

HRM666: INDUSTRIAL TRAINING REPORT 2025

# PRACTICAL TRAINING REPORT AT REGENCY SPECIALIST HOSPITAL

13 AUGUST 2024-24 JANUARY 2025



**Prepared by**

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(2022961511)  
BA243 6A

**Prepared for**

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AWANG

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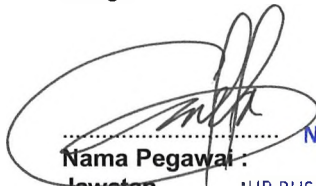
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<b>Tajuk Laporan</b>	PRACTICAL TRAINING REPORT AT REGENCY SPECIALIST HOSPITAL	<b>Nama Syarikat</b>	REGENCY SPECIALIST HOSPITAL

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**Nama Pegawai :** NURAFNI YANTE BINTI ZULKIFLI  
**Jawatan :** SENIOR MANAGER  
**No. Tel. :** HR BUSINESS PARTNER & EMPLOYEE RELATIONS  
**No. Faks :** HUMAN RESOURCE & ADMINISTRATION  
REGENCY SPECIALIST HOSPITAL

**Cop jabatan/organisasi:**

# Executive Summary

This industrial training report offers a detailed account of my six-month journey in the field of human resources. The main goal of this report is to share the valuable knowledge, skills, and experiences I gained during this period, and to show how I applied what I learned in university to real-world work situations.

Throughout the training, I was given a variety of tasks and responsibilities that greatly improved both my professional and social skills. The program was closely related to my field of study, which helped me gain a deeper understanding of human resources and its practical applications. The hands-on experience I gained was incredibly valuable in bridging the gap between theory and practice.

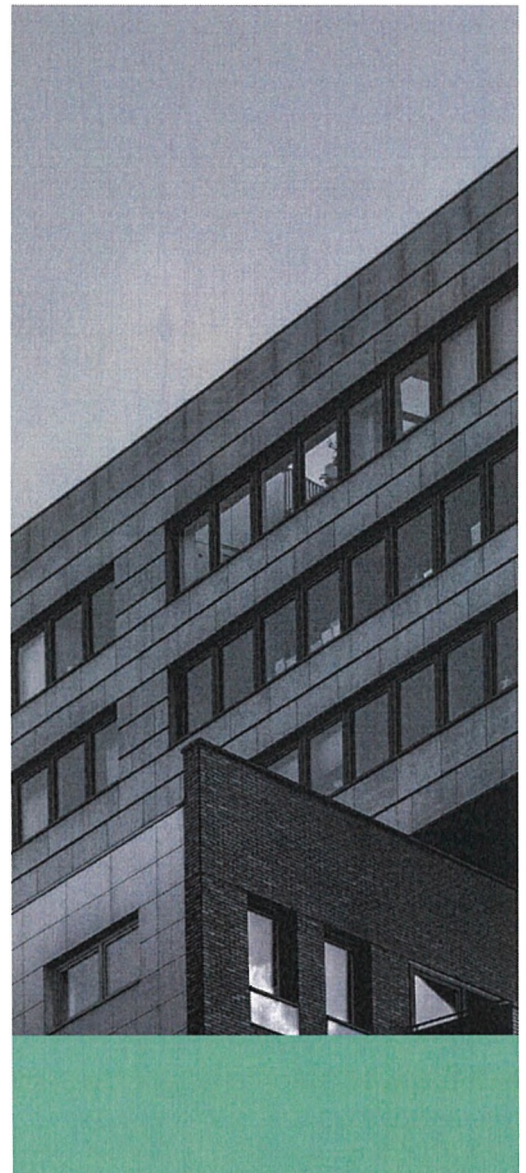
Key highlights of the training include applying academic knowledge, developing new skills, experiencing professional growth, and enhancing my networking and social skills. The training allowed me to put the theoretical concepts I learned in university into practice, which strengthened and expanded my understanding of human resources. The tasks I was assigned helped me develop and refine essential skills for a career in human resources, such as communication, problem-solving, and decision-making. Working in a professional environment pushed me out of my comfort zone and taught me how to adapt to unexpected situations, fostering both personal and professional growth. Additionally, the training provided many opportunities to interact with professionals in the field, which improved my networking and social skills—crucial for a successful career in human resources.

In conclusion, this industrial training has been a transformative experience. It equipped me with practical skills, knowledge, and confidence that are essential for excelling in the field of human resources. I am deeply grateful for this opportunity and am confident that the experiences and insights I gained will greatly benefit me in my future career endeavors.



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# Acknowledgement

Alhamdulillah, praise to Allah S.W.T our creator. I am grateful to have been given the opportunity to successfully undergo and complete my 6-month industrial training successfully.

First and foremost, I want to express my gratitude to my supervisor Madam Afni Yante and my two tutors, Miss Intan Syuada and Encik Amaruddin who were the key personnel that guided me a lot during my internship program. Their efforts to support my personal growth by providing me with worthwhile experiences and opportunity to learn and comprehend in this field more thoroughly are really appreciated. Their insightful advice and constructive feedback were instrumental in helping me understand the practical aspects of my field and greatly enriched my learning experience.

Besides, I would additionally like to thank my advisor Miss Amizatul Hawariah, where she consistently made an effort to assist me in completing my report. Her feedback and encouragement were invaluable throughout the process. Most importantly, I want to express my gratitude to my parents for their unwavering belief in me and frequent support. Their constant encouragement and love have been my greatest motivation, and I am truly blessed to have them by my side.

Last but not least, I would like to take a moment to express my deepest gratitude to myself for the perseverance, hard work, and resilience I demonstrated throughout this journey. Thank you for staying committed, even when challenges arose, and for believing in your ability to grow and succeed. This journey has not been easy, but I am proud of the strength and courage I showed in navigating every obstacle. I am thankful for the lessons learned, the self-discipline maintained, and the determination to see this journey through to the end.

# Student Profile

AINUL MISYA BINTI RUBA'I



## OBJECTIVES

A self-motivated, ambitious person who has developed a mature and responsible approach to any task that I undertake, or situation that I am presented with. Currently seeking for a job to best utilize my knowledge and skills for related position in your company. I would like to be a part of a company where I could gain more experience and improve myself in career enhancement besides looking for a new and competitive working environment.

## EDUCATION

<b>Universiti Teknologi MARA (UiTM) Kampus Bandaraya Melaka</b> Bachelor of Business and Administration (Hons) Human Resource	<b>2022 - Current</b>
<b>Politeknik Ibrahim Sultan, Pasir Gudang</b> Diploma in Event Management	<b>2018 - 2021</b>

## WORK EXPERIENCE

<b>Photo Editor at Leenz Bridal, Permas Jaya</b>	<b>Mar 2018 - May 2018</b>
<ul style="list-style-type: none"><li>Organize and editing photos which involves sorting through raw images, selecting the best ones that meet client specifications or project requirements, and enhancing them using software like Adobe Photoshop or Lightroom</li><li>Managing appointments involves scheduling meetings, consultations, photo shoots, or other interactions with clients in a timely and organized manner</li><li>Calculating and verifying payments involves calculating costs, fees, taxes, and any applicable discounts or promotions accurately</li><li>Issuing invoices involves preparing detailed invoices that outline the scope of work, itemized costs, terms of payment, and due dates.</li></ul>	
<b>Kitchen Crew at Sushi King, Kota Masai</b>	<b>Oct 2019 - Dec 2019</b>
<ul style="list-style-type: none"><li>Providing quality food and beverages involves sourcing fresh and high-quality ingredients from trusted suppliers to maintain the integrity and flavor of dishes and adhering to food safety and hygiene standards throughout the preparation and serving process.</li><li>Preparing Japanese food and sushi involves mastering the art of sushi making, including the precise selection and handling of seafood, rice preparation, and sushi rolling</li><li>Connecting and engaging with customers involves greeting guests warmly, explaining menu items, and providing recommendations based on their preferences, possess strong communication skill</li></ul>	
<b>Marketing Internship at City University, Johor Bahru</b>	<b>Mar 2021 - Jul 2021</b>
<ul style="list-style-type: none"><li>Keying in and monitoring daily reports involves accurately recording and tracking essential business data and metrics on a daily basis. Typically includes entering information such as university admission information, customer feedback, and operational performance into a designated system or spreadsheet.</li><li>Consultation with clients involves engaging in meaningful discussions with clients to discuss their goals, challenges, and desired outcomes</li><li>Creating advertising campaigns involves developing strategic plans and creative concepts to promote products, services, or brands effectively</li><li>Developing pricing and targeting strategies involves determining optimal pricing structures and identifying target market segments for products or services.</li></ul>	
<b>Freelance Advertising Graphic Designer</b>	<b>Oct 2023 - Jan 2024</b>
<ul style="list-style-type: none"><li>Online working as performing tasks, projects, or jobs remotely using digital tools and technologies which includes accessing and managing documents, files, and project management tools</li><li>Designing and editing logos and posters involves creating visually appealing and impactful graphics that convey specific messages or brand identities according to clients order</li></ul>	



**Human Resource - Recruitment Internship at Regency Specialist Hospital  
Masai, Johor****Aug 2024 - Jan 2025**

- Coordinate with clinics or hospitals to schedule candidate medical checkups, ensure all necessary forms are prepared, and communicate appointment details and requirements clearly to the candidates.
- Review and filter resumes to identify candidates who meet the job criteria, highlighting those with relevant qualifications and experiences for further consideration.
- Conduct initial phone calls to verify candidate information, assess their interest in the role, and determine suitability for progressing to the next stage.
- Help organize and facilitate interviews by scheduling, preparing rooms, guiding candidates, and assisting with documentation during the process.
- Represent the organization at career fairs by setting up booths, engaging with job seekers, answering inquiries, and collecting resumes for follow-up.
- Support team members with additional administrative tasks, such as managing schedules, organizing documents, and stepping in to ensure efficient operations.

**EXTRACURRICULAR ACTIVITIES****Kembara Merdeka Jalur Gemilang (Peringkat Daerah Johor Bahru)****August 2019***Community Service Participant*

- Manage flow and assist crowds includes ensuring safety, maintaining order, and optimizing efficiency at events or public spaces
- Confirming registration details, issuing name tags or event badges, and directing to the appropriate areas within the venue
- Ensuring that event runs smoothly with meticulous planning, proactive coordination, and effective management

**Majlis Konvokesyen Politeknik Ibrahim Sultan Ke-25****August 2020***Stage Protocol*

- Organize the orderly entry and positioning of dignitaries, faculty, and graduates, ensuring correct seating arrangements based on roles and hierarchy
- Coordinate the event timeline meticulously to ensure speeches, awards presentations, and diploma ceremonies proceed smoothly and on schedule.
- Maintain decorum on stage by enforcing appropriate behavior, attire standards, and protocol among participants
- Direct the VIP and VVIP to their seats, provide guidance and assistance as needed, and ensure smooth movement of participants during the event

**Final Year Project "The Maestro"****November 2020***Stage Activities*

- Creating and managing the gimmick flow includes designing and coordinating the sequence of special effects and interactive elements to captivate and engage the audience throughout the event.
- Managing the stage design includes overseeing the visual appearance and functionality of the stage area, including layout, lighting, decorations, and props, to complement the event theme and enhance audience experience.

**Program Semarak Kasih | Orphan Welfare Organization****January 2022***Facilitator of CSR Program*

- Facilitated CSR program activities for orphans
- Ensuring that event runs smoothly with meticulous planning, proactive coordination, and effective management
- Contributed to the welfare and development of orphans through engaging activities designed to nurture their emotional, social, and educational well-being

**Participant Development Program (PDP) UiTM KBM****June 2023***Facilitator of Participation Development Program*

- Facilitated the program for the first year students
- Guided and supported students in their transition to university life by providing mentorship, resources, and advice to help them adapt and thrive academically and socially.
- Fostered student engagement and personal growth through the PDP by facilitating activities, workshops, and mentorship opportunities aimed at enhancing skills and fostering holistic development

**iTAC Sulam Innovation Competition****June 2023***Participative and Software Constructed*

- International competition of SULAM Project for the FIN533 Course that organized by Universiti Teknologi MARA (UiTM) Kedah
- Developed an innovative teaching aid product or software under Category B for the University Students
- Awarded the bronze award for the submission of an innovative teaching aid, recognized for its creativity, effectiveness, and contribution to enhancing educational practices

**Webinar Program Superpowers vs Skill Gaps; How To Win In The Malaysian Talent Market****June 2024***Treasurer*

- Coordinate the collection of sponsorship funds
- Prepare a budget for the webinar, including costs for client, and other related expenses
- Prepared necessary documents for approval
- Ensure the thorough preparation and timely submission of all required documents and follow up with payment status

**Infographic Presentation Program****June 2024***Participative and Multimedia & Technical Bureau*

- Participate as a presenter in the infographic presentation session.
- Present a research paper on "Talent Management in Malaysia," focusing on key insights and trends
- Assist in gathering necessary resources or materials for the program
- Set up and manage technical equipment for the program
- Ensure smooth operation of multimedia elements during the event
- Design and develop event posters to effectively promote the program
- Collaborate with the team to ensure the timely dissemination of promotional content

**ADDITIONAL INFORMATION**

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**Technical Skills :** Microsoft Office, Marketing, Designing**Soft Skills :** Creativity, Critical thinking, Decision making, Team building, Problem solving**Interests :** Volunteering, Outdoor recreation, Netball, Reading, Creativity, Art**Language :** Malay (native speaker), English (moderate)**REFERENCES**

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Sir Helmy Fadlisham Bin Abu Hasan  
Lecturer  
Department of Business and Administration  
Universiti Teknologi MARA (UiTM) Kampus Bandaraya Melaka



# Company Profile



*Logo of Regency Specialist Hospital*



Regency Specialist Hospital Sdn Bhd

Located at No 1, Jalan Suria, Banadar Seri Alam, 81750 Masai, Johor Darul Ta'zim  
in the center of Bandar Seri Alam

## Company Background

Regency Specialist Hospital which a private multidisciplinary medical centre was founded in 2009 in Johor Bahru, Malaysia and located in the center of Bandar Seri Alam. Throughout the journey, RSH has conclude with 218 beds and serving nearly 200,00 patients per year and currently has expand their building which aimed to be conclude with 500 beds. RSH was also knowns as part of the HMI group, that strategically located near Singapore making it a popular choice for medical tourists seeking affordable healthcare, especially among Singaporeans and Indonesians. As they strive in ensuring excellent patient care, the hospital has dedicated in delivering high-quality care with a range of specialties. This includes, paediatrics, orthopaedics, cardiology, and oncology. Besides, RSH has also expanded its services by opening another branch at Midvalley Southkey which is Regency Medical Care Centre (RMCC) as they offering a diagnostic imaging and specialist consultations. Their deeply committed to enhance public health services has been noticed as they regularly organizing health seminars, CSR activities, and collaborating with local government hospitals. Acknowledged as one of the Elite Partners of the Malaysia Healthcare Travel Council, RSH is dedicated to giving patients from across the world the best medical treatment possible while also enhancing its offerings and promoting community well-being.

## **VISION**

To be the leading comprehensive care hospital in South-East Asia by bringing together the most competent medical capabilities from within and outside of our hospital.

## **MISSION**

To help enhance overall health of our communities by building and leveraging human capabilities and technological innovation.

## **PURPOSE**

To deliver highest quality of care to our patients by empowering and encouraging our people to work together in the best interest of our patients.

## **3 CORE VALUES**

Compassion

Competence

Collaboration



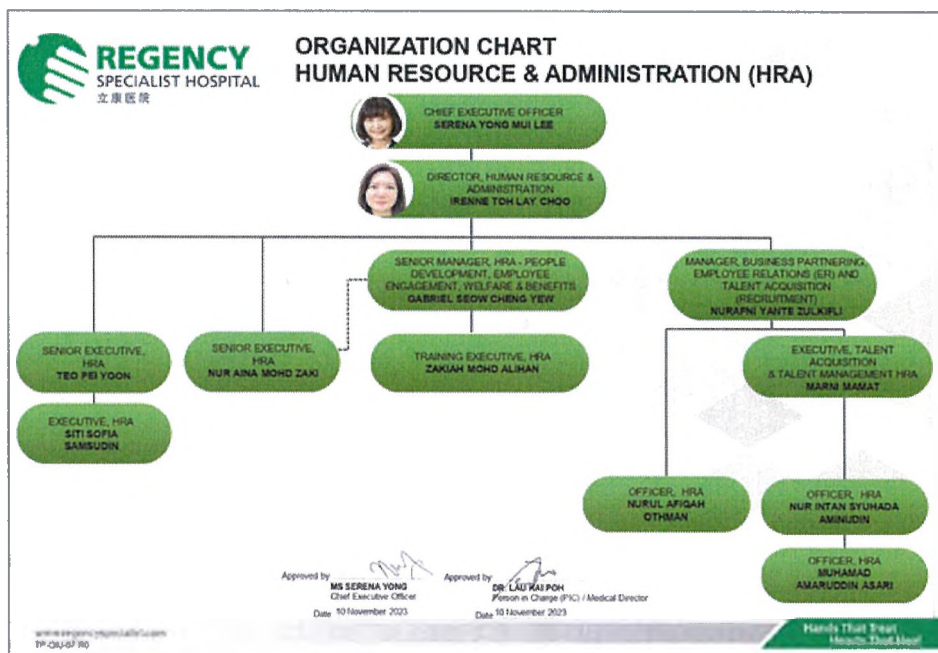


# Organizational Chart

## Regency Specialist Hospital Chart



## Human Resources Administrative Department





# Training Reflection

The duration of my practical was started when I'm self reporting at Regency Specialist Hospital on 13th August 2024 and was ended on 24th January 2025 which conclude my 24 weeks and 6 months. The seven days include 5 working days, 1 rest day and 1 off day. Regency Specialist Hospital also practice a flexible working hours that sums up as 8AM to 5PM or 9AM to 6PM while following the duty roster. In Human Resource Administration, I was designated as an internship under Recruitment Team.

During my first month, I was getting a clearer understanding regarding of my job scope which is supporting recruitment and administrative processes, and learning all the process smoothly. As the recruitment, I was tasked as resume and phone screening, sorting out selected resumes, organizing and scheduling interviews, coordinate candidate's medical checkup process, joining a career fair and also supporting other administrative task in the department when needed.

Starting the following month, I have gained and learn on how to properly manage the recruitment process as I'm going depth into the tasks. Firstly, by doing resumes screening to identify candidates who meet the job criteria, focusing on those with relevant qualifications and experience for further consideration. Aside from resume screening, I also conduct initial phone screenings to verify candidate information, assess their interest in the role, and determine their suitability for the next stage. And as for interviews, I'm assisting with organize the schedule, booking a proper location for an interview, guiding candidates, and helping with documentation. Besides, coordinate with clinics or hospitals to schedule medical check-ups for candidates is also part of recruiting process. This include, ensuring all necessary forms are prepared and communicating the details clearly to the candidates. Other than that, recruitment are also packed with the event such as Career Fair as we strive to hire more people. Along with the recruitment team, I joined by representing the organization at career fairs by setting up booths, engaging with job seekers, answering questions, and collecting resumes for follow-up. Last but not least, I also support other team member with various administrative tasks, such as managing schedules, organizing documents, and stepping in when needed to ensure smooth operations.

Throughout my six-months practical journey, the lesson learnt here really helps me in developing a deeper grasp of my area. Not only just advance my knowledge, but also taught me valuable lessons on how to adapt both mentally and physically to the demands of the work environment. I am insist that by understanding both knowledge and the nature of work, it really helps me improving my self-development. Furthermore, this training also beneficial me in terms of gaining knowledge as I learned something new almost everyday which could really help me a lot in the future ahead. To be more specific, I have gained beneficial lessons as becoming more professional, easily adapting and networking and also understanding well the functions of human resource.

# SWOT Analysis

## STRENGTH

- Comprehensive Services
- Quality Improvement Focus

## WEAKNESSES

- Communication Issues between Department
- High Staff Turnover

## OPPORTUNITIES

- Healthcare Demand Growth
- Medical Tourism

## THREATS

- Intense Competition
- Regulatory Changes

# Discussion on SWOT Analysis

## STRENGTH

PUBLISHED 2 YEARS AGO 1139 VIEWS



### Regency Specialist Hospital wins Neurology Specialty Hospital of the Year at the 2022 Healthcare Asia Awards

The hospital was awarded for being the Best Stroke and Spine Center at the Healthcare Asia Awards.



Rania

9 reviews

★★★★★ a week ago NEW

I am very satisfied with the service at this hospital. While my children were under the hospital's care, we were treated very well. Dr. Goh is excellent! The staff nurses are all great too! Well done!



Susie

3 reviews

★★★★★ a week ago NEW

The nurses & doctors at Regency are not just experts- they're also kind and compassionate. They made what could've been a stressful experience feel manageable. Thumbs up to the services provided & it's a highly recommended hospital.

## → Comprehensive Services

- Regency Specialist Hospital in Johor, Malaysia has been established with the focus of attracting a diverse patient base by providing numerous medical services. The hospital caters to multiple needs of the patients by integrating over 20 medical and surgical specialties (*Medical Specialties | Regency, 2022*) including, Cardiology which offer an advance diagnostic and treatment options for heart-related conditions, Neurology that is specialized care for condition such as stroke and epilepsy and Preventive care that focuses on screening and wellness programs that aimed at early detection diseases (*Staff Reporter, 2022*). This combination of services is complemented by facilities such as advanced imaging technology and specialised screening, which all help with early diagnosis and treatment. As a result, the hospital is well-known among residents who are seeking dependable healthcare since its patient records reveal that they've received a positive experience as good care, trustful physicians that known for their professionalism, and understanding staff that create more comfortable experience for patient and their families (*Reviews Regency Specialist Hospital Employee Ratings and Reviews | JobStreet, 2023*).



# Discussion on SWOT Analysis

## STRENGTH

Awards at the 2020 Global Health APAC Awards

BEST EMERGENCY CARE SERVICE PROVIDER OF THE YEAR IN ASIA PACIFIC

Regency Specialist Hospital

EMERGENCY CARE SERVICE PROVIDER OF THE YEAR IN THE ASIA-PACIFIC

REGENCY SPECIALIST HOSPITAL

Regency has established itself as one of the most advanced emergency departments in the Asia Pacific region by providing great emphasis on experienced staff and high-tech equipment.



Regency's commitment to quality care is evident in its award-winning emergency department. Among the various accolades are the award for best emergency department in the Asia-Pacific region, awarded for its commitment to providing excellent patient care and its commitment to providing high-quality care.

Malaysian Healthcare strengthened with unveiling of new Regency Medical Care Centre (RMCC)

By: Nurul Huda, Ph.D., President, Regency

One-stop healthcare hub set to boost Malaysia's health tourism sector which is poised to generate an estimated annual revenue of RM2 billion



TERUNJUNG VELO MALAYSIA DURA (P) LTD. HIGUNAN BONE SAKUN MANORUSA SA

Hospital Regency cipta sejarah hospital swasta pertama guna robotik tangani virus



Saluran UV-Botik digunakan untuk membersihkan 100% permukaan ruang dan lantai

PUBLISHED 1 YEAR AGO 321 VIEWS



Regency Specialist Hospital clinches Healthcare Asia Awards 2021 for Corporate Social Responsibility of the Year (Malaysia)

## → Quality Improvement Focus

- The cornerstone of the growth and reputation of Regency Specialist Hospital is strong emphasis on quality and safety in healthcare (*Quality Improvement | Regency, 2019*). Such a commitment to continuous standards develops trust among patients, translating into more clientele and expansion of business, as seen in the recent opening of the Regency Medical Care Centre (RMCC). The quality of the hospital is further evidenced by various awards, such as the Healthcare Asia Awards 2021 for Corporate Social Responsibility (*Regency Specialist Hospital Clinches Healthcare Asia Awards 2021 for Corporate Social Responsibility of the Year (Malaysia), 2021*) and the Best Emergency Care Service Provider of the Year in Asia Pacific, Global Health APAC Awards 2020 (*Awards at the 2020 Global Health APAC Awards | Regency, 2020*). Furthermore, the hospital also established itself as the first private hospital to use robotics to combat viruses, boosting its reputation in the healthcare industry and adding to its overall success.

# Discussion on SWOT Analysis

## WEAKNESSES

★★★★☆ 3.0  
executive  
Oct 2018

1 to 2 years in the role,  
current employee

Great colleagues together for handling tough challenges

The good things

As title, have great colleagues together for handling tough challenges. Most of people putting effort in getting the job done, can handle criticism well.

The challenges

Internal communication of different department need to be improve.

★★★★☆ 1.0  
customer service  
May 2017

Bandar Seri Alam, Masai,  
Johor, Malaysia  
1 to 2 years in the role,  
former employee

Horrible management

The good things

have a good team and best manager which is always support staff

The challenges

Not enough staff due to turnover staff resign to high. Work overload. Not Worth it working at Regency Specialist Hospital. Nobody will appreciate your work.

## → Communication Issues between Department

- When it comes to operation, communication can become one of the crucial things that the team members have to concern about. However, this problem cannot condone easily especially for a big company that involves multiple department. As for Regency Specialist Hospital, the issue has been rising among the staff. Communication breakdowns at a hospital with several departments may impact significantly on overall efficiency in both operations and the care for patients. Especially when these problems involve transmitting information across the layers of staff members which more prone to cause delays and misunderstanding. This breakdown not only impacts patient safety but can also contribute to stress and burnout of the workers, which might end up increase the risk of medical errors and further affect patient outcomes.

## → High Staff Turnover

- High Staff Turnover is one of the crucial issue in healthcare industry. These can creates significant challenges making it difficult to hire the right candidate and retain potential talent. This crucial and non-stop situation may lead to heavier workloads and suffering the existing employee which can also lead to changes of work quality. As a result, the patients can be skeptical with the services and suffer to build trust within healthcare workers. Other than that, this issue can also affect the cost that associated with hiring and on-boarding which will strain hospital incomes. The consequences that the company have to face is remain unacceptable and crucial for hospital if they want to face it because this leads to the cycle of staff burnout, negatively impact overall operations of the hospital.

# Discussion on SWOT Analysis

## OPPORTUNITIES

**BMI: Malaysia's health expenditure to grow at CAGR of 8.3% from 2023 to 2028**



BMI says Malaysia's high single-digit expenditure growth in healthcare will see it outpace regional peers such as Singapore, Thailand, the Philippines, and Indonesia over the medium term. - AFP/jc

**MIDA**



> Media & Events > News > Malaysian private healthcare, medical tourism sector to take in RM2.2 billion revenue this year

**Malaysian private healthcare, medical tourism sector to take in RM2.2 billion revenue this year**

14 Oct 2024

Malaysia's private healthcare and health tourism sector is expected to generate US\$526 million (RM2.26 billion) in revenue this year, contributing an economic spillover of US\$2.1 billion to other industries, according to Malaysia External Trade Development Corporation (Matrade).

## → Healthcare Demand Growth

- Malaysia's population expansion and rising awareness of healthcare issues present a big chance for Regency to grow its facilities and services. It is expected that the health spending of the country will record a compound annual growth rate (CAGR) of 8.3% till 2028 (*Staff Reporter, 2024*), driven by strong government support and increasing demand for quality healthcare, especially in the private sector (*BMI: Malaysia's Health Expenditure to Grow at CAGR of 8.3% from 2023 to 2028, 2024*). An ageing population and an increase in the frequency of chronic diseases are contributing factors to this expansion, which calls for improved access to services and healthcare infrastructure. Besides, private health care providers are expected to attract not just local patients but also medical tourists as more Malaysians seek specialized treatments and quicker service, thereby creating an environment that will be conducive to the success of Regency within this growing industry (*Malaysian Private Healthcare, Medical Tourism Sector to Take in RM2.2 Billion Revenue This Year, 2024*).



# Discussion on SWOT Analysis

## OPPORTUNITIES



HMI Malaysia buka kantor Perwakilan di Tanjung Pinang, Kepulauan Riau



Ekspansi ke Tanjung Pinang, HMI Group: Lokasi Jadi Faktor Penting Bisnis Rumah Sakit



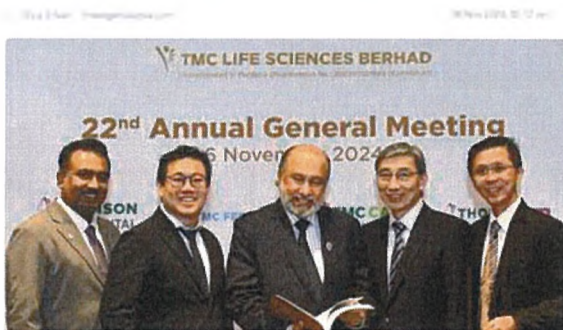
## → Medical Tourism

- Due to Regency Specialist Hospital advantageous location near Singapore, Johor Bahru allows the hospital to draw in more foreign patients looking for affordable, high-quality medical services. Besides, Regency Specialist Hospital has also expand and strengthen the tourism quality of Regency by opened its 14th Authorised Representative Office (ARO) in Tanjung Pinang, Kepulauan Riau, Indonesia (Hafiz, 2024). This move is to improve access to healthcare within that area as the ARO offers health education and logistical support to the local community. Furthermore, to show its commitment to social responsibility and promote its services to potential medical tourists, Regency Specialist Hospital has also organized a "Buka Puasa Bersama" event that featured donations for orphans. These activities not only deepen Regency's community relations, but also strategically position and help the company to fully utilize on the region's expanding medical tourism sector.

# Discussion on SWOT Analysis

## THREATS

TMC revives Thomson Iskandar medical hub in JB, targets 2030 completion



Columbia Asia Sets Foot In Bukit Jalil With 18th Hospital In Malaysia

By CodeBlue | 28 February 2024

Columbia Asia Hospital - Bukit Jalil has opened, making the 18th Columbia Asia hospital in Malaysia. It's opening in a population of over 200,000 people who do bring care closer to home. The new hospital has multi-specialties and super-specialties.



Columbia Asia Hospital – Iskandar Puteri Scores Prestigious **The BrandLaureate World BestBrands Award 2019**



## → Intense Competition

- The existence of well-established private hospitals in Johor Bahru, such as KPJ Healthcare and Columbia Asia, puts Regency in direct competition in the regional healthcare industry. The health centres have managed to attract both local and foreign patients due to their affordable medical care, resulting in a high rate of occupancy. According to research, Columbia Asia's hospitals report occupancy levels between 70% to 100% post-pandemic (*"Affordable with Advanced Facilities": More Foreigners Are Heading to Johor Private Hospitals for Treatment, n.d.*). Moreover, the Singapore market such as the upcoming health sector, Thomson Medical Hub (*TMC Revives Thomson Iskandar Medical Hub in JB, Targets 2030 Completion, 2024*), might also contribute to these competitive atmosphere. Regency has to address these challenges by differentiating its services and improving patient experiences in order to retain its market share.



# Discussion on SWOT Analysis

## THREATS

### Private Wings In Public Hospitals May Create Inequity — APHM

By CodeBlue | 17 October 2024

The Association of Private Hospitals Malaysia (APHM) says the proposed establishment of private wings in MOH hospitals under Rakan KKM may create inequity and inaccessibility. APHM calls for cooperative ventures between private and public hospitals.



### In A First, Anwar Government Targets Subsidies For Health Care: Budget 2025

By CodeBlue | 18 October 2024

In a major change to Malaysia's universal health care approach, PM Anwar Ibrahim announces targeted subsidies for health care from public hospitals in Budget 2025, noting that Malaysians only pay RM0, including millionaires. The rich will be charged more.



## → Regulatory Changes

- Changes in Malaysian legislation and practice could have a great impact on how a private hospital operates and perform financially. Malaysia's recent healthcare efforts, such as the Rakan MOH program and the amendments made in Budget 2025 (CodeBlue, 2024), focus on the primary care improvement and introducing a new finance systems. These developments may require hospitals to alter the services that they offer as well as their prices. For example, the introduction of Full Paying Patient (FPP) services (CodeBlue, 2024) in public hospitals allows those patients who can afford the service to pay for it which generates more income. This could influence the way private hospitals price their services in order to win a market share. Generally, it is clear that theres a possibility of changing in health sector, and it will be important for hospitals to adopt new revenue models without compromising on quality treatment.



# Recommendations on SWOT Analysis

## WEAKNESSES

### Communication Issues between Department

By implement a **standardized tools like checklists and structured handoff processes** which are very much recommended in order the hospital want to enhance communication between departments (*Coon et al., 2014*). These methods not only help in ensure that important information is consistently shared and understood by everyone involved but can also helps in avoid any problems occur between operation and patient care. Additionally, **scheduling regular departmental meetings** can also foster discussions about ongoing projects. This allow teams to exchange ideas, help identify problems and resolve communication issues between department. This will instill a better cooperation and keep departments on track without any misinformation (*The Nine Benefits of Holding Regular team Meetings | Insights across Tech, Business, and Creativity. Inspiring Ideas and Practical Tips for Professionals | Futuramo Blog, 2022*).

### High Staff Turnover

It is crucial to implement strategies that can boost employee retention in order to tackle the high staff turnover that will only cost the company. For example, by creating a **supportive work environment** which offering an opportunities for professional growth (*Huang & Cho, n.d.*). This options will make the staff feel more valued and motivated to stay in the company. Besides, by **implement an open communication** between staff and management also can ensures that any concerns and feedback are dealt with promptly, hence nurturing a positive workplace culture (*Kashyap, 2023*). This approach can fosters the sense of connection and encourage open communication. Moreover, the **provision of workshops and certifications** by continuous learning has also allowing staff not only advances their careers but also strengthens their commitment to the organization (*Fletcher & Fletcher, 2024*).

# Recommendations on SWOT Analysis

## THREATS

### Intense Competition

There are several keys that hospital should focus in order to tackle the intense competition which starting by **implementing targeted marketing strategies** (Evans, 2024). This strategy can help highlighting the hospital's unique services and patient success stories. As a result not only will attract local patients but also attracts international patients. Besides, **enhance the hospital's reputation** and draw in more patients by forming a partnerships with renowned specialists or reputable medical institutions (Stanford Health Care, 2024). To added, this strategy can also meet the needs of organization as well as strengthening its reputation. Other than that, **expose to community engagement** by offering free health screenings, educational seminars, or health programs can also build trust and brand recognition within the community (Community Involvement, 2022). These efforts not only strengthen the hospital's position in a competitive market, but also foster a long-term growth.

### Regulatory Changes

To keep employees informed about compliance rules and their obligations, **regular training sessions** are essential (ELM Learning, 2023). These meetings is not only increase knowledge of the most recent rules, but also promote a lifelong learning and increase employee accountability. Besides, organisations must ensure that their workforce is equipped to handle and adjust to changes in the regulatory environment by tailoring training to specific compliance demands (Safetrac, 2024). Furthermore, for organisations to lobby for policies that support their operations and influence regulatory changes, they must **engage with the health authorities** (Zellner Lawrence et al., 2019). Businesses may contribute real-world knowledge to the development of better balanced regulations by providing feedback on proposed regulations. Additionally, by keeping lines of communication open with authorities organisations may stay up to date on impending developments, which enables them to make appropriate preparations and guarantee compliance (Regulatory Changes in the Future of Health, 2021).

# Conclusion

To conclude, throughout the six months of my industry training, I gained a substantial amount of knowledge and experience, both in professional and social contexts. This training program effectively facilitated my exploration and acquisition of new skills, significantly enhancing my overall understanding and expertise.

Based on the research presented in this report, it is evident that I have successfully applied my academic knowledge of human resources to practical work situations. The training I undertook is closely aligned with my field of study, which has significantly aided me in gaining a deeper understanding of human resources.

The tasks assigned to me have further enhanced my skills in the field of human resources. These experiences not only assisted me during the training period but also continue to guide me in my future endeavors. I am deeply grateful for the invaluable opportunity, which allowed me to step out of my comfort zone and adapt to unexpected situations. This experience has been instrumental in my learning process, which build up the confident of the skills and knowledge I have acquired will serve me well in my future career.

In summary, this industry training has been a transformative experience, providing me with the practical skills and confidence needed to excel in the field of human resources. I am truly thankful for the opportunity and look forward to applying what I have learned in my future professional endeavors.





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# Appendices





