

Rencana Aksi Optimalisasi Layanan Radioterapi Di Rumah Sakit Umum Daerah Pasar Minggu

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Abstrak

<div style="text-align: justify;">Layanan radioterapi sebagai modalitas penanganan kasus kanker secara komprehensif menjadi permasalahan global atas sebaran yang belum merata dan pengembangan layanan yang memerlukan investasi sumberdaya manusia serta sarana dan prasarana berbiaya tinggi. Pemanfaatan layanan radioterapi yang optimal diharapkan dapat menjadikan layanan tersebut sustainable dan mandiri dalam pembiayaannya. Penelitian ini bertujuan untuk mengetahui strategi optimalisasi pemanfaatan layanan radioterapi yang dikembangkan dalam suatu rencana aksi. Dengan pendekatan kualitatif dilakukan pengolahan data primer dan sekunder melalui tahap input stage dengan matriks IFE dan EFE, matching stage dengan matriks SWOT dan IE Matriks, serta decision stage dengan matriks QSPM. Hasil penelitian didapatkan strategi terpilih meliputi product development, market penetration dan market development. Strategi product development meliputi pengembangan layanan okologi terpadu dalam kemampuan diagnostik, layanan kanker sistemik (kemoterapi) pengembangan cakupan layanan pembedahan dan penyinaran (radiasi), serta penyusunan layanan radioterapi eksekutif. Strategi market penetration meliputi penyusunan jejaring rujukan kanker dan penyusunan kesepakatan kerja sama rujukan radioterapi pada RSUD di Jakarta dan rumah sakit jejaring rujukan. Strategi market development yang dipilih adalah pengembangan pemasaran radioterapi dengan digital marketing, pengukuran capaian pemasaran radioterapi serta promosi layanan radioterapi dengan menggunakan sistem informasi estimasi waktu tunggu layanan.

Rekomendasi hasil penelitian menitik beratkan pada perlunya pengkajian pemanfaatan SDM unit radioterapi dalam penelitian selanjutnya.</div><div style="text-align: justify;">Radiotherapy services as a comprehensive cancer case treatment modality are a global problem due to uneven distribution and service development that requires investment in human resources and high-cost facilities and infrastructure. Optimal utilization of radiotherapy services is expected to make these services sustainable and independent in their financing. This study aims to determine the strategy for optimizing the utilization of radiotherapy services developed in an action plan. With a qualitative approach, primary and secondary data processing was carried out through the input stage with the IFE and EFE matrices, the matching stage with the SWOT and IE matrices, and the decision stage with the QSPM matrix. The results of the study obtained selected strategies including product development, namely market penetration and market development. The product development strategy includes the development of integrated oncology services in diagnostic capabilities, systemic cancer services (chemotherapy), development of surgical and radiation (radiation) service coverage, and the preparation of executive radiotherapy services. The market penetration strategy includes the preparation of a cancer referral network and the preparation of a radiotherapy referral cooperation agreement at regional hospitals in Jakarta and referral network hospitals. The chosen market development strategy is the development of radiotherapy marketing with digital marketing, measurement of radiotherapy marketing achievements and promotion of radiotherapy services using a service waiting time estimation information system. The recommendations of the research results emphasize the need for an assessment of

the utilization of radiotherapy unit human resources in further research.</div>