

Rencana Strategis Pengembangan NICU RSIA Brawijaya Duren Tiga Tahun 2021-2025

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Abstrak

<div style="text-align: justify;">Penyebab kematian pada bayi baru lahir sebagian besar disebabkan oleh prematuritas, asfiksia, sepsis dan kelainan kongenital. Kesemua kondisi klinis tersebut memerlukan NICU dalam perawatannya. RSIA Brawijaya Duren Tiga di bawah Brawijaya Group berusaha memberikan layanan paripurna bagi ibu dan anak. Pasca akuisisi, ekspektasi masyarakat akan layanan yang diberikan meningkat. Rencana strategis pengembangan NICU dibuat dalam upaya meningkatkan mutu layanan RSIA Brawijaya Duren Tiga (BDT).
<hr /><p>Prematurity, asphyxia, sepsis and congenital disorder is still considered as the cause of death in many newborns. All of those conditions required NICU treatment. Brawijaya Duren Tiga (BDT) Hospital under the Brawijaya Group has the commitment to give comprehensive care for mother and babies. After the acquisition process, there has been some increase expectation from the public. An affordable NICU for all will make the good image of a hospital. Research purpose is to make a NICU development strategic plan in BDT Hospital year 2021-2025. The strategic formulation offer alternative strategies based on market development and product development. QSPM prioritize marketing and promoting NICU as its ultimate strategy and generates KPI and activity. Simple revenue projection shows that based on the assumption, NICU is worth to develop because it will achieve the BEP on the second year. Some efforts must be done to fulfill the assumptions : monitoring the NICU census increment, operational cost should be efficient, NICU tariff should be reviewed yearly. Conclusion : this research shows that the development of NICU in BDT hospital is feasible as long as everyone commit to do the strategy and activities. </p></div>