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- Kampus Utama : Jalan Besar Ijen No. 77 C Malang 65112. Telepon (0341) 566075, 571388 Fax (0341) 556746  
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Website: <http://www.poltekkes-malang.ac.id> E-mail: [direktorat@poltekkes-malang.ac.id](mailto:direktorat@poltekkes-malang.ac.id)

**SURAT TUGAS**

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**Pejabat yang bertanda tangan di bawah ini :**

Nama : **BUDI SUSATIA, S.Kp, M.Kes**  
NIP : **19650318 198803 1 002**  
Pangkat/Gol : **Pembina TK.I / IV/b**  
Jabatan : **Direktur Politeknik Kesehatan Kemenkes Malang**

Dengan ini menugaskan kepada nama-nama penulis dibawah ini :

NO	NAMA	NIP
1.	Achmad Zani Pitoyo, MKes	1973022232002121002

Membuat karya ilmiah berupa Poster dengan judul :

***“The Hospital Manager Perspective: Qualitative Study in Indonesia”***

yang dipublikasikan pada kegiatan 2<sup>nd</sup> International Conference of Hospital Administration (ICHA) ***“Current And Future Needs: Better Insight On Innovation To Answer Hospital Management Challenges”*** yang diselenggarakan pada tanggal 1-3 November 2017 di Universitas Indonesia.

Demikian Surat Tugas ini di buat untuk dapat digunakan dengan sebaik-baiknya.



Malang, 1 November 2017

Direktur,

**Budi Susatia, S.Kp, M.Kes**

NIP. 196503181988031002



*Certificate*  
Of Appreciation



**2<sup>nd</sup> ICHA**  
INTERNATIONAL CONFERENCE  
ON HOSPITAL ADMINISTRATION

awarded to

**Achmad Zani Pitoyo**

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has presented a poster  
in the 2nd International Conference on Hospital Administration (ICHA)  
"Current and Future Hospital Needs: Better Insights on  
Innovation to Answer Hospital Management Challenges"

Held on 1<sup>st</sup> - 2<sup>nd</sup> November 2017  
at Venue : Aston Hotel TB Simatupang

General Chair the 2nd ICHA

A handwritten signature in black ink, appearing to be 'Dr. Ede Surya Darmawan', is written over the text of the certificate.

Dr. Ede Surya Darmawan, SKM, MDM

# NHSS (National Health Security System) Imposing : The Hospital' Manager Perspective. Qualitative Study in Indonesia

1. Achmad Zani Pitoyo\*  
2. Tita Hariyanti\*\*

\*Health Polytechnic of Ministry of Health of Malang  
\*\*Medical Faculty, University of Brawijaya Malang

## BACKGROUND

Health is constitutionally accepted as a right for the rest of the people of Indonesia<sup>1</sup>. All people have equally right to achieve health service resources<sup>2</sup>. The government provenly has serious commitment to realize through establishing the National Social Security Systems<sup>3</sup> in the form of National Health Security (NHS)<sup>4</sup> through The BPJS. It Imposing lead to the health service bussines map, specially hospital. For governmental hospital, it lead to provit increasing<sup>5</sup>. It raises question how the hospital managers view this system?

## AIM AND METHODE

The aim of the study is to digging it. The study employees qualitative methode<sup>6</sup>. Data collected from 5 informants. The data management is using data reduction, display, and intepretation.

## RESULT

The data management uses data reduction, display, and intepretation<sup>7</sup>. Data shows that the system attract only certain part of market segment of hospital. Although there is high enthusiasm toward BPJS scheme, but it do not make high effort for hospital managers to deploy high resource. Informan says BPJS Scheme imposed by government, followed by customer behaviour in which is opportunity for no BPJS provider hospital (#1). Those are dissapointed-toward-BPJS segment (#2), assurance-unaware segment, middle-up segment (#3), and special-need-segment (custom).

# 1

Quotation from Informan that BPJS is opportunity to catch certain segment of community member

*"...not all of community members 're understand on BPJS,so we're use their nescience .[as opportunity to..."*

# 2

Informan's Quotation tells disappointing of BPJS.

*"... the prove was those we refer to upper level hospital still face obstacles..."*

# 3

Manager view on Middle -Up class ability to buy health service

*"...more over the middle up people, they've ability to buy health service., BPJS is just to reserve in case drug price and health service are high enough to buy..."*

## CONCLUSION

The conclusion is the non BPJS hospital provider managers studied see niche, it is certain segment. They are the main segment target of the hospital being studied in BPJS era..

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Correspondence :  
zani\_pit@yahoo.co.id