

Rencana strategik pengembangan Puskesmas perawatan Muara Tebo menjadi Puskesmas perawatan plus di kabupaten Tebo propinsi Jambi = Strategic development plan for public health center care to public health center plus in Muara Tebo in 2002

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Abstrak

Puskesmas Perawatan adalah Puskesmas yang diberi tambahan ruang dan fasilitas untuk menolong pasien - pasien gawat darurat, baik berupa tindakan operatif terbatas maupun asuhan keperawatan sementara dengan kapasitas kurang lebih 10 tempat tidur. Puskesmas Perawatan Plus adalah Puskesmas perawatan yang diberi tambahan ruang dan fasilitas untuk menolong pasien-pasien gawat darurat, baik berupa tindakan operatif, rontgen, kebidanan yang kegiatannya masih di bawah rumah sakit tipe D. Tingginya tuntutan masyarakat terhadap pelayanan kesehatan di daerah Kabupaten Tebo sementara pembiayaan untuk mendirikan rumah sakit belum tersedia. Untuk itu pemerintah Kabupaten Tebo mendukung pengembangan Puskesmas Perawatan Muara Tebo menjadi Puskesmas Perawatan Plus. Agar dapat mengembangkan puskesmas perawatan plus diperlukan suatu penyusunan rencana strategi yang disebut rencana strategik pengembangan puskesmas perawatan menjadi puskesmas perawatan plus. Penyusunan Rencana Strategik ini melalui tahap I (Input Stage) yang terdiri dari analisa lingkungan eksternal dan internal, yang dilakukan oleh CDMG, Internal - Eksternal (IE), dan matriks SWOT, selanjutnya tahap III (Decision Stage) menggunakan matriks Q.S.P.M untuk menentukan strategi yang terpilih.

Dari hasil penelitian, evaluasi lingkungan eksternal menghasilkan nilai total EFE sebesar 3,81 yang berarti puskesmas perawatan merespon baik peluang - peluang yang ada dan menghindari ancaman - ancaman yang muncul. Nilai evaluasi internal menghasilkan nilai total EFE sebesar 2,01 yang berarti secara internal kekuatan yang dimiliki berada pada titik rata - rata. Setelah mengetahui posisi eksternal dan internal, CDMG membuat rumusan visi, misi, dan tujuan jangka panjang.

Kemudian tahap II (Matching Stage) CDMG melakukan analisis dengan matriks Internal - Eksternal (IE) dan matriks SWOT, serta matriks TOS maka dari sini kita mendapatkan strategi intensif dan integratif. Dengan menggunakan matriks QSPM kita dapatkan strategi intensif.

Peneliti menyimpulkan bahwa strategi utama yang sesuai bagi pengembangan Puskesmas Perawatan Muara Tebo adalah strategi pengembangan produk dan strategi penetrasi pasar.

Public Health Center Care is a Public Health Center (Puskesmas) that had more extra rooms and facilities to help and serves emergency patients, such as surgery acts or temporary ward care with extra 10 beds capacity. Public Health Center Plus is a Public Health Center that had extra rooms and facilities to help and serves emergency patients, such as, surgery, X-ray, and maternity that still below the ?D? grade hospital activities.

The society?s demand to public health services in Kabupaten Tebo is very high, while the government's

budget to build the hospital is not available yet. In these reason, the Kabupaten Tebo's government supports the development program for Public Health Center of Muara Tebo to become a Public Health Center Plus. To running the public health center care's development program, we must and need to arrange a strategic plan, which called the strategic development plan for a public health center care to become a public health center plus. The strategic plan's arranging is through some phases, Phases I (input stage) that form by external and internal environments analyzes, which done by Consensus Decision Making Group (CDMG). Phase H (Matching Stage), the Consensus Decision Malang Group (CDMG) had made the analyzes by internal - external (IE) matrix, and SWOT matrix. And Phase III (Decision Stage), using QSPM matrix to determined the chosen strategic. According to research's results, the external environment's evaluation produces 3,81 EFE total grade, which means the public health center had well responses to opportunities and treats that could be face of. And the internal environment's evaluation produce 2,01 EFE total grade, which means the public health center care had the average internal potential power.

After the grades of internal - external had known, the CDMG made the formulas of vision, mission, and a long-term objective, as Phase I. Then at the Phase II (Matching Stage), the CDMG do some analyses to Internal - External (IE) matrix and SWOT matrix, and also TOS matrix at the end of this phase, we'll have the intensive and integrative strategies. Then, we using QSPM matrix to have the intense strategy.

The writer had made the conclusion that the main suitable strategies to developing the Public Health Center Care of Muara Tebo are the product's development strategy and the market's penetration. In this research, the writer also put some conclusions and suggestions to implant the chosen strategy that the vision, mission, and long-term objectives can be achieves.</i>