

## Rencana aksi pelayanan berkesinambungan rawat jalan dalam rangka meningkatkan citra RSUP Fatmawati = Continuous service action plan for the outpatient in order to improve the Fatmawati General Hospital image

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### Abstrak

Tesis ini bertujuan mengetahui rencana aksi pelayanan berkesinambungan di rawat jalan RSUP Fatmawati guna meningkatkan citra RS Fatmawati. Analisis dilakukan secara mikro melalui wawancara pasien, manajemen, serta petugas kesehatan dan secara makro melalui analisis kebijakan.

Hasil menunjukkan bahwa gap pada pelayanan rawat jalan terdapat pada kesesuaian kualitas (kecepatan layanan, kelengkapan obat, kenyamanan) dan komunikasi. Masalah ketidakpuasan yang terjadi di Fatmawati merupakan pengembangan dari akar masalah yaitu meningkatnya kunjungan pasien akibat sistem rujukan yang tidak berjalan.

Rencana aksi yang dirancang dibuat secara makro yaitu memperbaiki sistem rujukan dengan fokus menyeimbangkan peran Unit Kesehatan Masyarakat dan Unit Kesehatan Perseorangan dan juga secara mikro melalui perbaikan internal rumah sakit.

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This thesis aims to find the continuous action plan in the Fatmawati general hospital outpatient services in order to increase the Fatmawati General Hospital's image. The micro-analysis was conducted by interviewing patients, managements, health workers and the macro analysis was done through policy analysis.

The results showed that the gap in outpatient service were in the compatibility quality (service speed, drug completeness, comfort) and communication. The dissatisfaction problems that occur in Fatmawati general hospitals was the cultivation of the main root problem which was the rising number of patients as a result of the referral system ineffectiveness.

The action plan designed in a macro scale is to improve the referral system with a focus on balancing the role of public health unit and individual health unit, in the micro scale the action plan is conducted through out hospitals internal improvements. This efforts also needs to be strengthened with Primary Health Care System as a strategy to ensure the affordability of essential health services provided universally to the public in order to achieve the common goal of a better health