

Studi kasus pengembangan klinik nyeri onkologi, rumah sakit kanker Dharmais, Jakarta, tahun 1999-2004 = Case study on the development of the oncology pain clinic at the Dharmais Cancer Hospital, Jakarta, 1999-2004

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Abstrak

Klinik Nyeri Onkologi Rumah Sakit Kanker Dharmais sedang menghadapi masalah rendahnya pemanfaatan klinik oleh pasien. Walaupun terjadi kenaikan jumlah kunjungan dari 20 pada 1997 mencapai 105 pada 1999 (sampai dengan Agustus), jumlah pasien relatif sangat terbatas mengingat pasien yang sama biasanya melakukan beberapa kali kunjungan.

Hasil penulisan menunjukkan bahwa permasalahan terutama disebabkan oleh waktu tunggu pasien yang begitu lama untuk mendapatkan perawatan, selain kurangnya promosi mengenai jasa klinik tersebut. Ini berkaitan dengan terbatasnya tenaga medis baik dokter maupun tenaga perawat.

Dipertahankan dan dikembangkannya klinik tersebut merupakan saran yang diajukan penulis dalam studi kasus tersebut. Klinik Nyeri memiliki potensi besar untuk menunjang jasa utama perawatan RSKD. Untuk itu, pengembangan strategi marketing baik mencakup peningkatan mutu pelayanan dengan menambah jumlah tenaga medis maupun promosi klinik tersebut diperlukan .

Analisis permasalahan dan perumusan pemecahannya didasarkan atas penulisan dengan metode kualitatif. Penulis melakukan pengamatan di Klinik Nyeri Poliklinik Onkologi RSKD dan wawancara dengan dokter, perawat, pasien, dan manajemen klinik-klinik tersebut dari 22 November sampai dengan 17 Desember 1999.

.....Case Study on the Development of the Oncology Pain Clinic at the Dharmais Cancer Hospital, Jakarta, 1999-2004
The Pain Clinic of the Dharmais Cancer Hospital is having a problem of low utilization of the clinic. Despite the number of visits to the clinic has increased from 20 in 1997 to 105 in 1999 (till August), the number of patients are relatively small. In practice, the same patient makes several visits for having treatment in the Pain Clinic.

The result of the survey indicates that the problem is mainly caused by the long waiting time the patients have to experience for having treatment in the clinic, besides the lack of promotion on the services provided by the clinic. It is due to the limited number of specialists and nurses in the clinic.

The maintenance and development of the clinic are proposed in the case study. The Pain Clinic has its great potentiality in supporting the core medical treatment of the Dharmais Cancer Hospital. Hence, marketing development strategy is highly required. It comprises the service quality improvement by increasing the number of specialists and nurses and the launch of intensive promotion.

Problem analysis and its solution are based on the qualitative method survey. The survey conducted by the writer is in the forms of observation at the Oncology Pain Clinic of the Dharmais Cancer Hospital and interviews with their specialists, physicians, nurses, patients, and management people from 22 November to 17 December 1999.