

ABSTRAK

Peningkatan angka harapan hidup di Indonesia, khususnya di Daerah Istimewa Yogyakarta dengan 17,33% populasi lansia, meningkatkan kebutuhan layanan geriatri. Rumah Sakit Umum Sakina Idaman, rumah sakit tipe C berakreditasi paripurna, berpotensi mengembangkan poli layanan geriatri terpadu. Penelitian ini menggunakan pendekatan campuran untuk merancang strategi pengembangan berbasis Kanvas Model Bisnis dan mengevaluasi kelayakan finansialnya dengan NPV, IRR, dan PP.

Hasil penelitian menunjukkan pengembangan poli layanan geriatri layak dengan NPV Rp 16,29 miliar, IRR 53%, dan PP 1 tahun 8 bulan. Strategi meliputi penyediaan fasilitas ramah lansia, pelatihan SDM, dan sistem informasi terintegrasi. Pengembangan ini diharapkan meningkatkan daya saing rumah sakit dan memenuhi kebutuhan kesehatan lansia di Daerah Istimewa Yogyakarta.

Studi ini memberikan kontribusi penting dalam pengembangan layanan geriatri yang berfokus pada keberlanjutan dan kualitas pelayanan. Rekomendasi penelitian dapat menjadi acuan bagi rumah sakit serupa dalam merancang layanan inovatif bagi populasi lansia.

Kata Kunci: Layanan Geriatri, Kanvas Model Bisnis, Kelayakan Finansial

ABSTRACT

The increasing life expectancy in Indonesia, particularly in Daerah Istimewa Yogyakarta with 17.33% of its population being elderly, has heightened the need for geriatric services. Sakina Idaman Hospital, a type C hospital with full accreditation, has significant potential to develop integrated geriatric services. This study employs a mixed-method approach to design a development strategy based on the Business Model Canvas (BMC) and evaluate its financial feasibility using NPV, IRR, and PP.

The results show that the geriatric polyclinic development is feasible, with an NPV of IDR 16.29 billion, IRR of 53%, and a PP of 1 year and 8 months. The strategy includes providing elderly-friendly facilities, staff training, and an integrated information system. This development is expected to enhance the hospital's competitiveness and meet the healthcare needs of the elderly in Daerah Istimewa Yogyakarta.

This study provides valuable contributions to developing geriatric services focusing on sustainability and service quality. Its recommendations can serve as a reference for similar hospitals in designing innovative services for the elderly population.

Keywords: *Geriatric Services, Business Model Canvas, Financial Feasibility*