

Analisis perkembangan klinik Pratama Kedaton Medical Center menjadi rumah sakit kelas D di era JKN

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Abstrak

Penelitian ini tentang Analisis Pengembangan Klinik Pratama Kedaton Medical Center untuk menjadi Rumah Sakit Kelas D di Era JKN. Penelitian dilakukan dari bulan Oktober sampai bulan Juni 2017, dengan mengambil lokasi di Jl. Z.A. Pagar Alam No.77/79 Gedong Meneng Rajabasa Bandar Lampung. Ruang lingkup penelitian meliputi analisis lingkungan eksternal dan internal meliputi kelemahan dan kekuatan serta peluang dan ancaman. Jenis penelitian dengan pendekatan kualitatif. Data primer melalui wawancara mendalam dan didukung dengan data sekunder yang diperoleh melalui laporan klinik Pratama Kedaton Medical Center, Laporan Dinas Kesehatan Kota dan data BPS Bandar Lampung. Pada proses positioning, penelitian menggunakan alat TOWS dan Matriks IE, pada penentuan alternatif strategik menggunakan Quantitative Strategic Planning Method (QSPM). Hasil Peneliti yang direkomendasikan adalah market development, dan didapatkan 6 (enam) strategi yang dihasilkan adalah Joint Venture, membuka 2 (dua) poli besar, melengkapi fasilitas bangunan, efisiensi biaya, penerapan teknologi baru, menciptakan layanan baru Medical Check Up (MCU). Sehingga pada penelitian ini dapat disimpulkan untuk saat ini klinik keadaannya lebih baik tetap menjadi Klinik Pratama daripada menjadi Rumah Sakit Kelas D, tetapi peluangnya ada untuk pengembangan menjadi RS kelas D. Kata Kunci : Klinik Pratama, RS kelas D, Faktor lingkungan eksternal dan internal meliputi kelemahan dan kekuatan serta peluang dan ancaman Health Care to become Class D Hospital in National Health Insurance (JKN) Era This research is about analysis of development Kedaton Medical Center as a primary health care to become class D hospital. The study was conducted from October to June 2017, taking place on Jl. Z.A. Pagar Alam No.77 / 79 Gedong Meneng Rajabasa Bandar Lampung. The scope of the research includes analysis of the external and internal environments including weaknesses and strengths as well as opportunities and threats. The type of the research done with qualitative approach. Primary data is taking through in-depth interview and supported by secondary data obtained from report of Kedaton Medical Center, City Public Health Office, and Central Bureau of Statistic. In the positioning process, this research using TOWS tool and IE Matrix. On the determination of strategic alternatives using Quantitative Strategic Planning Method (QSPM). The recommended research result is market development, and there are 6 (six) resulted strategy which are Joint Venture, opening 2 (two) major outpatient services, complete building facilities, cost efficiency, application of new technology, and created a new Medical 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.