

ABSTRAK

INOVASI PELAYANAN KESEHATAN DI RUMAH SAKIT PADA MASA PANDEMI *CORONA VIRUS DISEASE 2019 (COVID-19)* (Studi Kasus di Rumah Sakit Tentara Dokter Noesmir Baturaja)

Oleh:

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Pelayanan kesehatan di masa pandemi *corona virus disease 2019 (Covid-19)* sangat berbeda dengan sebelum adanya Covid-19. Saat pandemi virus corona seperti saat ini, rumah sakit perlu menyiapkan prosedur keamanan yang lebih ketat dimana protokol Pencegahan dan Pengendalian Infeksi (PPI) di ikuti sesuai standar dan dijalankan dengan mengutamakan keselamatan pasien dan tenaga kesehatan yang bertugas.

Penelitian ini dilakukan untuk membahas mengenai inovasi pelayanan kesehatan yang dilakukan oleh RST Dr. Noesmir Baturaja dalam memberikan pelayanan prima kepada pasien di masa pandemi Covid-19. Tujuan dari penelitian ini adalah untuk mengetahui inovasi apa yang dilakukan oleh RST Dr. Noesmir Baturaja dalam memberikan pelayanan di masa pandemi Covid-19. Penelitian ini menggunakan metode penelitian kualitatif. Teknik penentuan informan penelitian ini menggunakan teknik *purposive sampling*. Pengumpulan data di lakukan melalui observasi langsung dan wawancara mendalam.

Hasil penelitian menunjukkan bahwa RST Dr. Noesmir Baturaja menerapkan inovasi pelayanan di masa pandemi covid-19 ini, inovasi tersebut tergolong dalam level inovasi inkremental. Pelayanan prima dan penerapan inovasi kesehatan yang di jalankan sudah di nilai cukup baik, walaupun berdasarkan hasil wawancara, tingkat kepuasan masyarakat atau pasien terhadap pelayanan yang ada di RST Dr. Noesmir Baturaja belum sepenuhnya baik dan masih banyak di temukan keluhan-keluhan dari pasien maupun keluarga pasien di sana. Saran dalam penelitian ini adalah diperlukan adanya perbaikan dan peningkatan kualitas layanan serta sarana dan prasarana di RST. Dr. Noesmir Baturaja.

Kata Kunci: *Pelayanan Kesehatan, Inovasi, Pelayanan Prima*

ABSTRACT

HEALTH SERVICE INNOVATION IN HOSPITAL DURING THE 2019 CORONA VIRUS DISEASE PANDEMIC (COVID-19) (Case Study at the Army Hospital of Doctors Noesmir Baturaja)

**By:
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Health services during the corona virus disease 2019 (Covid-19) pandemic are very different from before Covid-19. During the current corona virus pandemic, hospitals need to prepare stricter security procedures where the Infection Prevention and Control (PPI) protocol is followed according to standards and carried out by prioritizing the safety of patients and health workers on duty.

This study was conducted to discuss the innovation of health services carried out by RST Dr. Noesmir Baturaja in providing excellent service to patients during the Covid-19 pandemic. The purpose of this study was to find out what innovations were made by RST Dr. Noesmir Baturaja in providing services during the Covid-19 pandemic. This study used qualitative research methods. The technique of determining the informants of this study used a purposive sampling technique. Data collection was done through direct observation and in-depth interviews.

The results showed that RST Dr. Noesmir Baturaja applies service innovations during the covid-19 pandemic, these innovations are classified as incremental innovation level. Excellent service and the implementation of health innovations that have been carried out have been rated quite well, although based on the results of interviews, the level of community or patient satisfaction with services at RST Dr. Noesmir Baturaja is not completely good and there are still many complaints from patients and their families there. Suggestions in this study is that it is necessary to improve and improve the quality of services and facilities and infrastructure in RST. Dr. Noesmir Baturaja.

Keywords: *Health Service, Innovation, Excellent Service*