ABSTRACT

Efforts To Increase The Number Of Patients Of Laboratory Unit Of Afternoon Polyclinic Of RKZ Surabaya Of Internal Marketing

St. Vincentius a Paulo Catholic Hospital (RKZ) is an organization of health care providers. Which has a laboratory unit for patients from inpatient and outpatient service are being examined as it is recommended their own physicians or requested. A survey conducted earlier during a week shows that the percentage of patients referred from Private Practice who utilize the Laboratory Unit service in a week is 9.27%.

The objection of this study is to generate recommendations to increase the percentage of Private Practice patients who are referred to RKZ Surabaya Laboratory Unit. This research is an observational study based on cross-sectional design. The respondents of this research are Doctors and Patients at the Private Practice. The Patients respondents are being determined by using convenience type of non-probability sampling technique.

The study figured that the Doctors of RKZ Private Practice were unfamiliar with the Memorandum of Understanding (MoU), as well as the satisfaction about the MoU were relatively low. The Laboratory Unit Officers did less communication with the doctors at the Private Practice. High rate is a common perception about either the Practice or the Laboratory Unit due to the minimum promotion efforts. The patients were uninformed about the clinics and laboratory operational hour.

The recommendation given to the hospital is to review and improve the Memorandum of Understanding (MoU) including the cross-selling and gain sharing mechanism, to manage a good communication, develop a promotion program for the Laboratory Unit, and to install information board of the operational schedule of the Laboratory Unit.

Keyword: hospital, Laboratory Unit, internal marketing