

## EXECUTIVE SUMMARY

*The purpose of this business plan is to improve the patient registration and admission process at Kanjuruhan Hospital, a government hospital in Malang Regency, East Java. Common issues with this service include long wait times, difficulty filling out registration forms, and poor management of patient information resulting in repeated registrations.*

*The strategy is to diagnose service problems with various analysis methods such as RFM, Servqual, HOTFIT, Mapping customer journey, AIDA, TOWS, and PESTLE, followed by identifying the root causes through fishbone diagrams, ANSOFF and urgency, and proposing solutions. Through these methods, it was determined that the development of queuing applications and online consultations is essential.*

*The proposed solution includes two innovations: a patient application for accessing health services with queue, medical history data, online registration, and consultation features, and a doctor application for monitoring schedules, prescribing drugs, diagnosing, accessing medical records, and providing online consultations. These applications are intended to increase in the number of patients served and revenue, which aligns with Kanjuruhan Hospital's vision of "Being the Best Hospital in Health Services."*

