

Perancangan Strategi Manajemen Pengembangan Alat Kesehatan Berdasarkan Innovation Maturity Assessment = Designing a Management Strategy for Medical Device Development Based on Innovation Maturity Assessment

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Abstrak

Kolaborasi dan ilmu pengetahuan memainkan peran penting dalam meningkatkan kinerja perusahaan dalam mengembangkan produk alat kesehatan. Strategi yang umum digunakan untuk memajukan industri ini meliputi identifikasi regulasi, peningkatan investasi R&D, dan perluasan dukungan pasar. Analisis dan komunikasi risiko yang efektif juga sangat penting untuk memastikan respons cepat saat dibutuhkan. Kekuatan industri ini diukur oleh kegiatan R&D yang mencerminkan komitmen terhadap inovasi. PT. BD, perusahaan manufaktur alat kesehatan, telah mencapai tingkat kematangan awal level 5 dengan skor 5.43 dalam Innovation Maturity Assessment. Meskipun telah terintegrasi dengan baik dan memenuhi standar regulasi, perusahaan ini perlu meningkatkan monitoring kebutuhan pasar, manajemen R&D, dan pelatihan karyawan. Berdasarkan evaluasi ini, 26 rekomendasi strategi dikembangkan dan divalidasi, menghasilkan enam strategi prioritas yang fokus pada sesi brainstorming, menghubungkan manajemen SDM dengan pertumbuhan pendapatan, aliansi R&D, pelatihan ulang operasional, memanfaatkan umpan balik karyawan, dan interaksi langsung dengan pelanggan melalui Virtual Customer Integration.

.....Collaboration and science play an important role in improving company performance in developing medical device products. Common strategies used to advance the industry include regulation, increased R&D investment, and expanded market support. Effective risk analysis and communications are also critical for rapid response when needed. Clinicians play a significant role in product assessment, training, and innovation. The strength of this industry is measured through R&D activities which reflect a commitment to innovation. PT. BD, a medical device manufacturing company, has reached initial maturity level level 5 with a score of 5.43 in the Innovation Maturity Assessment. Although it is well integrated and meets regulatory standards, the company needs to improve monitoring of market needs, R&D management, and employee training. Based on this evaluation, 26 strategy recommendations were developed and validated, resulting in six strategic priorities that focused on brainstorming sessions, connecting HR management with revenue growth, combining R&D, operational retraining, leveraging employee feedback, and direct interaction with customers through Virtual Customer Integration.