

Competition Analysis of Superior Product Heart Services a Medical Tourism Organizer in Medan

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ABSTRACT

This becomes increasingly important when this number increases every year with the development of information technology and aviation systems that are easier and cheaper. Only Covid has succeeded in reducing the number of medical tourists from North Sumatra to Penang. Since the beginning of 2022, North Sumatra has declared to be one of the world's medical tourism destinations. This is important not only to bring in foreign tourists, but at the same time to hide out the outflow of the North Sumatra community itself. There are seven hospitals that are launched will become medical tourism destinations in North Sumatra, one of which is a hospital that is studied for providing heart services which is the most sought, after service by the people of North Sumatra. Based on this phenomenon it is felt to be very important to conduct competition analysis of integrated heart service products organized by this hospital, so that the product you want to launch receives an appropriate welcome. The method used in this study is to use a descriptive strategy method related to supply side, demand side, and product competition obtained with structured questionnaires. The results of the study show that the service, the administrative process of type A hospitals in Medan is quite good but still must be evaluated and improved, while cleanliness and health protocols and facilities at type A hospitals in Medan are still below the "pretty good" range that interpret it is still very need to be improved. With later efforts to increase, it is hoped that this type A hospital in Medan will be able to compensate for some of its competitors.

KEYWORDS

medical tourism; heart Service; Medan's hospitals

INTRODUCTION

Hospitals Based on the Minister of Health Regulation of the Republic of Indonesia Number 3 of 2020 is a health service institution that carries out individual health services that provide inpatient, outpatient, and emergency services (Kemenkes RI, 2020). Law Number 36 Year 2009 concerning Health states, the purpose of health development is to increase awareness, willingness, and ability to live a healthy life for everyone so that the highest degree of public health is realized, as an investment for the development of social resources that are socially and economical (Kemenkes RI, 2009).

Health Tourism or Medical Tourism is a commercial phenomenon of industrial communities who travel overnight (at least one night) from their residence with the aim of taking medical institutions. According to WHO, Medical Tourism is a type tourist who choose to travel abroad to get medical treatment (Taufik, N A., & Sulistiadi, W, 2018). At first this medical tour was a trip to find medical services to developed countries. In line with the development of information and transportation technology, this trip changes from

developed countries to developing countries due to long queues in the country, quality that is considered adequate in the destination country and cheaper prices (Horowitz et al., 2007; Neil Lunt, et al., 2011).

Before 1997, America and Europe were the most sophisticated medical care center in the world, where wealthy people around the world seemed to be sick, as well as in Asia, Singapore and Japan were a place for treatment for Asian rich people (Chongsuvivatwong, V., et al, 2021). But after the 1997 monetary economic crisis, health insurance in the United States began to look for health services outside of America. Hospitals in Thailand and India take advantage of this condition by offering much cheaper and quality health services that are equivalent to America (Discounting International Joint Commission, America), while of course enjoying the beauty of the coast in Thailand and exotic cultural treats in India. This condition began the development of medical tourism throughout the world. India and Thailand enjoyed the arrival of foreign patients not only from America and Europe but also from the Middle East since the events of September 11 which forbade them to travel from America. This luck and development open the eyes of other countries who feel they have interesting natural wealth to visit such as Malaysia in Asia, Colombia and Jamaica in Central America and South America. They developed their hospital equivalent to hospital standards for medical tourism while training hospital human resources to provide international standard services (Noree, T., Hanefeld, J., & Smith, R, 2016)

The high number of visits to the people of North Sumatra to Malaysia and the amount of funds paid by medical tourists abroad is a loss or leak for Indonesia. This is increasingly important when the number of North Sumatra people who seek health services in Malaysia continues to increase every year with the development of information technology and aviation systems that are easier and cheaper (Aulia, D., & Ayu, S F. (2013). It seems same with Saragih's research explain that behavioral beliefs positively influence Indonesian patients' attitudes and intention to come to Malaysia for medical treatment, attitudes, subjective norms and perceived behavioral control. The results show that as individuals, Indonesians believe that medical treatment in Malaysia will be more beneficial than similar medical treatment in Indonesia (Saragih, H.S. and Jonathan, P., 2019).

Covid Only has succeeded in reducing the number of medical tourists from North Sumatra to Penang. However, when Covid end everything will return to normal, if the health system in Indonesia including Medan is unable to accommodate the desires and expectations of medical tourists. Indonesian economic leaks as a whole will occur again with the loss of hundreds of trillions of rupiah because of treatment abroad (Ormond, Meghann & Sulianti, Dian, 2014).

Since the beginning of 2022, North Sumatra has declared to be one of the world's medical tourism destinations. This is important not only to bring in foreign tourists, but at the same time to hide out the outflow of the North Sumatra community itself. There are seven hospitals that are launched will become medical tourism destinations in North Sumatra, one of which is a hospital that is studied for providing heart services which is the most sought, after service by the people of North Sumatra (Saragih, H.S. and Jonathan, P., 2019).

This hospital is a type A hospital in Medan and is a vertical hospital which means it is owned by the Ministry of Health and at this time, this hospital is still a teaching hospital. On June 22, 2022 this hospital was verified as a medical tourism service hospital conducted by the Indonesian Ministry of Health. Based on this it was decided that the types of superior services worked on were oncology, integrated heart, integrated organs transplantation and cochlea implant (Decree of the President Director No: OT.02.04/4.2.1/3915/2018).

Based on this phenomenon it is felt to be very important to conduct competition analysis of integrated heart service products organized by this hospital, so that the product you want

to launch receives an appropriate welcome. This is because the preparation for the launch of service products is not as easy as other products. In -depth analysis and further strengthening need to be done in order to reach the appropriate market segment and get a proper welcome.

RESEARCH METHODS

The method used in this study is to use a descriptive strategy method related to supply side, demand side, and product competition obtained with structured questionnaires. This strategy method is used to obtain a basic view of the strategies needed in achieving a particular goal, in this case the study of what efforts can be used as a solution to marketing strategies in hospitals. According to Rangkuti (2015: 19), company or organizational performance can be determined by a combination of internal and external factors.

Internal factors and external factors of descriptive strategy analysis in this study were used to determine the condition and reality of heart services in hospitals that are medical tourism destinations. The assessment is carried out in filling out the questionnaire of internal factors and external factors of integrated heart service. The results of the questionnaire obtained will help to get a picture of the market potential, development and improvement of the strategy of integrated heart service products in the hospital.

The data collection method in this study was carried out using FGD (Focus Group Discussion). FGD is a systematic process of collecting data and information about a particular problem that is very specific through group discussions (Irwanto, 2006). This study discusses the competence of doctors and integrated heart services, facilities and infrastructure of integrated heart services, as well as supporting integrated heart services.

RESULTS AND DISCUSSION

Data collection is carried out by dividing it based on the supply side, demand side, and product competition. Supply Side is an integrated heart service product data from type A hospitals in Medan. Then, the demand side is based on the consumer side by looking at the satisfaction of the hospital services. And Product Competition is a comparison of services and tariffs taken from several hospitals in Indonesia and abroad.

Supply Side

Data on availability of services and supporting the availability of available heart services includes data on human resources available in Table 1 and Table 2. Table 1 presents data on the number of human resources in an integrated heart installation consisting of two general practitioners. There are two general administrative employees. Nurses at this installation consist of 97 people.

Table 1. Human Resource Data Installation of Integrated Heart Centers Hospital Type A in Medan

Work Unit	Skill	BLU	KEMKES	Contract Staff	Grand Total
Inst. Integrated Heart center	Emissary			1	1
	General Doctor		2		2
	General Administration		1	1	2
	Nurse	25	67	5	97
Grand total		25	70	7	102

Based on Table 1 it can be seen that the HR Installation of the Integrated Heart Center of this type A Hospital has 1 Caraka, 2 General Practitioners, 2 General Administration

Employees, and 97 Nurses. So that the total human resource data in the central installation both from BLU, Ministry of Health, contract workers is 102 people.

Table 2. Human Resource Data of the Integrated Heart Specialist Hospital Type A in Medan

Staff	Skill	KEM DIK		Contract Staff	Guest Doctor	Full Service	Grand Total
		KES	TI				
Anesthetic specialist	Anesthetic specialist Doctor	5	3				8
	Sub Specialist Intensive Care	2	2				4
	Cardiovascular Sub Specialist	2					2
	Sub Specialist Pain Management	1	1	1			3
	Sub specialist neuro anesthesia		1				1
Doctor	Doctor	1	2				3
Cardiovascular thoracic surgery specialist	Cardiovascular survivor specialist						
Heart disease specialist	Heart disease specialist		3				3
	Arithmetic sub-specialist		1				1
	Echocardiography Sub Specialist	1	1				2
	Sub Specialist Cardiology Intervention	4	3		1	1	9
	Cardiology Sub Specialist Intervention, Intensive Care, and Cardiovascular Emergency		1				1
	Nuclear Cardio-logy Sub Special-ist & Karadio Mascular Imaging		1				1
	Pediatric cardiology sub-specialist		1			1	2
	Cardiovascular Prevention & Rehabilitation Sub Specialist		1				1
Grand Total		16	21	1	1	2	41

Regarding the data of a cardiac specialist in this type A hospital presented in Table 2 there are 8 anesthetic specialist doctors, 4 Intensive Care Specialists, 2 Cardiovascular Sub Specialists, 3 Subspecialty Pain Management, 1 Sub Specialization of Neuro Anesthesia. There are 3 doctors, 3 specialist heart disease specialists, 1 sub -arrhythmia sub -specialist, 1 sub -specialist echocardiography, 9 Cardiology Sub Specialists Interventions, 1 Cardiology Sub Specialist Intervention, Intensive Care, and Cardiovascular Emergency, 2 Pediatric Cardiology Sub Specialists, and 1 Sub Specialist & Cardiovascular rehabilitation. Thus the total number of heart specialists from the Ministry of Health expertise, Dikti, contract staff, guest doctors, and retirement, namely 41.

Data on the types of services provided in the Integrated Heart Service Unit:

- Cardiology outpatient services
- Special Emergency Services of the Heart
- Class III, II, and VIP Cardiology Inpatient Services
- Heart surgery
- Heart intensive care services
- Cardiac rehabilitation services
- Cardiac catheterization services
- Echocardiography and treadmill test services
- Pharmaceutical services
- Laboratory services
- Radiology service

Tabel 3. Name And Number of Rooms Data Provided for Integrated Heart Service Units of Type A Hospitals In Medan

No.	Name's Room	Total Room
1.	Cardiology outpatient poly	7 Rooms
2.	UPK2J (Special Service Unit of Heart Emergency)	1 Room (7 beds)
3.	Cardiology Inpatient Room Class III, II, I and VIP	RIC Lt. 3: VIP: 10 Room (9 Beds) Class I: 1 Room (2 Beds) Class II: 1 Room (5 Beds) Class III: 1 Room (6 Beds) RIC Lt. 4: Class I: 8 Rooms (16 Beds) Class II : 2 Rooms (8 Beds) Class III : 2 Rooms (12 Beds)
4.	Ok (cardiac surgery)	2 Rooms
5.	CVCU	1 Rooms (7 Beds)
6.	ICU Heart	1 Rooms (6 Beds)
7.	Rooms Intermediate (HCU)	1 Rooms (5 Beds)
8.	Cardiac rehabilitation	1 Rooms
9.	Rooms Caterteration action	1 Rooms
10.	Echocardiography and Treadmill Test Services	1 Rooms
11.	Pharmaceutical services	1 Rooms
12.	Laboratory services	1 Rooms
13.	Radiology service	1 Rooms

Data on the number of rooms provided for integrated heart service units in type A hospitals is presented in Table 3. It appears that there are 7 cardiology outpatient poly rooms, 1 UPK2J room, 25 cardiological inpatient rooms consisting of 10 VIP rooms, 9 class II rooms, and 3 class III rooms. 2 Heart Surgery Room, 1 CVCU Room, 1 ICU Heart Room 1 HCU Room, 1 Heart Rehabilitation Room, 1 Caterization Action Room, 1 Echocardiography Service Room and Treadmill Test, 1 Pharmacy Room, 1 Laboratory Room, and 1 Radiology Room.

Demand Side

Other Research Results

Tabel 4. Question Indicator

No	Indicator Usability	Code
1.	How is the service at type A hospitals in Medan?	A1
2.	What is the administrative process at type A hospitals in Medan?	A2
3.	What is the cleanliness and health protocol of type A hospital in Medan?	A3
4.	What are the facilities provided by type A hospitals in Medan?	A4

Table 4 shows that there is an indicator of statements from each respondent to see how services, administrative processes, cleanliness and health protocols, as well as facilities in this type A hospital.

Furthermore, the results of respondents' opinions are stated in the form of satisfaction range. Satisfaction range data aims to display data on consumer satisfaction assessment so that it can be explained properly and be easily interpreted to normalize the conversion of

patient satisfaction assessment data. The table satisfaction level range table is provided in Table 5.

Data Range Satisfaction

Data range satisfaction is an effort to display satisfaction assessment data so that it can be presented properly and interpreted easily to normalize the conversion of patient satisfaction assessment data. As for the Range Table the level of satisfaction is as follows;

Table 5. Satisfaction Range Data

Respondent Code	Name	A1	A2	A3	A4
R1	Dodi Siregar	Good Enough	Good Enough	Good Less	Not Good
R2	Dani Silahi	Good Enough	Good Enough	Not Bad	Not Good
R3	Dodo Rezeki	Not Good	Not Good	Not Good	Not Bad
R4	Fitria Amandah	Good Enough	Not Good	Not Good	Not Good
R5	Dimas Anugerah	Very Good	Very Good	Good Enough	Not Bad

Description:

Very Good	= 5	A1	= Type A hospital service
Good	= 4	A2	= Type A hospital administration process
Good Enough	= 3	A3	= Type A hospital clean and protocol health
Not Bad	= 2	A4	= Type A hospital facilities
Not Good	= 1		

The characteristics of the respondents studied were 50 people, consisting of 40 men (80%) and 10 women (20%). The interest tables obtained by 5 respondents are as follows:

Table 6. Reliability Level of Importance

	R1	R2	R3	R4	R5	Total	Average
A1	3	3	1	3	5	15	3,92
A2	3	4	1	1	5	14	3,56
A3	2	3	1	1	3	10	3,00
A4	1	2	2	1	2	8	2,67

Based on Table 6, seen from the level of importance, it can be seen that the average respondent's answer to type A (A1) hospital services is 3.92 which means that it is pretty good. The average respondent's answer to the administrative process of type A (A2) hospital is 3.56 which means that it is pretty good. The average respondent's answer to the cleanliness and health protocol of type A (A3) hospital is 3.00 which means that it is almost close enough and there needs to be improvements. The average respondent's answer to the facilities at the type A (A4) hospital is 2.67 which means that it is not good so it is necessary to increase facilities at the hospital.

Table 7. Reliability Level of Performance

	R1	R2	R3	R4	R5	Total	Average
A1	3	1	1	4	5	14	4,08
A2	3	1	1	4	5	14	3,89
A3	3	1	1	4	3	12	3,50
A4	3	1	2	1	2	9	3,00

Based on Table 7, seen from the level of performance, it can be seen that the average respondent's answer to type A hospital services is 4.08 meaning quite good. The average respondent's answer to the administrative process in type A hospitals is 3.89 meaning pretty good. The average respondent's answer to the cleanliness and health protocol of type A hospitals is 3.50 meaning there needs to be an increase, and the average answer to respondents to facilities in type A hospitals is 3.00 means that there is an increase in facilities in the hospital.

Analysis of Patient Satisfaction Index

Next is to be seen the value of the Customer Satisfaction Index (CSI) of all respondents to the variable A1 (hospital services), A2 (administrative process), A3 (cleanliness and health protocol), and A4 (hospital facilities) in the following table, can be seen in the 8 below;

Table 8. Customer Satisfaction Index (CSI)

Code	(I)	(P)	(I x P)
A1	3,92	4,08	15,98
A2	3,56	3,89	13,83
A3	3,00	3,5	10,50
A4	3,67	3	11
Total	14,14	14,47	51,31

Based on the patient satisfaction index (Customer Satisfaction Index) Patients assess the performance of the Integrated Heart Center Payment Transaction Services Hospital as a whole is high enough, seen from the value of the Customer Satisfaction Index of 0.7258 or 72.58% This value is in the range 60 % - 80 % (satisfied) based on the patient satisfaction index. This shows that the patient satisfaction index is in satisfied criteria.

List of Costs Incurred by Patients Seeking Treatment at Malaysia Hospital

1. Health Scan Malaysia

Treatment at Malaysia Hospital

- Choose the Hospital & Specialist in the intended. The first step, can consult the purpose of the hospital & specialist doctor who is intended when treatment in Malaysia later. You can contact us immediately to get a doctor's recommendation that is suitable for handling your complaints.
- Care of permission to enter treatment to Malaysia (MHTC). The management of MHTC permits will be assisted free of charge by the official representative team & takes at least 10 working days. Patients & companions are asked to prepare: National ID card, Family Card, Pasport and Patient's medical results

Before obtaining a MHTC permit, you can use a paid tele-consult service with a specialist in Malaysia to get the best second opinion or medical advice. Man must be complete Booking PCR & Transportation Treatment to Malaysia, buy Covid-19 Travel Insurance (Travel Pass Insurance, and then start treatment

Table 9. List of Services and Costs

No	Service	Cost
1.	Assisting the management of permission to enter treatment for Malaysia 2021 (MHTC)	Free
2.	Booking Charter Transportation	Free
3.	Booking Telemedicine Appointment with a Malaysian Doctor	Free
4.	Purchase of drugs to pharmacy at Malaysia Hospital	Free

Pax		
1.	Premium	IDR 3.946.896
2.	Premium plus	IDR 4.769.166
3.	Premium & cardiac evaluation	IDR 6.578.160
4.	Premium & cardiac & stroke evaluation	IDR 8.880.516
5.	Premium & cardiac & cancer evaluation	IDR 9.209.424
6.	Premium & cardiac & cancer & osteoporosis	IDR 9.867.240
7.	Premium & cardiac & cancer & stroke evaluation	IDR 10.853.964
8.	Premium & cardiac & cancer & stroke & osteoporosis evaluation	IDR 11.511.780

Based on Table 9 it can be seen that the list of services and the most expensive costs in type A hospitals is Premium & Cardiac & Cancer & Stroke & Osteoporosis Evaluation of 11,511,780 and the cheapest package is a premium package of 3,946,896. While helping to arrange a permit to go for treatment to Malaysia 2021 (MHTC), booking charter transportation, booking a telemedicine appointment with a Malaysian doctor, and the purchase of drugs to pharmacy Malaysia Hospital is not charged.

2. KPJ Penang Specialist Hospital Penang

- Choose the Hospital & Specialist in the intended. The first step, can consult the purpose of the hospital & specialist doctor who is intended when treatment in Malaysia later. You can contact us immediately to get a doctor's recommendation that is suitable for handling your complaints.
- Taking care of permission to enter treatment for Malaysia (MHTC). The management of MHTC permits will be assisted free of charge by the official representative team & takes at least 10 working days. Patients & companions are asked to prepare: National ID card, Family Card, Passport and Patient's medical results.

Before obtaining a MHTC permit, you can use a paid tele-consult service with a specialist in Malaysia to get the best second opinion or medical advice. Man must be complete Booking PCR & Transportation Treatment to Malaysia, buy Covid-19 Travel Insurance (Travel Pass Insurance, and then start treatment.

KJP Penang Specialist Hospital is a hospital in Penang which has 4 excellence centers, supported by more than 37 senior specialist doctors and 160 inpatient beds. The centers of excellence of the Penang KPJ include: heart, orthopedics, health centers, and male/female health. Here are heart examination packages:

Table 10. Service and Cost List

Pax	Heart Check Pax
Price	IDR 969.000
Service	Physical examination by a heart specialist Chest x -ray Electrocardiogram (ECG) Laboratory test

Product Competition

Services from the Integrated Heart Service Installation (or short term in Indonesia always call as PJT) of type A hospitals in Medan are one of the superior services from the Vertical

Hospital of the Indonesian Ministry of Health in North Sumatra. PJT installation of type A hospitals in Medan itself until now provides a variety of services related to heart health. Starting from outpatient services, inpatient services, non -surgical intervention services (Catheterization Laboratory), to heart surgery services.

(Open Heart Surgery). Among these, there are general cardiology polyclinic services, heart failure polyclinics, post -surgery ICU, Percutaneous Coronary Intervention (PCI), and others. The hospital which is a medical tourism destination develops its superior service unit by building a special service building for heart disease or integrated heart center. This building was operating at the hospital in August 2012. The operation was marked by the holding of the best medical devices.

From 2000 to 2015, the integrated heart center of type A hospitals in Medan has served 14,000 cases. The service actions provided do not only take simple actions, but are advanced. Heart service provided to patients is equipped with a catheterization machine (coronary angiography). Along with this growth there is a tight competition for hospitals to win markets in the hospital industry. Then it is necessary to analyze the hospital that provides the same product as a hospital that is a medical tourism in Medan. The following are the facilities and services provided by type A hospitals in Medan:

Table 11. Type A Hospital Facilities and Services in Medan

Facilities	Service
• Cardiology Polyclinic	• Cardiologist outpatient services
• Electrocardiography room	• Special Emergency Services of the Heart
• Echocardiography room	• Class III, II, &VIP Cardiology Inpatient Services
• Treadmill Exercise Test Room	• Heart surgery
• Catheterization laboratory	• Heart intensive care services
• Men's adult cardiology inpatient room	• Heart rehabilitation services
• Women's Adult Cardiology Inpatient Room	• Cardiac catheterization services
• Child Cardiology Inpatient Room	• Echocardiography and Treadmill Test services
• Cardiovascular Care Unit	• Pharmaceutical services
• Intensive Coronary Care Unit	• Laboratory services
• Heart surgery	• Radiology service

Table 12. Data on the list of integrated heart service fees for type A hospitals in Medan

No	Treatment	Cost
1.	Cabg On Pump	35.433.000
2.	Cabg Off Pump	34.820.000
3.	Cabg Plus MVR	38.587.000
4.	Cabg On MVR High Risk	36.016.000
5.	Cabg Off MVR High Risk	35.403.000
6.	Cabg Plus MVR High Risk	39.440.000
7.	Prosedur Replace Katup	30.192.000
8.	ASD Adult	27.682.000
9.	ASD Pediatrik	26.115.000
10.	VSD Adult	27.111.000
11.	VSD Pediatrik	26.673.000
12.	TOF Repair	28.515.000
13.	PDA	17.826.000
14.	BT Shunt	20.624.000

15.	Katup Mitral Mekanik	27.213.000
16.	Katup Aorta Mekanik	27.213.000
17.	Katup Mitral Bio	27.213.000
18.	Katup Aorta Bio	27.213.000
19.	Katup Mitral Aorta Mekanik (DVR)	26.980.000
20.	Katup Mitral Aorta Kombinasi (DVR)	26.980.000
21.	Katup Mitral Aorta Bio (DVR)	26.980.000
22.	Prosedur Repair Katup (Ring Anuloplasti)	26.980.000
23.	BENTALL	41.214.000
24.	TPM	1.642.000
25.	Repair dengan Ring Anulus	27.208.000
26.	Internal DC Shock	583.000

Based on Table 12 it is shown that the cost/tariff of heart service in the most expensive type of hospital in Medan is Bentall of Rp. 41,214,000. Bentall is a heart surgery that has the highest level of difficulty to help fix problems in the aorta. While the cheapest cost/service fee is internal DC shock of Rp. 583,000. This service is an action that uses electricity with the aim of restoring the rhythm of the heartbeat to return to normal in patients who experience heart failure.

Product Competition Analysis

- **Murni Teguh Hospital**

Rumah Sakit Murni Teguh is one of the hospitals in Medan that provides heart services, the following is a medical check -up rate:

Tabel 13. Medical Check Up Cost

BASIC CARDIAC SCREENING	EXECUTIVE CARDIAC SCREENING
Rp. 1.900.000	Rp. 2.750.000
• X-RAY THORAX (PA)	• X-RAY THORAX (PA)
• COMPLETE BLOOD COUNT	• COMPLETE BLOODCOUNT
• AST / SGOT	• AST / SGOT
• ALT / SGPT	• ALT / SGPT
• BLOOD GLUCOSE N	• BLOOD GLUCOSE N
• BLOOD GLUCOSE 2 JAM PP	• BLOOD GLUCOSE 2 JAM PP
• TOTAL CHOLESTEROL	• TOTAL CHOLESTEROL
• HDL CHOLESTEROL	• HDL CHOLESTEROL
• LDL CHOLESTEROL - DIRECT	• LDL CHOLESTEROL - DIRECT
• TRIGLYCERIDES (*)	• TRIGLYCERIDES (*)
• UREA (*)	• UREA (*)
• CREATININE	• CREATININE
• URIC ACID (*)	• HB A1C
• ROUTINE URINE	• URIC ACID (*)
• TINDAKAN EKG	• ROUTINE URINE
• TREADMILL	• TINDAKAN EKG
• PHYSICAL CHECK UP	• TREADMILL
• HEART CHECK UP	• ECHOCARDIOGRAPHY
• HOSTORY MEDICAL CHECK UP	• PHYSICAL CHECK UP
	• HEART CHECK UP
	• HOSTORY MEDICAL CHECK UP

- **Rumah Sakit Jantung dan Pembuluh Darah Harapan Kita (RSJPDHK)**
 Rumah Sakit Jantung dan Pembuluh Darah Harapan Kita (RSJPDHK) or call as Rumah Sakit Jantung Harapan is is one of the best specialist hospitals in Jakarta. The types of services provided are as follows:
 - ✓ Non -surgical coronary intervention
 - ✓ Arrhythmia
 - ✓ Vascular
 - ✓ Child's heart surgery
 - ✓ Adult cardiac surgery
 - ✓ External Counter Pulsation (ECP)
 - ✓ Palliative services

Table 14. Heart Check Up Service

<i>Heart Check Up Service</i>	<i>Signature Cardiac Screening</i>	<i>Priority Cardiac Screening</i>	<i>Emerald Cardiac Screening</i>	<i>Gold Cardiac Screening</i>	<i>Basic Cardiac Screening</i>
	Rp3,8 juta	Rp3,1 juta	Rp2,2 juta	Rp1,75 juta	Rp1,3 juta
Electrocardiogram (ECG)	✓	✓	✓	✓	✓
Echocardiography	✓	✓	✓	×	×
Treadmill Test	×	✓	✓	✓	×
Duplex legs	✓	×	×	×	×
Duplex Carotis	✓	✓	×	×	×
Photo of thorax pa	✓	✓	✓	✓	✓
Physical examination and anamnesa	✓	✓	✓	✓	✓
Consultation with a doctor	✓	✓	✓	✓	✓

- **Prima Hospital Semarang**
 As Primaya Hospital's superior service, the center of heart and blood vessels is always supported by medical personnel (such as cardiologists and cardiac surgeons), paramedic, and professional non-medical officers. This excellent service is equipped with modern equipment operated by heart specialist doctors and trained heart surgeons equivalent to international heart hospital services. Following are services provided by Primaya Hospital:

Table 15. Outpatient Service

Prevention Services: Doctor Consultation and Medical Examination	Curative Services: Variations and Handling of Heart Cases	Cardiac Rehabilitation
Check ECG, Electro-cardiogram	Installation of stent (for cases of coronary heart disease)	Cardiac postoperative rehabilitation
Heart treadmill test	Installation of stent (for cases of peripheral blood vessel disease)	Recovery of patients in the treatment room
Electrophysiology	Permanent pacemaker	
Blood pressure record 24 hours	Therapy for electrical or heart rhythmic disorders	
Ultrasonography (ultrasound) heart or blood vessels	Open Heart Surgery by the Best Heart Surgery Specialist in his field	
Chest x -ray	Therapy and treatment for heart failure	
Heart photo shoot with a computerized	Therapy and treatment for high blood pressure	
Tomography Scan (CT Scan)	Installation of stent (for cases of coronary heart disease)	

Table 16. Cardiac health examination package

PRIMA 1 HEART	PRIMA 2 HEART	PRIMA 3 HEART	PRIMA 4 HEART
IDR 800.000	IDR 999.000	IDR 1.119.000	IDR 3.799.000
Specialist Doctor Consulting	Specialist Doctor Consulting	Specialist Doctor Consulting	Specialist Doctor Consulting
Treadmill	Echocardiography	CT Scan Heart Calsium Scoring	Laboratorium
			Calsium Score
			CT Scan Angiography Jantung

• **Institut Jantung Negara (IJN) Malaysia, Kuala Lumpur**

The State Institute (IJN) is a hospital in Kuala Lumpur which focuses on the heart case, which is supported with more than 168 senior specialist doctors and 449 inpatient beds. Sick. Service offered;

- ✓ Basic heart examination: IDR 1,900,000
- ✓ Essential heart examination: IDR 3,300,000
- ✓ Active fitness examination: IDR 4,900,000
- ✓ Premiere cardiac examination: IDR 7,600,000

Table 17. Institut Jantung Negara (IJN) Malaysia Service Cost

	Angiogramcoroner diagnostic Pax	Angioplasticoroner transluminal PercutaneousPax	Coronary artery bypass
Cost	IDR 33,900,000	IDR 101,400,000	IDR 202,600,000
	Standard Procedure	Standard Procedure	One night operation in a public ward, 2 nights at the ICU and 7 nights after the stay in the public ward.
	Daily Environmental Visit	Daily Environmental Visit	Surgery Specialist Cost
	Nursing Service	Nursing Service	Anesthetist doctor costs
	Blood Test	X-ray Chest	Intesivist review
	Take home medicine	A maximum of 2 non - compliant balloons and or semi complint and 1 rug eluting stent (DES)	Nursing services
Offered Facilities	Consumable	Blood Test	Lab test
		Electrocardiogram (EKG)	X -ray
		Consumables	Electrocardiogram(EKG)
			Daily visit
			Standard food
			Surgery room
			CABG diet intervention
			The use of related medical personnel equipment
			Physiotherapy equipment
			Consumables

- **KPJ Penang Specialist Hospital – Penang**

KPJ Penang Specialist Hospital is a hospital in Penang which has 4 advantages, which is supported with more than 37 senior specialist doctors and 160 inpatient beds. The centers of excellence of the Penang KPJ include: heart, orthopedics, health centers, and male/female health. Here are heart examination packages:

Table 18. KPJ Penang Specialist Hospital Service Cost

Pax	Heart Check Up
Price	IDR 969.000
Service	Physical test by a heart specialist
	Chest x -ray
	Elektrokardiogram (EKG)
	Laboratorium test

- **Rumah Sakit Cardiac Vascular Sentral Kuala Lumpur (CVSKL)**

CVSKL Malaysia has doctors from various medical specializations such as cardiology (heart), cardiovascular thoracic surgery, and vascular surgery (blood vessels). CVSKL Malaysia is also equipped with the most sophisticated medical technology handling the condition of the heart and blood vessels, such as Revolution Apex™ CT- Scan and Carto 3 Electrophysiology Mapping System Version 7.

Table 19. Types of Services and Advantages of CVSKL

Service	Superiority
• Cardiology	• Arithmetic program
• Cardiorex surgery	• Heart diognostic
• Vascular and endovascular surgery	• Chip program
• Electrophysiology	• Heart & lungs
• Gastroenterology	• Structural heart program
• Nefrology	• Vascular & Endovascular
• Pulmonology	

Table 20. Room Cost (per-night) CVSKL

Room Type	Cost per Day (Ringgit)	Cost per Day (Rupiah)	Total patients per room
Standard Single	RM 250	Rp 880.000	1 patients
Premier Single Suite	RM 350	Rp 1.230.000	1 patients
VIP Suite	RM 1,288	Rp 4.500.000	1 patients
Two Bedded	RM 180	Rp 630.000	2 patients
HDU	RM 380	Rp 1.330.000	1 patients
ICU	RM 480	Rp 1.680.000	1 patients

CONCLUSIONS

1. Availability of Human Resources at the Integrated Heart Center Installation Hospital type A in Medan from BLU, Ministry of Health, contract workers, namely 102 people, and a total of heart specialties from the Ministry of Health, Dikti, Contract, Guest, and after -service 41 people.
2. Types of Services provided in the Integrated Heart Services Unit in type A hospitals in Medan consist of eleven services, namely: cardiology outpatient services, special emergency services, cardiac inpatient services class III, II, and VIP, surgical operation

- services heart, heart intensive care service, cardiac rehabilitation services, cardiac catheterization services, echocardiography services and treadmill tests, pharmaceutical services, laboratory services, and radiology services
3. Based on the patient satisfaction index (Customer Satisfaction Index) Patients assess the performance of the Integrated Heart Center Payment Transaction Services Hospital as a whole is high enough, seen from the value of the customer satisfaction index of 0.7258 or 72.58% which shows that Patient satisfaction index is in a satisfied criterion. But based on the level of importance and performance obtained from the average respondent's answer that the facilities at the Medan type A hospital still need to be improved.
 4. Some hospitals that are considered to be competitors of type A hospitals in Medan and have several product competitions, namely Teguh Pure Hospital, Harapan Harapan Kita Hospital (RSJPDHK), Prima Hospital Semarang, Malaysian Cardiac State Institute (IJN), Kuala Lumpur, KPJ Penang Specialist Hospital - Penang, Cardiac Vascular Sentral Kuala Lumpur Hospital (CVSKL)

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