

Pengembangan strategi bisnis Rumah Sakit swasta kelas c tahun 2016 2020 dengan metode balanced scorecard (studi kasus Rumah Sakit X Tangerang) = Development strategy private hospital class c year 2016 2020 with the balanced scorecard method case Study X Tangerang Hospital

Monica Tri Ariantatik, author

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Abstrak

ABSTRAK

Penelitian ini dilakukan di RS. X Tangerang bertujuan untuk menganalisa situasi internal dan eksternal, mengetahui strategi yang diperoleh berdasar pendekatan BSC dan mengetahui program kerja yang dapat dikembangkan sesuai dengan startegi terpilih tersebut. Jenis penelitian ini merupakan Action Research dengan analisa data kualitatif, melalui telaah dokumen, wawancara mendalam dan Concensus Decision Making Group (CDMG) terhadap manajemen RS. X Tangerang. Hasil positioning RS. X Tangerang berada di Kuadran II yaitu Internal Fix-It Quadran dan Sel V Hold and Maintain. Strategi alternatif yang menjadi prioritas yaitu pengembangan Product Development dengan contoh program Pengembangan Instalasi Rawat Khusus (UGD, VK, ICU, HCU, PERISTI-Perinatal Resiko Tinggi dan Kamar Operasi) dengan melakukan kerjasama dengan Rumah Sakit lain sebagai mitra rujukan.

ABSTRACT

This study was conducted at Hospital X Tangerang aims to analyze the internal and external situation, knowing the strategy obtained based on the BSC approach and know the work program that can be developed in accordance with the chosen strategy. This type of research is Action Research with qualitative data analysis, through document analysis, in-depth interviews and Consensus Decision Making Group (CDMG) to the management of the Hospital X Tangerang. Results positioning X Tangerang Hospital is in Quadrant II, namely the Internal Fix-It Quadran and Cells V Hold and Maintain. The alternative strategy is a priority is the development of Product Development with examples of programs Development Special Care Installation (ER, VK, ICU, HCU, PERISTI-High Risk Perinatal and Operating Rooms) through cooperation with other hospitals as referral partners.