

ABSTRAK

MODEL BISNIS LAYANAN KESEHATAN PRIMER PENANGANAN PENYAKIT KRONIS : STUDI APARTEMEN GREEN PARK VIEW

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Penyakit kronis sebagai salah satu penyebab kematian tertinggi di Indonesia merupakan beban besar bagi pasien, keluarga pasien, dan sistem layanan kesehatan. Angka kejadian hipertensi dan diabetes melitus masih tinggi, namun cakupan layanan kesehatan penanganan keduanya masih belum optimal. Penanganan penyakit kronis pada layanan kesehatan primer yang berkesinambungan dapat meningkatkan kualitas hidup pasien, mencegah timbulnya komplikasi, dan menurunkan biaya kesehatan. Selain itu, pertumbuhan penduduk yang tinggi di Jakarta dan dengan alasan kepraktisan maka tingkat hunian di apartemen meningkat. Perubahan gaya hidup masyarakat mengarah pada peningkatan faktor risiko terjadinya penyakit kronis. Namun, saat ini layanan kesehatan primer yang tersedia di apartemen GPV masih minimal.

Tujuan dari penelitian ini adalah menyusun model bisnis dan mengevaluasi kelayakan bisnis layanan kesehatan primer penanganan penyakit kronis. Metode yang digunakan berupa survei terhadap target pelanggan dan wawancara pengelola klinik serta dokter berpraktek. Hasil penelitian ini mendapatkan model bisnis dan analisis kelayakan usaha dari layanan kesehatan primer penanganan penyakit kronis di apartemen. Berdasarkan hasil perhitungan diperoleh *Net present Value* (NPV) positif sebesar Rp 2.092.185.542,-, *Internal Rate of Return* (IRR) 20%, dan *Payback Period* (PP) 4 tahun 3 bulan. Dari hasil analisis tersebut maka model bisnis layanan kesehatan primer penanganan penyakit kronis di apartemen GPV dapat diterima kelayakan bisnisnya.

Kata kunci : layanan kesehatan primer, penyakit kronis, apartemen, model bisnis, kelayakan usaha

ABSTRACT

PRIMARY HEALTH SERVICES BUSINESS MODEL FOR CHRONIC DISEASES MANAGEMENT: GREEN PARK VIEW APARTMENT STUDY

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Chronic disease, as one of the highest causes of death in Indonesia, is a huge burden for patients, patient families and the health service system. The incidence of hypertension and diabetes mellitus is still high, but health service coverage for treating both is still not optimal. Continuous management of chronic diseases in primary health care can improve patients' quality of life, prevent complications, and reduce health costs. Apart from that, population growth is high in Jakarta, and for practical reasons, the occupancy rate in apartments is increasing. Changes in people's lifestyles lead to an increase in risk factors for chronic diseases. However, currently, the primary health services available at GPV apartments are still minimal.

This research aims to develop a value proposition and evaluate the feasibility of a primary healthcare business for managing chronic diseases. The method used was a survey of target customers and interviews with clinic managers and practicing doctors. The results of this research obtained a business model and business feasibility analysis of primary health services for treating chronic diseases in apartments. Based on the calculation results, a positive Net Present Value (NPV) of IDR 2.092.185.542,- was obtained, an Internal Rate of Return (IRR) of 20%, and a Payback Period (PP) of four years and three months. From the results of this analysis, the primary healthcare business model for handling chronic diseases in GPV apartments can be accepted as business feasible.

Keywords: primary health services, chronic diseases, apartments, business models, business feasibility