

## **ABSTRACT**

This study proposes establishing a model for patient data privacy protection, considering the numerous potential breaches beyond the data owner's control in response to the rapid growth of the Indonesian healthcare industry, bolstered by technological advancements. With its immutable nature, enhanced security features, and potential for peer-to-peer distribution, blockchain technology is uniquely positioned to revolutionize healthcare data management. By creating a blockchain-based model, this research aims to elucidate the necessity of data owner consent for data entry and alterations, ensuring transparent recording for the data owners. Furthermore, it seeks to safeguard the data flow, thus presenting the potential to serve as a national benchmark for data privacy in the Indonesian health sector.

**Keywords—Healthcare Industry, Privacy Protection, Decentralized Blockchain**