



اُنِيْوَرْسِيْٓتِيْ تِكْنُوْلُوْجِيْ مَلَاكَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka

**UNIVERSITI TEKNOLOGI MARA (UiTM) MELAKA CAMPUS
BANDARAYA MELAKA**

**BACHELOR OF BUSINESS ADMINISTRATION (HONS.)
INTERNATIONAL BUSINESS**

MGT666: INDUSTRIAL TRAINING REPORT

INTERNSHIP COMPANY:
KPJ IPOH SPECIALIST HOSPITAL
12th AUGUST – 24th JANUARY

PREPARED BY:
AMIRAH ZAFIRAH BINTI MUSA (2022926209)

CLASS:
BA246 6A

PREPARED FOR:
MADAM NUR HAZWANI BINTI MOHAMAD ROSELI

SURAT KEBENARAN

Tarikh : 24/1/2025

Kepada :

Penyelaras Latihan Praktikal
Fakulti Pengurusan Perniagaan
UiTM Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

No Tel : 06-285 7119 / 7190 / 7196

Email : praktikalfppmelaka@uitm.edu.my

Maklumbalas (/)



Setuju



Tidak Bersetuju

Tuan/Puan

KEBENARAN UNTUK MEMUAT NAIK HASIL LAPORAN PELAJAR LATIHAN INDUSTRI SEBAGAI "PUBLIC ACCESS" DI REPOSITORI UTM

1. Merujuk perkara di atas, pihak organisasi bersetuju / tidak bersetuju pihak universiti memuat naik hasil laporan pelajar latihan industri sebagai "public access" di repositori UiTM.

Nama Pelajar	AMIRAH ZAFIRAH BINTI MUSA		
No. Matriks	2022926209	Nama Program	INTERNATIONAL BUSINESS
Tajuk Laporan	INDUSTRIAL TRAINING	Nama Syarikat	KPJ IPOH SPECIALIST HOSPITAL

2. Tindakan ini adalah di bawah tanggungjawab dan kesedaran penuh oleh pihak organisasi.

3. Sekiranya terdapat sebarang masalah atau kebocoran maklumat sulit pihak organisasi tidak boleh mengenakan sebarang tindakan undang-undang kepada pihak universiti.

Yang Benar

Nama Pegawai : MAZIATUL ERMA ABDUL MAJEED
Jawatan : PUBLIC RELATIONS SERVICES
No. Tel. : KPJ IPOH SPECIALIST HOSPITAL
No. Faks :

MAZIATUL ERMA ABDUL MAJEED
PUBLIC RELATIONS SERVICES
KPJ IPOH SPECIALIST HOSPITAL

Cop jabatan/organisasi:

TABLE OF CONTENT

CONTENT	PAGE
AKNOWLEDGEMENT	i
EXECUTIVE SUMMARY	ii - iii
2.0 STUDENT'S PROFILE	1 - 2
3.0 COMPANY'S PROFILE 3.1 Company's Name, Location and Background 3.2 Company's Vision and Missions 3.3 Company's Organizational Structure 3.4 Company's Services	3 - 8
4.0 TRAINING'S REFLECTION 4.1 Duration: Specific Date, Working Day and Time 4.2 Detail: Department, Roles, Responsibilities, Assignments, Tasks	9 - 11
5.0 SWOT ANALYSIS 5.1 Strength 5.2 Weakness 5.3 Opportunities 5.4 Threat	12 - 15
6.0 DISCUSSIONS AND RECOMMENDATIONS 6.1 Discussions About SWOT Analysis 6.1.1 Strength 6.1.2 Weakness 6.1.3 Opportunity 6.1.4 Threat	16 - 28
7.0 CONCLUSION	29
8.0 REFERENCES	30 - 32
9.0 APPENDICES	33 - 36

ACKNOWLEDGEMENT

Firstly, I want to start by expressing my sincere gratitude to Allah S.W.T and Nabi Muhammad S.A.W. All credit belongs to Allah S.W.T because of my abilities and with His guidance, I was able to finish my industrial training report for the internship course which is MGT666 and prepare this report within the scheduled time.

I would also like to express my gratitude to my advisor, Madam Nur Hazwani binti Mohamad Roseli, for her invaluable support in spreading information about this industrial training and providing me with countless instructions on how to complete the report to obtain a good industrial training report. This industrial training report cannot be completed in the manner described here without his direction.

I would also like to thank KPJ Ipoh Specialist Hospital for giving me the opportunity to undergo my industrial training in their company. I would like to express my sincere gratitude to my supervisors, Puan Maziatul Erma binti Abdul Majeed who guided, instructed, and motivated me. Your feedback allowed me to deepen and refine my research, and the results presented in my industrial training report would be impossible without your supervision.

I would also like to express my appreciation for my parents' unending love, prayers, and unwavering support from beginning to the end. Not to forget my classmates for their excellent cooperation, support, and advice, all of which motivated me to find several methods to make this assignment better. I appreciate everyone's dedication to working together and for making a strong commitment to completing assignments on time and in full.

In addition, I would like to thank everyone who has helped with the completion of this case study report. Thank you for taking part in this work and being willing to provide comments. Your contribution means a lot to me. Without the support, assistance, and support from several individuals, this industrial training report would not have been able to be finished. I am grateful to thank everyone who contributed and provided essential assistance in completing this report. Thank you.

EXECUTIVE SUMMARY

Industrial training serves as a critical capstone experience for undergraduate students in the Faculty of Business Management. It offers an invaluable opportunity to bridge the gap between academic learning and real-world application by placing students in professional environments where they can develop practical knowledge, essential work skills, and a professional attitude. This report provides a comprehensive evaluation of my 24-week internship at KPJ Ipoh Specialist Hospital, specifically in the Public Relations Department, conducted from 12th August 2024 to 24th January 2025.

The primary objective of the internship was to equip students with hands-on experience in a professional setting. At KPJ Ipoh Specialist Hospital, my exposure to the Public Relations Department allowed me to understand the intricacies of corporate communications, event management, media relations, and community engagement. Given my academic background in Bachelor of International Business (Hons), this experience was particularly valuable as it introduced me to an entirely new domain of knowledge, outside my primary field of study. Through this cross-disciplinary experience, I was able to apply my business acumen while acquiring new skills specific to public relations.

Initially, adapting to the new environment and responsibilities posed significant challenges. The Public Relations Department's dynamic nature demanded adaptability, strong communication skills, and the ability to manage multiple tasks under tight deadlines. Despite the initial difficulties, I gradually acclimated to the work culture and began to take on more responsibilities with confidence. My supervisors played a pivotal role in mentoring me, providing guidance, and entrusting me with key tasks, which greatly enhanced my learning experience. As a result, I was able to strengthen my work ethic, sense of accountability, and ability to work collaboratively in a team.

Throughout the internship, I contributed to several significant tasks, including assisting in organizing press conferences, drafting press releases, coordinating media coverage, and executing Corporate Social Responsibility (CSR) programs. These responsibilities allowed me to gain first-hand experience in handling real-world communication challenges and foster community relationships. Moreover, I honed my skills in event coordination, data management, and graphic design, which are crucial competencies in the field of public relations.

Beyond the operational tasks, the internship required us to conduct a SWOT analysis of the company. This analysis involved identifying the department's strengths, weaknesses, opportunities, and threats. The SWOT analysis served as a critical thinking exercise, encouraging us to evaluate both internal and external factors that affect the department's performance. By understanding these elements, I was able to provide informed discussions and practical recommendations that could help the department remain competitive and relevant in the healthcare industry.

In conclusion, the industrial training program at KPJ Ipoh Specialist Hospital was an enriching experience that provided a realistic and practical foundation for my future career. It not only enhanced my professional capabilities but also broadened my understanding of the healthcare sector and its unique public relations challenges. This experience has prepared me for future roles by instilling a strong sense of responsibility, adaptability, and teamwork, which are essential for any career path I choose to pursue.

2.0 STUDENT'S PROFILE



AMIRAH ZAFIRAH MUSA

SUMMARY

A highly motivated and dedicated professional seeking to contribute to a dynamic organization by leveraging my skills and expertise to drive growth and success. Passionate about continuous learning and delivering impactful results. Available to commence employment with a 3-month notice period.

ACHIEVEMENT

- **Dean's List Award:** Achieved in all semesters during Diploma studies (Semester 1-5) and in Degree studies (Semester 5) (2024)
- **Cultural Figure Award:** Honored for significant contributions to cultural activities. (2024)
- **Traditional Dance Competition "MAYA":** Secured First Place for exceptional performance. (2022 - 2023)
- **International Teaching Aid Competition:** Achieved Third Place for innovative teaching aid design. (2023)
- **Vice Chancellor's Award:** Recognized for outstanding academic performance during Diploma studies. (2023)

WORK EXPERIENCE

International Corporate Social Responsibility (May 2024)

Multimedia Bureau

- Created and edited multimedia content, including videos, graphics, and photographs.
- Collaborated with team members to develop and execute creative concepts.
- Researched multimedia trends to propose innovative content strategies.
- Assisted in managing social media platforms by scheduling posts.

Career Compass Talk Show (May 2024)

Public Relation

- Developed and implemented communication strategies to promote the event effectively.
- Managed media relations, securing coverage by liaising with local press.
- Organized pre- and post-event surveys to gather feedback and evaluate PR efforts.
- Acted as the primary point of contact for attendees, media representatives, ensuring smooth communication and positive experience.

EXTRACURRICULAR INVOLVEMENT

Academic Visit:

- Participated in an academic visit to HomePro, Thailand, to gain insights into international business practices, customer engagement strategies, an operational workflow. (2024)
- Attended an academic visit to PETRONAS, learning about the company's trade processes, in-depth logistic operations, and industry best practices. (2023)

Youth Edupreneur Society Club:	(2023 - 2024)
<ul style="list-style-type: none"> Served as External Relations Committee member, fostering partnerships and external engagements. 	
Traditional Dance Competition "MAYA":	(2022 - 2023)
<ul style="list-style-type: none"> Competed in the event, showcasing cultural dance performance skills. 	
Seri Serangkai Tari Club:	(2020 - 2022)
<ul style="list-style-type: none"> Held the position of Secretary, managing club activities and maintaining records. 	

EDUCATIONAL BACKGROUND

Universiti Teknologi Mara (UiTM), Bandaraya Melaka	(March 2022 – January 2025)
Bachelor of International Business (Hons)	
CGPA: 3.28	
Universiti Teknologi Mara (UiTM), Machang	(September 2019 – February 2022)
Diploma of Office Management and Technology	
Vice Chancellor Award,	
CGPA: 3.71	
Sekolah Menengah Kebangsaan Convent, Ipoh	(January 2014 – December 2018)
Malaysian Certificate of Education (SPM)	
Result: 2A 4B 1C 2E	

SKILLS

Technical Skills:

- Proficient in Microsoft Office (Word, Excel, PowerPoint) and Google Drive for document management and collaboration.
- Skilled in graphic design and content creation using Canva.
- Basic data analysis and visualization expertise using Excel (e.g., pivot tables, charts).

Soft Skills:

- Strong adaptability and quick learning ability in dynamic environments.
- Effective time management and organizational skills to meet deadlines.
- Excellent communication and interpersonal skills, fostering teamwork and collaboration.
- Self-awareness and continuous self-improvement mindset.

Languages:

- Bahasa Malaysia: Native proficiency.
- English: Fluent, with strong written and verbal communication skills.
- Mandarin: Conversational ability.

3.0 COMPANY'S PROFILE

3.1 Company's Name, Location and Background



Figure 3.1: Logo of KPJ Ipoh Specialist Hospital

KPJ Healthcare Berhad's (KPJ) primary objective is to position itself as the leading healthcare provider in the region and KPJ is stand for Kumpulan Perubatan Johor. The office department's operating hours are 8:30 a.m. to 5:30 p.m. Monday through Friday and 8:30 a.m. to 12:30 p.m. Saturday. Although KPJ Healthcare Berhad undoubtedly has a unique logo specific to each branch, it recently updated it, as seen in Figure 3.1, to reveal its new corporate identity.

They have dedicated themselves to providing patients with the best possible medical care across their extensive specialist healthcare offerings in five countries which is Bangladesh, Malaysia, Indonesia, Thailand, and Australia. In actuality, KPJ Healthcare Berhad is Malaysia's most well-known exclusive distributor of medical care. Since establishing its first primary healthcare facility in Johor, the company has continuously maintained its position as the industry leader in the medical field.

KPJ Ipoh Specialist Hospital, which has an integrated network of around 29 exceptional hospitals spread across the country, operates under the core values of Commitment, Accountability, Respect, and Excellence. As a result of its international expansion, the Group now owns two hospitals in Bangladesh, a substantial stake in a hospital in Bangkok, and two hospitals in Indonesia. In the competitive private healthcare sector, KPJ's broad presence and reach provide a competitive edge. The Group's hospitals are spread around the country and provide a wide range of medical specialty services, many of which are firsts for the country's healthcare system. They are also conveniently accessi



Figure 3.2: Location of KPJ Ipoh Specialist Hospital

In addition, KPJ Ipoh Specialist Hospital, Perak, was subsequently chosen as the company regarding my internship programmed. KPJ Ipoh Specialist Hospital has entirely relocated to 26, Jalan Raja Dihilir, 30350 Ipoh as shown in Figure 3.2. KPJ Ipoh Specialist Hospital is currently had a lot of potential as well as opportunities to succeed in achieving its objectives and goals.

3.2 Company's Vision and Mission

KPJ Ipoh Specialist Hospital's practice mission is to deliver quality healthcare services. Led by skilled and caring medical staff, the hospital consistently focuses on clinical excellence and innovative technology for superior patient outcomes.

Next, KPJ Ipoh Specialist Hospital's vision is to be the preferred healthcare partner. Their fundamental purpose is to deliver exceptional health treatment, care, and diagnosis to all their patients. They are also dedicated to being the preferred partner in care, with innovative use of technology, experienced doctors, and well-trained staff who collaborate to offer the best diagnosis and treatment plans.

[illegible]

Public Relation Services

ORGANIZATIONAL CHART


```
graph TD; A[Puan Maziatul Erma Binti Abdul Majeed  
Head of Services Public Relation] --> B[Ashraf Iskandar Bin Johari  
Officer Public Relations Services]
```

Puan Maziatul Erma Binti Abdul Majeed
Head of Services Public Relation

Ashraf Iskandar Bin Johari
Officer Public Relations Services

5

An organizational chart is a diagram that shows how an organization is structure, displaying the roles and relationships between different positions. It helps people see who is in charge of what and who report to whom, making it easier to understand responsibilities and improve communication. This tool is widely used in business, schools, and other institutions to organize work effectively. The organizational structure of Public Relations Services is shown in Figure 3.3. The top name on the list is Puan Maziatul Erma binti Abdul Majeed. Public Relations Services employs a total of 2 individuals only. The main task of public relations involves managing the public image of an organization and fostering positive relationships with stakeholders. One key responsibility is media relations, where public relations professionals maintain connections with journalists and media outlets, distribute press releases, and coordinate interviews or press conferences. Additionally, they play a critical role in crisis communication, where they develop strategies to handle negative publicity and protect the organization's reputation during challenging situations. Another significant duty is event planning and management, which includes organizing corporate events, press briefings, and Corporate Responsibility (CR) initiatives that align with the organization's goals and values.

3.4 Company's Services

KPJ Ipoh Specialist Hospital is a company that provides medical and surgical services. There are now over 1,022 healthcare professionals working for the Group, who offer a broad range regarding medical followed by surgical services across all fields of study in Table 3.1. This firm also has showcased a number of services designed to assists its patients throughout their treatment at the hospital.

<p>MEDICAL AND SURGICAL SERVICES INCLUDE:</p>	<p>Pain Management Service</p> <ul style="list-style-type: none"> • Focuses on the diagnosis and treatment chronic pain via multidisciplinary, state-of-the-art, and holistic management and care. In addition to medication, they can help to manage pain with physical, behavioral, and psychological therapies.
	<p>Pharmacy</p> <ul style="list-style-type: none"> • It is responsible for storing, preparing, dispensing, and overall management of medication and other medical devices, as well as providing patients,

	doctors, and other healthcare professionals with consultation on safe and effective pharmaceutical care.
	Rehabilitation Service <ul style="list-style-type: none"> It is focus on helping the patients regain physical, mental, and cognitive abilities that have been lost or impaired as a result of a disease, injury, or treatment.
	Accident and Emergency <ul style="list-style-type: none"> KPJ Ipoh's accident and emergency (A&E) department operates 24 hours a day, 7 days a week, specialized in emergency medicine and treating critically ill or injured patients. Their multidisciplinary team at the A&E are well-trainees to handle emergencies effectively using the triage method, whereby patients will be examined and treated according to the severity of their illness or injury.
	Anesthesiology and Critical Care <ul style="list-style-type: none"> Administration of anesthetic before, during and after surgical operations to numb sensation in certain areas of the body or induce sleep. This prevents pain and discomfort and enables a wide range of medical procedures to be carried out. Patients will monitored closely throughout their procedure for any pain, anxiety and vital organ function, including pain management services.
	Physiotherapy Service <ul style="list-style-type: none"> Physiotherapy is anchored in movement sciences and aims to enhance or restore function of multiple body systems. The profession is committed to health, lifestyle and quality of life. This holistic approach incorporates a broad range of physical and physiotherapists help people affected by injury,

	illness or disability through movement and exercise, manual therapy, education and advice.
	<p>Laboratory Service</p> <ul style="list-style-type: none"> • Staff in the laboratory work in harmony in pursuing and meeting quality standards in laboratory practice. They shall meet the needs and expectations of the medical practitioners who are their direct clients and in doing so their service will provide maximum benefits and satisfaction to the patients.
	<p>Diagnostics and Imaging Service</p> <ul style="list-style-type: none"> • KPJ Ipoh's qualified multidisciplinary team at Diagnostic and Imaging works together to provide efficient imaging, diagnosis and treatment in a caring, private and safe environment.

Table 3.1 Services Provided in KPJ Ipoh Specialist Hospital

4.0 TRAINING'S REFLECTION

4.1 Duration: Specific Date, Working Day and Time

Every industrial training course has a set duration, including a specific date, working day, and hour. This industrial training adventure began on August 12, 2024, and will conclude on January 24, 2025. The working hours of KPJ Ipoh Specialist Hospital can be classified into two categories: office hours and shift hours. The Public Relations Department's working hours are one of the departments that work on office hours. The shift hours must have been included in the department, including the patient registration section. Office hours for this department are from 8.30 a.m. to 5.30 p.m., Monday through Saturday. And from 8.30 a.m. to 12.30 p.m. Thus, KPJ Ipoh has six days of working in a week.

4.2 Detail: Department, Roles, Responsibilities, Assignments, Tasks

I had the chance to work in the Public Relations Department during my industrial training and it was an all-round exposure and hands on experience. They provided me with numerous tasks and responsibilities with which I was able to take part in real life Public Relations activities.

One of my primary responsibilities was contributing to corporate responsibility (CR) programs. I had the opportunity to contribute to handling Corporate Responsibility (CR) programs. For example, I assisted Encik Iskandar, Officer of Public Relations Services, in preparing food for people experiencing homelessness and distributing the food to them every first week of the month.

I was also assigned to assist with press conferences, programs, and events. I have hands-on experience in event planning, from setting up equipment to managing guest lists. For example, during the press conference, I was assigned to help decorate the venue and the media at the registration counter and distribute the bags to them.

Besides, I had to write the press releases and monitor the media material as well. This helped improve my writing skills since I am required to write good and interesting text all the time. I learned how important it is to adapt messages depending on the audience but still keep it in the organization style. For instance, I drafted a press release on the new robotic technology, CUREXO Cuvis Joint that KPJ has acquired. In addition, I continued to keep abreast of the

Press Releases and ensure that the news article provide a good image and or achievements of the hospital.

The other significant aspect of my position was data entry management for event details, pre- and post-event. In Public Relations, keeping accurate records is very important to ensure that information can be accessed whenever needed. I also kept a record of event attendees, media contacts, and feedback, which were instrumental records for the department to analyze the success of each event and areas to improve. Lastly, I was tasked to do the layout mockups and basic drafting of event layouts. For example, I had to prepare the KPJ Ipoh Fun Run and Fun Games Event layout.

In conclusion, the industrial training in the Public Relations Department gave me the best hands-on experience in almost all areas of Public Relations, from events planning to creating communication materials. Each task played its role in either personal or professional development. I am deeply grateful for this opportunity to learn from professionals with experience and work on projects that matter, putting theoretical knowledge into action in a real-world environment.

4.3 Gains: Intrinsic and Extrinsic Benefit

4.3.1 Extrinsic Benefit

The Economic Times (2024) defines an extrinsic reward as a palpable and perceptible reward granted to an individual or employee for achieving something. These rewards generally have monetary value, such as a salary hike, bonus, award, or public recognition. They are usually linked with a monetary aspect that may include a wage increase, an extra payment, an accolade, or public recognition. In return, I have been receiving an extrinsic benefit from KPJ Ipoh Specialist Hospital in the form of an allowance every month of RM 500. Besides that, KPJ Ipoh Specialist Hospital has been beneficial in terms of the intrinsic value of the working environment.

4.3.2 Intrinsic Benefit

According to Glassdoor (2021), an intrinsic incentive is the internal pay that employees receive for the successful completion of tasks or projects. These are mostly behavioral and psychological inducements based on the individual's unique struggles and abilities. Excitation

was one of the main advantages I experienced while working as an intern at KPJ Ipoh Special Hospital. I learned that people should be proactive, eager to learn, and able to ask questions. They should also be resolute and open to learning new skills. Thanks to this perspective, I am willing to participate and I like being part of the team. This advantage will undoubtedly benefit the most from what I'm doing because it offers many opportunities.

Another intrinsic benefit that I have obtained from my internship experience is the benefits of networking. My internship at KPJ Ipoh Specialist Hospital taught me to improve my interpersonal and communication skills. I learned how to introduce myself, discuss my interests, skills, and knowledge with seniors, and how to ask questions in order to know more. In a nutshell, this approach has helped me broaden my professional network and highlighted the importance of building relationships.

Another valuable lesson that I acquired through the experience of internship is the knowledge of corporate culture. Further, as a graduate student, I was taught that each business and organization, whether big or small, possesses its own culture. Culture plays a significant impact on communication. It is a good idea to observe people so that one may completely understand how individuals interact with one another, develop with colleagues or assist each other in completing tasks and projects. This will help me in settling culturally and professionally to work with others such that they are comfortable and vice versa. I learned rather fast that whenever something is not clear and solved, one should ask for its clarification.

Last but not least, the value of seeking and accepting professional input is the other important lesson that I learned throughout my industrial training at KPJ Ipoh Specialist Hospital. For the immediate future, I believe it is important to consider the positive and negative effects so that I am assured that I can develop as a person and be successful in my future work. I learned that although asking for and receiving feedback can sometimes be uncomfortable, it can make a huge difference in my future professional success.

5.0 SWOT ANALYSIS

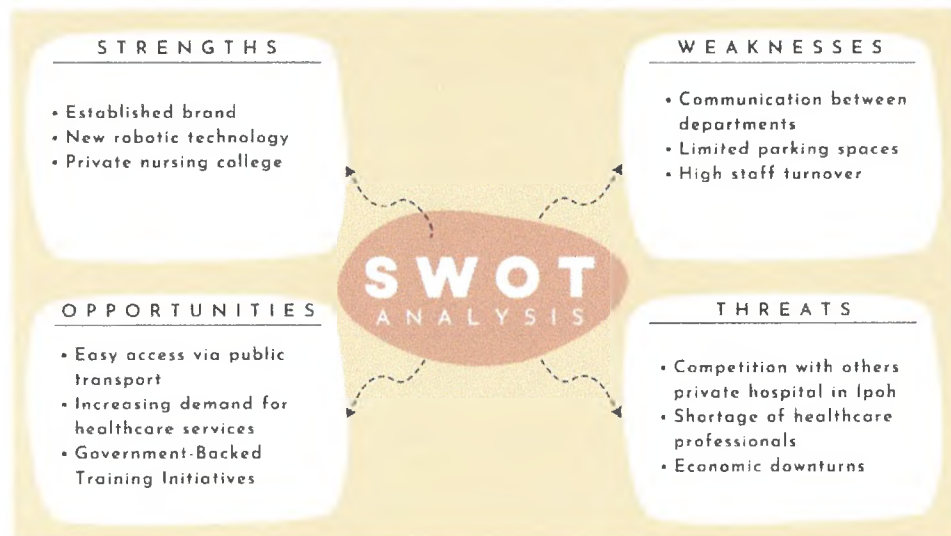


Figure 5.1: SWOT Analysis for KPJ Ipoh Specialist Hospital

5.1 Strength

i. Established brand.

In the past years, the hospital has cultivated a good reputation in terms of offering quality health care, employing modern equipment and good treatment of patients. It is connected to the famous KPJ Healthcare Berhad network which increases its popularity among people, thus attracting new ones and retaining old ones. The above also explains that having an established brand guarantees the hospital partnerships, services, and doctors hence future growth.

ii. New robotic technology.

Advanced medical technology, such as the CUREXO CUVIS Joint robotic system, enhances precision in joint replacement surgeries. This advanced technology leads to better surgical outcomes, quicker recovery times, and higher patient satisfaction. In positioning for the leadership of robotic-assisted surgeries, KPJ Ipoh can attract those patients in search of modern and minimally invasive treatments, adding to its competitive advantage.

iii. Private nursing college

A nursing college affiliated with KPJ Ipoh Hospital provides a good return by providing well-trained healthcare personnel. It allows the hospital to maintain high care standards by training nurses according to its needs and quality requirements. Additionally, the college enhances the image of the hospital as powerful in healthcare education, attracting students and future staff.

5.2 Weakness

i. Communication between departments

One of the challenges that can be found in this particular hospital is the lack of communication between the departments at the KPJ Ipoh Specialist Hospital. With vast organizations, if there are different working departments or divisions, delay or misunderstanding causes poor coordination, disruptions or even misinterpretations. This issue affects related very important functions like; management and coordination of events, such as a function, or meeting, or patient handovers.

ii. Limited parking spaces

The hospital has small parking space areas at KPJ Ipoh Specialist Hospital. With more exposure, there is high discomfort for both the patients and staff. Overcrowding welcomes an experience, together with the frustration of a long time one will have before getting attended. It may discourage potential visitors hence negativity of the effect towards the satisfaction level of the patient.

iii. High staff turnover

High staff turnover represents a huge weakness for KPJ Ipoh Specialist Hospital and creates disruptions in operation, very costly recruitment and training processes, and low service quality. Loss of key/seasoned personnel too frequently may affect inconsistency in care, lowered morale among the remaining staff, and on boarding time for new hires. It is a serious problem that needs to be dealt with in order to maintain a stable workforce, ensure high-quality patient care, and enhance the overall efficiency of the hospital.

5.3 Opportunities

i. Easy access via public transport

The location of KPJ Ipoh Specialist Hospital is strategically located to be easily accessed by public transport hence, easy to access by the patients and visitors. This will in turn help the hospital expand the quantity and variety of patients it can take in specifically, those who may not own private cars and therefore change its catchment area and demand.

ii. Increasing demand for healthcare services

The medical trend of an increasingly demanding need for healthcare services provides a wide avenue of opportunity for KPJ Ipoh Hospital. A growing population, elderly grouping, and health awareness ensure that there is a constant need to diversify services offered to the patients. The demand will thus provide avenues through which the hospital can introduce specialized treatments, invest in advanced life-support technologies, and gain a competitive edge in the provision of healthcare services.

iii. Government-Backed Training Initiatives

Government-supported training programs for healthcare give an opportunity to KPJ Ipoh Hospital. These programs will help the hospital enhance employee skills, increase service quality, and keep abreast with new medical developments at lower costs. Collaboration with the government in these initiatives will also increase the reputation of the hospital and lead to more financing opportunities or support.

5.4 Threat

i. Competition between others private hospital in Ipoh

KPJ Ipoh Specialist Hospital faces competition from other private hospitals in Ipoh, which makes it harder to attract and keep patients. With many hospitals offering similar services, KPJ must stand out by providing high-quality care, excellent customer service, and specialized treatments. If competitors offer better prices and newer technologies or hire well-known doctors, KPJ could lose patients. KPJ needs to keep improving its services and patient experience to stay competitive.

ii. Shortage of healthcare professionals

KPJ Ipoh Specialist Hospital, a major healthcare provider in Ipoh, Malaysia, is facing a severe shortage of healthcare professionals. The shortage is compounded by an aging population, increasing patient acuity, and a limited pipeline of new healthcare professionals.

iii. Economic downturns

The current economic crisis can be detrimental to KPJ Ipoh like other hospitals.

Employers and patients may opt to postpone visiting the hospitals due to constraints in their pocket at that time which results in fewer patients and therefore less sales.

Hospitals may also reduce cost, this leaving many employees unemployed or reducing the quality and/or quantity of services being offered. It could be more difficult to raise money for enhancements or growth, which will contribute to headaches in keeping high-quality care or obvious growth for new techniques.

6.0 DISCUSSIONS AND RECOMMENDATIONS

6.1. Strengths

6.1.1 Established brand

According to Keller, K. L., & Swaminathan, V. (2021) An established brand refers to a company, product, or service that has gained significant recognition, trust, and loyalty from its target audience over time. These brands are often synonymous with reliability, quality, and a consistent reputation in the market. This could result from quality consistency, good marketing, and strong customer relations. The established brand is one of the most significant strength for KPJ Ipoh Specialist Hospital, with its reputation for providing high-quality health care. Being a well-known name in the field, the hospital has advantages such as high patient and community trust and brand awareness. This established reputation allows KPJ Ipoh to attract a consistent flow of patients, maintain a grip on loyal customers, and position itself as a first-choice referral for specialized medical care (BERNAMA,2024).

Besides, KPJ Ipoh has a competitive over brand recognition in markets, with the outcome that KPJ Ipoh has the opportunity to expand its services and establish partnership ties and attract the best medical professionals. Due to the large brand image, one can sustain a good quality as a hospital and at the same time offer new services and changes. KPJ Ipoh's increased prominence further enhances the ability to position the company as a key competitor to other players, which will help to increase sustainability and future development of the industry.

Other than that, KPJ Ipoh Specialist Hospital's advantage is its influential and well-known brand. The hospital should emphasize its reputation for providing top-notch care and cutting-edge medical skills to capitalize on this strength and draw in more patients from both domestic and foreign markets. For example, showcasing success stories of robotic-assisted surgeries using the CUREXO system can enhance its appeal to patients seeking innovative treatments.

To further increase brand awareness, KPJ Ipoh can run focused advertising campaigns highlighting its specialty services like cardiology and orthopedics, and its dedication to providing patients with the best care possible. Interacting with patients via social media and satisfaction surveys can build trust, foster loyalty, and provide opportunities to resolve patient issues successfully.

KPJ Ipoh should also increase partnerships with corporate clients, insurance companies, and medical tourism organizations to draw in various patient demographics (Homage,2024). For example, collaborations with global healthcare organizations may attract medical tourists from nearby nations, like Indonesia, looking for reasonably priced and high-quality treatment choices. By consistently employing these tactics and promoting its powerful brand, KPJ Ipoh may expand its patient base, strengthen its position as a leader in healthcare, and boost long-term growth.

6.1.2 New robotic technology

Using the CUREXO CUVIS Joint robotic technology to attract new clients is also one of KPJ Ipoh Specialist Hospital's strength. The South Korean business CUREXO created the sophisticated robotic-assisted surgical system called CUREXO CUVIS Joint, intended for total knee replacement treatments. This device, which uses state-of-the-art technology to improve accuracy and precision during total knee arthroplasty, is acknowledged as the first fully autonomous surgical robot for orthopedic surgery in the world (CUREXO, 2023). By providing accurate and less invasive joint replacement procedures, this cutting-edge solution makes the hospital stand out and improves patient outcomes and recovery times.

Apart from that, offering these advanced treatments help KPJ Ipoh increase clients' retention, have good word to mouth and increase patient satisfaction. This supports growth and success of the hospital and increases its power in a cut throat healthcare market. In conclusion, the CUREXO CUVIS Joint system is proven to be a valuable addition for KPJ Ipoh as a pioneer robotic technology system in Malaysia, in order to attract new customers and maintain the company's market competitiveness in the field of healthcare technology.

So, to fully utilize the CUREXO CUVIS Joint robotic technology, KPJ Ipoh Specialist Hospital should sell it domestically and abroad through targeted advertising. Emphasizing the advantages of robotic-assisted joint surgery, such as accuracy, speedier recuperation, and improved results, may attract more patients seeking top-notch care. Collaborations with foreign medical tourism organizations and healthcare professionals should be initiated so that the hospital can reach a worldwide audience (Van Gemert-Pijnen J. L, 2022). To attract new clients and foster confidence, KPJ Ipoh Specialist Hospital must post patient success stories as testimonies on social media.

KPJ Ipoh must keep its medical personnel trained to provide the best possible care using the CUREXO CUVIS Joint technology, ensuring patient happiness and safety. KPJ Ipoh can continue to innovate and enhance its offerings to stay ahead of the competition and attract more clients. The CUREXO CUVIS Joint technology will let KPJ Ipoh grow and attract new clients through partnerships, marketing, and employee training.

6.1.3 Private nursing college

On April 1, 1991, KPJ Healthcare University (originally PNC International College of Nursing and Health Sciences) was established in Malaysia as a top institution of higher learning. It has been providing over 3 decades of experience in a well-built academic structure that gained much recognition locally and internationally. KPJU has a variety of healthcare-related programs extending to diploma, bachelor's, master's, and Ph.D. programs, including strong offerings in nursing education. Among KPJU's vital strengths is the integration with the enchainment of the KPJ Healthcare comprising 29 hospitals across the country as it allows students real-world healthcare experience and exposure to further improve their clinical skills and employability.

This is KPJ Ipoh Specialist Hospital, situated in copious surroundings in Ipoh, Perak. Being among the network of KPJ Healthcare, it can provide a practical setting for nursing students to apply their learned theories. It offers specialized services ranging from cardiology to cardiothoracic care, obstetrics, and gynecological care, allowing exposure to a variety of clinical settings (KPJU, 2024). For instance, the symbiotic relationship between KPJU and KPJ Ipoh Specialist Hospital illustrates an example of commitment made to produce professional healthcare workers. It uses the features of its academic programs and the actionable experience from the affiliate hospitals under its banner to ensure that nursing graduates are well endowed with changing competencies set to face the healthcare industry.

To provide KPJU's private nursing college with additional strength and tight linkage to KPJ Ipoh Specialist Hospital, the specialized services at KPJ Ipoh Specialist Hospital-such as cardiology and oncology-can improve students' exposures to the very important and popular areas of health care. Structured clinical rotations at KPJ Ipoh allow students to experience hands-on use of cutting-edge medical technology and multidisciplinary team collaboration (KPJ Ipoh Specialist Hospital, 2025).

KPJU might also implement mentorship programs by experienced nurses and specialists at KPJ Ipoh. This would bridge the gap between education and gainful employment in providing students the mentorship, guidance, insights, and role models they need for real-world practice (Dearne Valley College, 2024). Through this, without any doubt on the aspect of academic and practical alignment with KPJ Ipoh, the private nursing college of KPJU would still produce qualified, caring, and very creative nursing professionals-ready to face the realities of the ever-changing health care scenario of Malaysia.

6.2 Weaknesses

6.2.1 Communication between departments

Effective interdepartmental communications are crucial towards ensuring smooth operational processes and quality health care services to patients. However, failure in this matter may lead to organizational inefficiency, and as such, KPJ Ipoh Specialist Hospital is of no exception. Relatedly, its major weakness concerns the use of traditional communication facilities, such as office phones, in communicating with employees. While office phones can be reliable for direct communication, they do have their limitations within the fast-moving environment of a hospital (HIPAA Journal, 2025). For instance, in emergency situations or when collaboration among multidisciplinary teams is necessary, delays occur because staff cannot immediately reach the appropriate personnel. This issue is heightened in cases where departments operate in separate physical spaces, as is common in large hospitals such as KPJ Ipoh.

Besides, reliance on office phones is not as efficient and spontaneous as any instant messaging system or a hospital-wide internal communication app of the modern century. For instance, critical information regarding updates, results of tests, or patient details may require several calls for confirmation or follow-up that can lead to miscommunication and delay care services. These inefficiencies can directly have an impact on the operational workflow of KPJ Ipoh, as well as patient outcomes (Sunway University, 2023).

At KPJ Ipoh Specialist Hospital, improvement in communication between departments can curb delays, minimize errors, and enhance the quality of patient care. Proposals include the implementation of a digital communication platform for all employees across the hospital. Through secure messaging apps and central dashboards, staff may transmit real-time reports, patient updates, and critical alerts. These are advantages of such platforms, allowing for quick

and reliable communication during emergencies, while coordination across departments is enhanced (Hospital Management Asia, 2023).

Apart from this, training programs focused on the skills of communication are also important. Conducting workshops with the staff about active listening, conflict resolution, and team collaboration will help foster an open culture of communication and mutual respect. These programs can be tailored to address specific challenges in the departments at KPJ Ipoh, making them relevant and practical (The Malaysian Reserve, 2022). With modern communication tools, encouraging collaboration, and staff training, KPJ Ipoh can overcome interdepartmental communication challenges and strengthen its position as a leader in private healthcare.

6.2.2 Limited parking spaces

Another one of KPJ Ipoh Specialist Hospital's weaknesses is the limited parking space. This issue may affect hospital operations, employee happiness, and patient experience. Hospital visitors and patients frequently arrive under stressful circumstances, and the inaccessibility of convenient parking frustrates them. A lack of parking may also delay access to healthcare services.

The parking problem has been a persistent worry for patients and visitors to KPJ Ipoh Specialist Hospital. The hospital's current parking capacity frequently is not enough, especially during peak hours because of its central location and the many visitors it receives daily. It can be a challenge for the hospital staff due to the limited nearby parking spaces. In a case where the staff need to park their vehicles a little far from the hospital area and they need to walk for hundreds of meters to reach their workplace, this in one or the other way affects the standard of treatment offered. The literature review shows adequate hospital parking stock is required to ensure consistent hospital functioning and increase patient satisfaction (Smith & Taylor, 2021). There may be more traffic around hospitals without enough parking, which could endanger patient safety and make it more difficult for emergency vehicles like ambulances to get to the hospital.

To address this concern at KPJ Ipoh Specialist Hospital, it is recommended that a multi-faceted approach be implemented within or near the hospital premises. Hospitals in crowded cities have successfully implemented multi-level parking, which offers a sustainable way to handle high vehicle numbers without taking up too much ground space. With this idea, more parking

spaces and less traffic during rush hour would be available. Nevertheless, owing to the centrality of the current location of KPJ Ipoh Hospital, it might not have sufficient space for such construction. Another is to set up joint parking with surrounding business buildings since the building may be free to organize a shared parking area.

With the help of these recommendations, the hospital may ensure better functioning of the hospital, increase the satisfaction of employees, and enhance patients' and visitors' satisfaction. In the long run, long term parking solutions investments will create value to the hospitals patient-centered wellness care (Parking Logix, 2024)

6.2.3 High staff turnover

High staff turnover is also one of the problems for KPJ Ipoh Specialist Hospital, according to a discussion with Encik Ahmad Hisyamudin bin Ahmad Jaafar, Head of Service Human Resources. Regular employee departures can impair operational efficiency by interfering with workflow, weakening team cohesiveness, and adding to the workload of the remaining personnel. High staff turnover is significant in the healthcare sector, especially in Malaysia, and is frequently ascribed to workplace stress, busyness, and a lack of possibilities for career advancement (Tan & Abdullah, 2021). High staff turnover at KPJ Ipoh Hospital can result in patient treatment delays and overwork for the remaining personnel, which lowers morale and may lead to burnout.

Additionally, hiring and training new employees takes time and money. Every time a seasoned worker departs, the hospital has to spend money on finding new hires and teaching them to guarantee they live up to the facility's standards. Onboarding and training new nurses usually take three to six months, according to a report by KPJ Healthcare Berhad (2021). Expertise gaps could appear during this time, lowering the standard of patient care. High turnover rates can also damage the hospital's reputation, making attracting qualified workers in the demanding healthcare industry more challenging.

So, it is recommending to enhance the companies' employee retention by promoting a better working climate and concerning more enticing incentives to reduce high staff turnover. There is a method that the hospital could employ in the process which is the hospital could consider reviewing its compensation and benefits structures to establish if they meet the requirements of the competition from the health industry. Compensations are crucial to be able to attract

talented people into the health sector particularly in a competitive Malaysian private healthcare sector. To reward long-serving employees and promote appreciation and loyalty, KPJ Ipoh might, for instance, implement performance-based bonuses or incentives.

Additionally, establishing a channel where the staff can express their concerns and conductive a regular staff feedback questionnaire can lead to a successful strategy. Solving some of these problems, for example, increasing the interdepartmental cooperation or departments decreasing the amount of paperwork of employees or improving the structure can motivate the employees. To enhance morale of the various staffs could propose that, KPJ Ipoh's administration to create internal recognition programs whereby the best performers are rewarded at hospital events. These techniques may actually benefit KPJ Ipoh Specialist Hospital organization by enhancing service quality, controlling staff turnover rate and boosting employees' satisfaction. This is because the care of patents will have been enhanced thus coming up with better results that will make the hospital popular.

6.3 Opportunities

6.3.1 Easy access via public transport

Easy access to healthcare facilities is key in guaranteeing that patients receive timely medical care. Being in the center of Ipoh, which provides excellent access to public transportation, is one of the opportunities for KPJ Ipoh Specialist Hospital. Having a public bus stop right in front of the hospital is a big plus because it makes things convenient for patients and guests who depend on public transit. For people without own vehicles, such as elderly patients, those from lower-income backgrounds, and foreign visitors needing specialized care, this makes the hospital conveniently accessible.

Since public transportation lowers travel expenses and logistical difficulties for patients, hospitals situated in places with easily accessible public transportation choices typically see a rise in patient inflow (Abdullah & Chong, 2021). For example, patients from surrounding towns and districts can travel straight to KPJ Ipoh due to its proximity to important transport routes. In addition to improving patient convenience, accessibility raises outpatient attendance rates for routine checkups and follow-up care.

To fully utilize public transportation's convenience, KPJ Ipoh Specialist Hospital should work with the local transportation authorities to increase the frequency and connection of buses that serve the hospital. For example, it could work with the Perak Transit authority to enhance bus frequency during peak visiting hours or establish new bus routes. Furthermore, it would improve patient comfort and convenience while waiting for public transportation, including a covered bus stop with appropriate seating and noticeable signage identifying hospital departments and services.

Additionally, KPJ Ipoh might start a shuttle service connecting the hospital to important transit hubs, including the central bus terminal and the Ipoh railway station. Other urban private hospitals have successfully adopted such an approach, increasing outpatient visits and improving patient satisfaction. KPJ Ipoh can encourage more patients to use these environmentally friendly modes of transportation by aggressively promoting public transportation through awareness campaigns and content on the hospital's website and social media accounts. Applying this tactic, KPJ Ipoh will surely reap the rewards of its increased status as a healthcare facility that is friendly and easily accessible to patients, especially for those coming from neighboring towns within reach through public transport.

6.3.2 Increasing Demand for Healthcare Services

As such, the need for healthcare is on the increase in Malaysia and, therefore provides a great scope for KPJ Ipoh Specialist Hospital to offer more services as well as a strong market stand. The increased aging population as well as lifespan in Malaysia creates a higher disease prevalence of health conditions associated with age, particularly heart disease, diabetes, and cancer, which are mostly treated in specialist hospitals like KPJ Ipoh. The hospital will take advantage of this demographic by updating and upgrading its infrastructure, investing in advanced medical technology and variety of specialties for patients in this age group (Hospital Management Asia, 2023).

The third external factor is the surge in employer-provided health insurance, which has made private healthcare more accessible to the middle class. As one of the region's top private hospitals, KPJ Ipoh is in an excellent position to attract these patients, emphasizing higher-quality care, shorter waiting times, and greater options available in treatment (Sunway University, 2023).

To optimize this, the hospital needs to invest in advanced medical technologies and infrastructures. Given Malaysia's elderly population profile and the rise of chronic diseases, the KPJ Ipoh can develop its capabilities in specialized areas such as cardiology, oncology, and geriatrics. It can attract more patients who require high-quality private health care by offering the latest in diagnostic and treatment options (Hospital Management Asia, 2023).

The other way is through the expansion of digital health services, including telemedicine and remote patient monitoring. The COVID-19 pandemic has accelerated the uptake of digital healthcare, and patients prefer virtual consultations and online health management for convenience. In this way, KPJ Ipoh can reach patients beyond its immediate geographical area by enhancing its digital health offerings (The Malaysian Reserve, 2022). Therefore, by harmonizing its strategies with these external factors, KPJ Ipoh is better positioned to change the increased demand for health services into a better opportunity for growth to sustain leadership in Malaysia's private healthcare.

6.3.3 Government-Backed Training Initiatives

Government-backed training initiatives represent a significant opportunity for KPJ Ipoh Specialist Hospital to address workforce challenges and enhance its service quality. These initiatives, designed to upskill healthcare professionals and increase their availability, align closely with the hospital's strategic goals and address external factors such as workforce shortages and evolving healthcare demands. The Malaysian government established the COL and the MyFutureJobs initiative as a way of addressing acute skill gaps across the industries, especially in healthcare. It is financing training for health professionals, which indirectly benefits the private hospital, such as KPJ Ipoh, through collaborations and an enlarged pool of talent. By participating in such programs, KPJ Ipoh can access well-trained professionals to meet the increasing demand for specialized healthcare (TalentCorp, 2023).

It is also valued for potentially providing funding for technological upskilling and digital health training. This is especially necessary in the post-pandemic world where telemedicine and digital health are essential. KPJ Ipoh can take advantage of such opportunities to prepare the staff with competencies required to embed digital tools in practice, making the hospital compete and adjust (The Malaysian Reserve, 2022).

Government-backed training initiatives offer a valuable avenue for KPJ Ipoh Specialist Hospital to strengthen its workforce and address the rising demands of Malaysia's healthcare sector. To fully capitalize on these initiatives, KPJ Ipoh should establish stronger partnerships with government bodies and training organizations involved in these initiatives, such as TalentCorp and the Ministry of Health. The hospital can, therefore, work closely with the training programs to focus on areas that are in high demand such as geriatrics, oncology, and cardiology. These are the specialized services that the hospital provides (TalentCorp, 2023).

The KPJ Ipoh can also develop a clear pathway for trainees undertaking these programs by offering internships, clinical placements, and job guarantees. This would not only bring in skilled workers but also guarantee a constant stream of professionals qualified to address the specific needs of the hospital (Hospital Management Asia, 2023). Through enhanced partnerships, customized programs, and leveraging technological innovation, KPJ Ipoh can further leverage government-funded training programs to remain a prime player in Malaysia's private healthcare market.

6.4 Threats

6.4.1 Competition between other private hospital

With established hospitals and newcomers fighting for market share, Malaysia's healthcare sector is becoming increasingly competitive. Other private healthcare facilities in the area, like Pantai Hospital Ipoh and Perak Community Specialist Hospital, pose serious risks to KPJ Ipoh Specialist Hospital. These rivals frequently provide comparable services, cutting-edge medical equipment, and highly skilled medical personnel, making it difficult for KPJ Ipoh to draw in new patients and keep its current customer.

For instance, Pantai Hospital Ipoh has significantly invested in cutting-edge diagnostic equipment, such as cutting-edge MRI and CT scanners, which may draw clients looking for quicker and more precise diagnostic procedures. Furthermore, specialty clinics that provide focused care at affordable costs, such as cardiology and oncology facilities, have sprung up in the area. This trend directly threatens KPJ Ipoh, mainly outpatient services, as patients may opt for more cost-effective or specialized care elsewhere (Abdullah & Lim, 2022).

To suggest that, institution needs to focus on delivering high standards of patient care and continuing to innovate and adapt to increased competition within the healthcare sector successfully. As a method of correcting this, the Company can draw attention to its brand new sophisticated medical advancements such as the CUREXO CUVIS Joint robotic-assisted system which is used to perform cutting edge joint replacement surgery with high accuracy and less invasiveness. This sophisticated technology puts KPJ Ipoh at a competitive advantage when compared to other medical centres in the region and gives patients requiring specialized orthopaedic services reasons to choose this centre. The hospital can draw in patients who value top-notch medical care by emphasizing the availability of cutting-edge therapies and knowledgeable specialists.

To have a competitive edge, KPJ Ipoh should also keep an eye on the services provided by rivals and evaluate its service offerings regularly. Using competitor analysis, the hospital can find service gaps and promptly adjust to shifting market demands. For instance, KPJ Ipoh could improve patient value by introducing bundled service packages or increasing the efficiency of its outpatient clinic if competitors start providing specialized outpatient services at reduced prices (Johnston, 2021). KPJ Ipoh will be able to keep its dominant position in the regional healthcare industry by remaining creative and patient-focused, primarily through investments in telemedicine and online health management platforms.

6.4.2 Shortage of healthcare professionals

As stated during a discussion with Encik Ahmad Hisyamudin bin Ahmad Jaafar, who also happens to be the Head of Service Human Resources, the shortage of healthcare professionals at KPJ Ipoh Specialist Hospital reflects a broader challenge facing Malaysia's private healthcare sector. One external reason creating this unavailability is increasing demand for private healthcare services in Malaysia. With more income, health insurance provided by employers, and mostly unnecessary recourse to public hospitals, this need is putting a skyrocket in the requirement for trained personnel in private healthcare institutions ranging from KPJ Ipoh along with under supportive such institutions. However, the availability of trained professionals does not meet such an increasing demand (Hospital Management Asia, 2023).

Another major cause of the increasing staff turnover is very stiff international competition for healthcare staff. The attraction to highly competitive salaries, better benefits, and better working conditions in countries like Singapore and Australia compels experienced Malaysian

healthcare employees to go abroad. This very common phenomenon called the 'brain drain' leaves Malaysia healthcare system in a dilemma when looking for retaining highly qualified professionals. This condition is accentuated among private hospitals like KPJ Ipoh Specialist Hospital which shows increasing challenge in competing with these international opportunities. This indeed would be problematic when experienced hands leave as it hampers the operational efficiency of any organization but increased pressure is also put on what remains with resultant adverse effects on quality patient care and services (Sunway University, 2023).

To ensure sustained service quality and patient care, strategic measures are necessary to address these challenges effectively. One recommendation is for KPJ Ipoh to strengthen its collaboration with KPJ Healthcare University (KPJU). Establishing a robust pipeline of graduates through targeted scholarships, internships, and employment guarantees can help increase the supply of skilled healthcare professionals. The hospital's specialized services, such as cardiology and oncology, would be mirrored in the training programs to prepare students for the specific needs of KPJ Ipoh (Hospital Management Asia, 2023).

To combat the global "brain drain" of healthcare workers, KPJ Ipoh should consider offering competitive compensation packages and non-monetary benefits. These could include career development programs, flexible working hours, and wellness initiatives to enhance job satisfaction and retain staff (Sunway University, 2023). Additionally, KPJ Ipoh could collaborate with government agencies to advocate for policy reforms that address systemic issues in the healthcare sector. For example, creating more permanent positions and offering clearer career pathways for healthcare workers in Malaysia could improve job stability and attract new talent (VGH Malaysia, 2024). By implementing these recommendations, KPJ Ipoh can mitigate the effects of external factors driving workforce shortages and ensure it remains a leader in delivering quality healthcare services.

6.4.3 Economic downturns

Due in large part to Malaysia's financial difficulties, KPJ Ipoh Specialist Hospital is highly vulnerable to economic downturns. Due to the COVID-19 epidemic and rising living expenses, many families prioritize essential expenditures and delay non-essential medical procedures, which affects hospital revenue (Bank Negara Malaysia, 2022).

This is also true in that KPJ Ipoh is a private health care provider that competition is more ramped during recession and that operating cost is normally higher. When more customers start to save, it becomes daunting to maintain good service delivery while costs are going up. The hospital also lacks adequate funding for staff development or advanced technology which can also limit its ability to sustain its competitiveness thereby attracting clients with specialized health conditions (Khazanah Research Institute, 2021).

To reduce the possible effects of economic downturn, KPJ Ipoh Specialist Hospital needs more affordable health care solutions, for instance, preventive health care packages based on chronic diseases such as Diabetes or Hyper tension because they are common among Malaysians. For patients to ensure that they complete their health check-ups despite their financial status, KPJ Ipoh can for example introduce the Health Screening Promotion Package to enable the patient undergo necessary tests at a discounted price.

Further, the hospital needs to negotiate its ways with insurance companies, which has strong cooperation with some of the local big names such as Prudential or Etiqa to come up with better payment options. KPJ Ipoh might also work with government healthcare initiatives like the Perkeso Health Screening Program (HSP) to attract more patients.

Therefore, to enhance cost efficiency, KPJ Ipoh should keep expanding on investments on digital solutions, for example, its current EMR that has eradicated paper work and made administrative processes more efficient. Expanding more services through telemedicine, which the hospital presently uses for follow-on appointments, also helps to reduce operating costs. These tactics can ensure that in the midst of poor financial returns the hospital continues to execute high quality services.

7.0 CONCLUSION

The industrial training in KPJ Ipoh Specialist Hospital has been a fruitful program of educational experience that has availed a bridge that connect theoretical practice between theory studying security and a work situation. I was able to familiarize myself with aspects of corporate communications, event planning, media relations, and community engagement for the entire 24 weeks program by working under the hospital's public relations department. Despite some problems with coping with the conditions of the speedy work environment at the initial stage, I was able to develop essential, such as flexibility, effective Communication, teamwork, and problem-solving skills which will form the basis of my career.

My participation in the event and success were partially tied to the practical experience that was both enlightening and transformative. My various responsibilities allowed me to grow, such as creating press releases, writing press releases, and engaging in various Corporate Responsibility activities. Moreover, for instance SWOT analysis, I succeeded in perceiving the strengths and weaknesses of the hospital in totality as well as the opportunities that informed my ideas that I was able to turn into proposals. This critical thinking exercise enhanced my concept of operational performance and business planning and execution.

Overall, the industrial training experience has expanded my view on the healthcare sector and improved my professional competencies. My supervisors and KPJ Ipoh Specialist Hospital have my sincere gratitude for all of their help and support during this journey. This training gives me the abilities, information, and self-assurance I need to pursue a prosperous public relations and business career.

8.0 REFERENCES

- Alder, S. (2025, January 2). *Effects of poor communication in Healthcare*. The HIPAA Journal. <https://www.hipaajournal.com/effects-of-poor-communication-in-healthcare/>
- Abdullah, M. A., & Lim, C. K. (2022). *Private Healthcare Competition in Malaysia: Challenges and Strategies*. Journal of Healthcare Business, 19(1), 15-28.
- Bank Negara Malaysia. (2022). *Economic and Monetary Review 2022*.
- Bernama. (2024, June 8). *KPJ Healthcare unveils new brand identity, signifying new chapter*. BERNAMA. <https://www.bernama.com/en/news.php?id=2326236>
- CUREXO. (2023). *CUVIS Joint: The World's First Fully Autonomous Surgical Robot for Orthopedic Surgery*. Retrieved from <https://www.curexo.com>
- Dearne Valley College. (2024a, April 24). The benefits of hands-on healthcare experience. <https://www.dearne-coll.ac.uk/blog/hands-on-healthcare-experience/#:~:text=Why%20get%20hands%20Don%20training,confidence%20in%20real%2Dlife%20scenarios>
- Ee, C. (2022, July 29). *10 reasons why Malaysia is the best for medical tourism*. Homage Malaysia. <https://www.homage.com.my/resources/malaysia-best-medical-tourism/>
- Glassdoor. (2021, June 29). *Intrinsic Rewards: Why They Matter In the Workplace* | Glassdoor. Retrieved November 25, 2024, from Glassdoor Blog website: <https://www.glassdoor.com/blog/guide/intrinsic-rewards>
- Hospital Management Asia. (2023). *Addressing Opportunities in Healthcare Growth*. Retrieved from hospitalmanagementasia.com.
- Hospital Management Asia. (2023). *Bridging Malaysia's Acute Nursing Shortage*. Retrieved from hospitalmanagementasia.com.

Hospital Management Asia. (2023). Opportunities in Healthcare Workforce Development. Retrieved from hospitalmanagementasia.com.

Johnston, R. (2021). *Addressing Staff Shortages in Private Hospitals: Strategies for Sustainability*. Asian Healthcare Review, 15(3), 29-45.

Keller, K. L., & Swaminathan, V. (2021). *Strategic Brand Management: Building, Measuring, and Managing Brand Equity* (5th Edition). Pearson Education.

Khazanah Research Institute. (2021). *The Malaysian Healthcare System: A Study of the Role of Private Providers*.

KPJ Healthcare Berhad. (2021). *Annual Report 2021*. KPJ Healthcare Berhad.

KPJ Healthcare unveils new brand identity, signifying new chapter. (2024, June 8). BERNAMA. <https://www.bernama.com/en/news.php/news.php?id=2326236>

KPJU. (2024, September 2). *Diploma in nursing*. KPJ Healthcare University. <https://kpju.edu.my/dip-in-nursing/>

Logix, P. (2024, June 12). *Hospital parking guidance: Why it's so important*. Parking Logix-Solutions for Safer, Smarter Parking Lots. <https://parkinglogix.com/parking-guidance-for-hospitals-why-its-more-important-than-you-think/>

Sunway University. (2023). Addressing the Shortage of Nurses in Malaysia. Retrieved from sunwayuniversity.edu.my.

Sunway University. (2023). Communication Challenges in Healthcare Organizations. Retrieved from sunwayuniversity.edu.my.

Tan, S. L., & Abdullah, M. A. (2022). *Challenges in Healthcare Staffing: A Malaysian Perspective*. Journal of Healthcare Management, 18(1), 40-56.

The Economic Times. (n.d.-a). *What is extrinsic rewards? definition of extrinsic rewards, extrinsic rewards meaning*. <https://economictimes.indiatimes.com/definition/extrinsic-rewards>

The Malaysian Reserve. (2022). Enhancing Collaboration in Healthcare. Retrieved from [themalaysianreserve.com](https://www.themalaysianreserve.com).

The Malaysian Reserve. (2022). Healthcare Industry Post-COVID-19. Retrieved from [themalaysianreserve.com](https://www.themalaysianreserve.com).

TalentCorp. (2023). Addressing Skills Shortages Through Government Initiatives. Retrieved from [talentcorp.com.my](https://www.talentcorp.com.my).

The Malaysian Reserve. (2022). Post-Pandemic Trends in Healthcare Workforce. Retrieved from [themalaysianreserve.com](https://www.themalaysianreserve.com).

Van Gemert-Pijnen J. L. (2022). Implementation of health technology: Directions for research and practice. *Frontiers in digital health*, 4, 1030194.
<https://doi.org/10.3389/fdgth.2022.1030194>

VGH Malaysia. (2024). Malaysia's Doctor Shortage: Causes and Solutions. Retrieved from vgh.pth.mybluehost.me.

Willard-Grace, R., Knox, M., Huang, B., Hammer, H., Kivlahan, C., & Grumbach, K. (2019). Burnout and Health Care Workforce Turnover. *Annals of family medicine*, 17(1), 36–41. <https://doi.org/10.1370/afm.2338>

9.0 APPENDICES



Appendix 1: Press conference CUREXO Cuvis Joint at Dewan Anugerah, KPJ Ipoh Specialist Hospital



Appendix 2: Medical Camp at Rumah Kanak-Kanak Sultan Azlan Shah, Kuala Kangsar, Perak



Appendix 3: Gotong-Royong activities around the hospital



Appendix 4: “Ceramah – Cabaran yang Mematangkan” from Dai’e Ahmad Izzhar Bin Ahmad Nazri at Dewan Anugerah, KPJ Ipoh Specialist Hospital



Appendix 5: Fun Run and Fun Games at Padang Polo, Ipoh Perak



Appendix 6: Corporate responsibility (CR) programme – distribute food for homeless



Appendix 7: Blood Donation Event at Lobby KPJ Ipoh Specialist Hospital