

Pengembangan strategi inovasi nilai pada divisi rawat jalan RS.MH Thamrin Internasional Salemba

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Abstrak

ABSTRAK

Hasil Rapat Keljia RS MH Thamrin Intemasional Salemba tahun 2006 menetapkan bahwa salah satu Program Prioritas tahun 2007 adalah Peningkatan jumlah kunjungan pasien Rawatjalan karena selama 3 tahun terakhir (2004 - 2006) jumlah kunjngamma belum optimal. Selain itu biaya xawat inap scmakin mahal sehinga teljadi pergeseran pelayanan terhadap ambuiatory care dan menjadikan unit rawat jalan salah satu unit primadona dimasa yang akan datang. Keunggulan dalam berkompetisi dapat terbangun melalui kemampuan pemsahaan merekonstruksi pasar dan industri yang ada menjadi pasar dan industri baru yang memiliki rule of game baru sehingga menghasilkan suatu stratcgi Inovasi Nilai.

Penelitian ini merupakan penelitian kualitatif, pengambilan data dilakukan dengan metoda wawancara mcndalam dan observasi yang bertujuan untuk mengidentifikasi dan menganalisa bentuk Strategi Inovasi Nilai yang dapat diterapkan dalam mengoptimalkan jumlah kunjungan. Analisis yang digunakan adalah analisa tema. Penelitian diadakan di Divisi Rawat jalan RS MI-I Tharnrin Intemasional Salemba pada bulan Mei - Juni 2007 dengan infonnan pejabat struktural mcdis, pejabat su-uktural non medis, dokter praktck dan pasien loyal.

Penelitian menemukan suatu strategi Inovasi Nilai dengan memperhatikan adanya perubahan pada penataan kembali desain Ruangan, meningkatkan ketepatan jam praktek dokter sesuai dahar dengan merekrut dokter tetap yang bertaraf Intemasional, mempercepat distribusi status medical record dengan sistem data elelctronik, mengadakan rotasi terhadap perawat Poliklinik, melengkapi samna medis dan non medis scsuai kemajuan teknologi, mempertahankan tarif yang berlaku saat ini dengan senantiasa meningkatkan kualitas pelayanan serta meningkatkan peran marketing terutama dalam promosi produk Rumah sakit dengan tetap mengacu kepada Kebijakan DepKes tentang Etika Promosi Rumah Sakit.

Peneliti menyarankan kepada pihak managemen terkait untuk berkoordinasi dalam upaya merealisasikan bentuk Inovasi Nilai yang telah discsuaikan dengan situasi dan kondisi yang ada di Divisi rawat Jalan RS MH Thamrin Intemasional salemba.

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ABSTRACT

MH Thamrin Intemational Hospital had point out the result of year conference 2006 that one of main concerns need to be follow up in the year 2007 is to increase the number of out patient visits as it still regligible during the last three years (2004 -

2006). Moreover cost of inpatient services becomes more expensive that could lead to a shift where people would prefer to have outpatient service as a protection rather than inpatient services to lessen their health expenses. Due to this condition it can be predicted that the outpatient services would become more popular in the next few years. Tough competition among private hospitals had force to the real market and industry. How the companies capable enough to reconstruct the market to keep exist in the health industry would be a new challenge for them. The rule would be the one with best strategic value to innovatio is the winner.

This research performs by using a qualitative method and the data is collected by doing direct observation and in depth interview to identify and analyze the method of strategic innovation to create value in order to optimize number of patient visits. The participants included are from medical and non medical level of employee, structural and functional practitioners and from customer?s point of view as well. Having done the research in two months of period we found that the way how to create value to customers would be a strategic innovation that can be adopt fiom many factors. For example to have a comfort room through a modem interior design of the axamination room wold give the sense of healing in the beginning they come to the hospital. Others wold be on time doctor?s schedule based on listed, proifessional competency of the nurse and doctors fast delivery medical record status, routine job rotation of the nurse, updated medical and non medical facilities, competitive price a long with quality services available at pnesent and last how to improve promotion and sales activity from marketing division to generate value for customer and get the relationship with he loyal one.

In conclusion we would suggest that all level of management should cordinate each other to participate. in realimtion path of. innovation value based on condition adapted at MH Tharnrin Intemational Hospital.

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