of strategic medical staff at the public health centers, which decreases the implementation of preventive efforts, and the supply and distribution of medicine that are not optimal. From the existing problems, one solution that can overcome the current issues is to develop an application for health, which needs a business model in the application developing process. In this research, the business model for health applications named Klinik.com is accomplished using lean canvas. In designing the Klinik.com application business model, the data used is primary data which was collected from observation and secondary data which was collected from literature study. Using the collected data, the initial lean canvas can be developed. The next step are logic verification and risk identification. The mockup is developed after verification process, and used in the problem validation and solution validation, which was done by doing interviews to customer segment. The problem chosen in the lean canvas is the difficulty to consult with medical specialist. The customer segment selected is the regency communities in Riau Islands Province. A designed UVP is the fastest and easiest way to consult a medical specialist. The solution designed is the construction of applications that have online consulting features that can be done by exchanging medical information in the form of images, text, bio signals, videos and / or good sounds, and sphysical examination assistance by midwives /nurses at island health facilities. Unfair advantage identified is collaboration with the Riau Islands Provincial Health Office. Revenue streams come from fee of bridging the consultation services with medical specialist and from advertising services. Cost structure consists of the cost of application development, system infrastructure costs, SIUP costs, marketing costs, salary costs, maintenance costs, and tax costs. The key metrics selected are the number of monthly active users, the number of installs, the number of premium transactions, and the average duration. The channels selected are social media, billboards, and word of mouth marketing

Keywords: Klinik.com, lean canvas, Riau Island Province, the island population