ABSTRACT

RSIA Kemang Medical Care (KMC) gained its operating license on August 2008, and starting the operation October, 2008. The idea of building the hospital comes after seeing the need of patients in finding a good health services. KMC tries to capture the niche market of Indonesian patients who travel abroad to seek a better health services by establishing a health service quality with the level as good as the one provides in other country.

KMC’s management has a vision to become the premier health care provider with international standard for women and children in Indonesia. To achieve this vision and mission, KMC would need to establish its strategy, and creating tools that can support KMC to be in the right tract in the strategy implementation. Working together with Binus team, KMC’s Management has established its strategy map, measurement, and action plan to implement the strategy using Balanced Scorecard approach. Based on brainstorming process and workshop facilitate by Binus Team, KMC’s Strategic Theme are: 1. Providing Compassionate “Caring” Experience of RS Kemang Medical Care and 2. Increasing Productivity through Operational Excellence.

Providing Compassionate “Caring” Experience to the clients was defined by providing personalized and excellent healthcare service. KMC will provide a unique experience for clients seeking for medical help from admission until patients discharge out of the hospitals. KMC should also build a strong financial base to achieve its Vision. The source of this financial base will come from Revenue Growth Strategy and Productivity Strategy. Income of Revenue Growth Strategy will come from number of clients (i.e patients) treated in the hospital while Productivity strategy will come from the cost saving and other sources outside clients treatment/management.

Keywords: RSIA KMC, Balanced Scorecard, Strategy Map, Strategic Theme