Dokumentasi Asuhan Keperawatan

Upaya Meningkatkan Satisfaction Demand pada Layanan Rawat Inap Balai
Pengobatan Islam Sumberwudi Lembaran Berdasarkan Analisis Factor
Demand, Organisasi, dan Lingkungan

Pengaruh Kapasitas Kerja dan Komitmen pada Organisasi terhadap Intensi
Turnover Dozen

Upaya Dukungan Pemanfaatan Kamar Operasi Berdasarkan Performance
Management Unit Kerja

Peningkatan Pemahaman Komunikasi Interpersonal Berdasarkan Mindset
Bidan tentang Buku KIA

Penyusunan Brand Expression Berdasarkan Strategi Pemasaran dan Strategi
Merek

Redesign Pelatihan General Emergency Life Support (GELS) RSUD Dr. Soetomo
(dengan Pendekatan Evaluation Training Programme)

Analisis Pengaruh Work Attitude terhadap In-Role Performance dan
Organizational Citizenship Management Behavior (OCB)

Strategi Meningkatkan Pembelian Obat di Kamar Obat Melalui Customer
Relationship Management (CRM)

DITERBITKAN OLEH:
DEPARTEMEN ADMINISTRASI DAN KEBIJAKAN KESENIAN
FAKULTAS KESEHATAN MASYARAKAT
UNIVERSITAS Airlangga
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Hospital Positioning Based on Internal External Matrix

Posisi Rumah Sakit Berdasarkan Internal External Matrix

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Abstract

The Kediri Regency Pare General Hospital, is developing and is currently a Non-Educational B-Type Hospital with 215 beds. Analysis on internal- and external-factors is currently not incorporated in the formulation of the hospital’s development-plan. The objective is to identify and understand the strategic-position of the Kediri Regency Pare General Hospital grounded on an analysis on internal- and external-factors to formulate a strategic-plan recommendation appropriate for the strategic-position of the Kediri Regency Pare General Hospital. This is a Cross-Sectional Descriptive-Observation conducted at the Kediri Regency Pare General Hospital between April and June of 2010. All management-level personnel at the Kediri Regency Pare General Hospital comprise the sample. The Internal-External Matrix is utilized to identify the strategic-position of the Kediri Regency Pare General Hospital. A focus group consisting of and interviews with the management of the Kediri Regency Pare General Hospital are utilized to identify the Critical Success-Factors pertaining to the internal- and external-environment of the Kediri Regency Pare General Hospital. Analysis utilizing the Internal-External Matrix reveal the Kediri Regency Pare General Hospital is positioned within the 5th-quadrant where the appropriate strategy is to hold and maintain. Market penetration and products-development are the suggested strategies.

Keyword : Internal-External, Matrix, Hold, and, Maintain, Strategy, Products-Development,

Daftar Pustaka :