Artikel Ilmiah

Smart People: To Know About Competitive Advantages Strategy

Penelitian Ilmiah

Nilai Ekonomi Kesehatan Petani yang Ditimbulkan Selama Revolusi Hijau di Indonesia: Studi Dampak Kesehatan

Analisis Latak Strategis BKMP di Kota Surabaya cenderung Teori Analisis Pendekatan Pusat Gravitasi sebagai Dasar Menentukan Kerugian Sosial (Studi Kasus di Surabaya)


Model Premi Bruto Jaminan Pemilih Kesehatan Mahasiswa di UPT Unnej Medical Center (UMC) Universitas Jember

Analisis Perilaku Pembelian Konsumen untuk Peningkatan Pemanfaatan Rawat Inap Rumah Sakit Umum Daerah Bangil

Critical Appraisal

Pengembangan Model Sistem Antrian Resep Apotik Khusus Pasiente ASKES Untuk Pelayanan Rawat Jalan di RSPAD Gelora Bung Karno Sebuah Tinjauan Kritis

New Release

Building an Activity-Based Costing Hospital Model Using Quality Function Deployment and Benchmarking

TERAKREDITASI (ACCREDITED)
SK DIRJEN DIKTI No. 56/DIRJEN/DI/2005

DIBUKATKAN OLEH:
YAYASAN SUMBER DAYA MANUSIA BIDANG Kesehatan (SUDAMA SEJATI)
BERKERASAMA DENGAN
PROGRAM STUDI ADMINISTRASI DAN KEBIJAKAN KESEHATAN
PROGRAM PASCASARJANA UNIVERSITAS Airlangga
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>SMART PEOPLE To Know About Competitive Advantages Strategy</td>
<td>-</td>
</tr>
<tr>
<td>2</td>
<td>Economic Value of Farmersâ€™ Health Occurred During the Green Revolution in Indonesia: A Health Impact Study</td>
<td>-</td>
</tr>
<tr>
<td>3</td>
<td>Analysis of Surabaya Community Eye Health Clinic Strategic Location Using Gravity Center Approach Analytical Theory as a Base to Identify Social Lost (A Case Study in Surabaya)</td>
<td>-</td>
</tr>
<tr>
<td>4</td>
<td>Marketing Strategy Based on Customer Relationship Marketing Grounded on Exchange Value Analysis to Improve One- Day-Surgery Service at Lavalette Hospital, Malang, 2005</td>
<td>-</td>
</tr>
<tr>
<td>5</td>
<td>A Gross Premium Model of Jember University Unej Medical Center (UMC) Student Health Care Maintenance</td>
<td>-</td>
</tr>
<tr>
<td>6</td>
<td>An Analysis of Customer Buying Behavior to Increase the Utilization of Bangli Regional Hospital</td>
<td>-</td>
</tr>
<tr>
<td>7</td>
<td>Developing a Prescription Queue System Model in Special Pharmacy Unit for Outpatient Holders of ASKES Health Insurance at RSPAD Gatot Soebroto 2005</td>
<td>-</td>
</tr>
</tbody>
</table>
SMART PEOPLE To Know About Competitive Advantages Strategy

SMART PEOPLE To Know About Competitive Advantages Strategy


Abstract

The purpose of a business is to create and keep customers. There are two competitive business strategies, namely competitive advantage strategy through people and comparative advantage strategy through products/services. The competitive advantage strategy is to create smart people in the hospital. The existence of smart people who know about competitive advantage hospital strategy is something crucial for hospital management. Smart people are employees who have not only intelligence quotient, but also have emotional quotient in managing customer satisfaction. Smart people will take place when the organization have empowerment program for employees by enhancing knowledge and skill through education and training programs. Smart people have ability to create new ideas and innovations in work life, how to satisfy customer, and finally become loyal to hospital. Smart people for top/middle manager level could be created through education and smart people for lower manager through training programs. Smart people imply the quality of services, service excellence in hospital services. Service excellence could be a mind-set in competitive advantages and a reflection of compassion. A comprehensive approach to create smart people in the organization are 1) providing culture that support customer satisfaction service, 2) providing continuous education and training for employees, 3) doing cross-selling and gain-sharing or reward system

Keyword : smart, people, competitive, advantage, service, excellence, ,

Daftar Pustaka :