

Analisis pengembangan klinik pratama kedaton medical center menjadi RS Kelas D di era JKN = Development analysis of kedaton medical center as a primary health care to become class D hospital in national health insurance JKN era

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Abstrak

ABSTRAK

Nama : Anis ArifahProgram Studi : Kajian Administrasi Rumah SakitJudul : Analisis Pengembangan Klinik Pratama KedatonMedical Center menjadi RS Kelas D di Era JKNPenelitian ini tentang Analisis Pengembangan Klinik Pratama Kedaton Medical Centeruntuk menjadi Rumah Sakit Kelas D di Era JKN. Penelitian dilakukan dari bulan Oktobersampai bulan Juni 2017, dengan mengambil lokasi di Jl. Z.A. Pagar Alam No.77/79Gedong Meneng Rajabasa Bandar Lampung. Ruang lingkup penelitian meliputi analisislingkungan eksternal dan internal meliputi kelemahan dan kekuatan serta peluang danancaman. Jenis penelitian dengan pendekatan kualitatif. Data primer melalui wawancaramendalam dan didukung dengan data sekunder yang diperoleh melalui laporan klinikPratama Kedaton Medical Center, Laporan Dinas Kesehatan Kota dan data BPS BandarLampung. Pada proses positioning, penelitian menggunakan alat TOWS dan Matriks IE,pada penentuan alternatif strategik menggunakan Quantitative Strategic Planning Method QSPM . Hasil Penelitian yang direkomendasikan adalah market development, dandidapatkan 6 enam strategi yang dihasilkan adalah Joint Venture, membuka 2 dua polibesar, melengkapi fasilitas bangunan, efisiensi biaya, penerapan teknologi baru,menciptakan layanan baru Medical Check Up MCU . Sehingga pada penelitian ini dapatdisimpulkan untuk saat ini klinik keadaannya lebih baik tetap menjadi Klinik Pratamadaripada menjadi Rumah Sakit Kelas D, tetapi peluangnya ada untuk pengembanganmenjadi RS kelas D.Kata Kunci : Klinik Pratama, RS kelas D, Faktor lingkungan eksternal dan internalmeliputi kelemahan dan kekuatan serta peluang dan ancaman

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ABSTRACT

Name Anis ArifahStudyProgramme Study of Hospital AdministrationTitle Development Analysis of Kedaton Medical Center as a PrimaryHealth Care to become Class D Hospital in National HealthInsurance JKN EraThis research is about analysis of development Kedaton Medical Center as a primaryhealth care to become class D hospital. The study was conducted from October to June2017, taking place on Jl. Z.A. Pagar Alam No.77 79 Gedong Meneng Rajabasa BandarLampung. The scope of the research includes analysis of the external and internalenvironments including weaknesses and strengths as well as opportunities and threats.The type of the research done with qualitative approach. Primary data is taking throughin depth interview and supported by secondary data obtained from report of KedatonMedical Center, City Public Health Office, and Central Bureau of Statistic. In thepositioning process, this research using TOWS tool and IE Matrix. On the determinationof strategic alternatives using Quantitative Strategic Planning Method QSPM . Therecommended research result is market development, and there are 6 six resultedstrategy which are Joint Venture, opening 2 two major outpatient services, completebuilding facilities, cost efficiency, application of new technology, and created a newMedical Check Up MCU service. So in this study can be

concluded for the current health care service, that is better for Kedaton medical Center to remain as a primary health care rather than a class D hospital, but there are chances for development to become a class D hospital. Key words Primary Health Care, Class D Hospital, External and internal environmental factors including the strengths and weaknesses also the opportunities and threat.