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HEALTH CARE DEVELOPMENT STRATEGY FOR POOR BASED ON JUSTICE

Nugroho Mardi Wibowo, Yuyun Widiastuti, Dwi Lesno Panglipursari

Wijaya Putra University, Surabaya

Abstract

The purpose of this study to identify the strengths, weaknesses, opportunities and threats, and also to formulate the development strategies of the poor community health service based on justice in Sampang. The methods analysis used are (a) interactive analysis; (b) descriptive analysis; (c) internal factors analysis; (d) external factors analysis; (e) the matrix of internal external analysis; and (f) the matrix SWOT analysis. The result of internal factors indicates that the majority of indicators of internal variables are strength things. Meanwhile, accuracy data of poor community as receivers from Contribution Assistance Recipients (PBI) of National Health Insurance (JKN) as well as the quantity and qualifications of non-medical human resources as a weakness. External factor analysis showed all the indicators are opportunities, unless the awareness poor community toward the membership of PBI, the attitude of community to health, the roles of village officials in caring health for the poor communities, and data of members PBI participants, as a threaten. The strategic position of the development of health services for the poor community is growth strategy with horizontal integration concentration through the development of products and the quality of health care for the poor community based on the justice.

Keywords: Health Care, Poor community, Strategy, Justice.