

ABSTRACT

Improvement Efforts on Operating Room Service Ability through an Operating Room Service Marketing Mix Implementation at Prof.Dr.Sockandar General Hospital in Mojokerto, 2004

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The surgical theatre of Prof.Dr.Sockandar General Hospital (PDS-GH) in Mojokerto was designated as the revenue maker of the hospital. Yet, in the year 2002, there was 16,87% surgical patients who did not receive any surgery treatment from PDS-GH Operating Rooms. The result of the preliminary survey urged the researcher to try to analyze this lack of service by using seven factors of marketing-mix implementation (product, price, promotion, place, process, people, and customer service) which influenced OR service ability, based on PDS-GH patients', doctors' and nurses' assessments. The purpose of this research was to formulate improvement efforts on OR service ability using a marketing-mix implementation.

This was a marketing research, done descriptively and conducted in June until July 2004. PDS-GH in Mojokerto was the research location. The 109 samples were taken by a random sampling method constituting of 59 treated and untreated patients, 20 physicians (general practitioners and specialists) and 30 nurses from OR, obsgyn, surgery and Emergency Unit departments. Observed variables were product, price, promotion place, process, people, and customer service.

The research result showed that the first priority (improving service) based on Cartesius diagram was the content of quadrant II i.e. a)for patients: operative measures punctuality, facilities for operative measures preparation, comprehensive information after operations, hospital accessibility, varied types of operative measures availability, tariff affordability, easy payment, personnel/staff courtesy, and quick response to patient's demand; b)for doctors: number and type of operative measures, operating fee, OR promotion implementation, ambulance pick-up service, front office service, and local area network; c)for nurses: OR duty schedule, inter-unit coordination in supporting operative measures, OR nurse training certificate, standardized OR, nursing service and OR promotion execution.

In conclusion, the seven factors of marketing-mix which influenced OR satisfactory rate based on patients' assessments, on average was not satisfactory; doctors' assessments, on average was highly not satisfactory; and based on nurses' assessments, on average was highly not satisfactory.

A Focus Group Discussion was held jointly with PDS-GH management to discuss the result above, to formulate strategic issues and to find the solution for OR improvement efforts.

Key words: marketing-mix, Operating Room, Cartesius diagram