PANTAI HOSPITAL Melaka

UNIVERSITI TEKNOLOGI MARA

INDUSTRIAL TRAINING REPORT



PANTAI HOSPITAL MELAKA (BUSINESS OFFICE INSURANCE DEPARTMENT)

- 1 APRIL 2026 - 17 JULY 2027-

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COURSE: BACHELOR IN BUSINESS TECHNOLOGY AND MANAGEMENT (BA262)

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Tarikh : 1/7/2016

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Yang Benar

.....

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No. Tel. : 012 978 4303
No. Faks : -

Cop jabatan/organisasi:

Hospital Melaka
Medical Centre
(73056-D)
...ment does not need any signature

EXECUTIVE SUMMARY

The report is all about my internship journey at Pantai Hospital Melaka located at Ayer Keroh, Melaka. My internship started from 1st April 2026 until 17st July 2027.

The golden memories from my 3 months and half industrial training at Pantai Hospital Melaka represent an invaluable experience that I will cherish for a lifetime. Experience working there gave me insight into the vital importance of the healthcare industry, roles and responsibilities of those operating within the private hospital sector like Pantai Hospital Melaka. This industrial training provided me to learn a great deal about professional life. The skills I honed during this period was mark as unforgettable achievement. I am not only improved my communication with other colleagues and patients but also gained experience in highly committed teamwork and learned effective time management techniques.

In this report, I will describe my "zero to hero" internship journey that I achieved through the hard work of training myself into a high performing intern/trainee. With the guidance from seniors, I successfully mastered the necessary skills where I could complete specific tasks independently.

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ACKNOWLEDGEMENT

In the name of Allah, the most gracious and the the most merciful. I would like to express my highest gratitude to Allah for his blessing as I have successfully completed my industrial training for 3 month and half at Pantai Hospital Melaka.

First of all, I would like to express my deepest appreciation to my faculty, Faculty of Business and management Universiti Teknologi Mara (UiTM) Bandaraya Melaka for facilitating all the necessary arrangements for my industrial training starting from briefing untill process completed industrial training forms. Dr Azmawati Ali, our Industrial Training Coordinator provided a lot of guidance and advice throughout the online meeting as preparation before all of us began our industrial training.

Next, I would like to express my sincere appreciation to my industrial training advisor, Dr. Raja Mayang for her advice and guidance during my industrial training. Although we did not have the opportunity to meet face to face, Dr Mayang always gave us words of encouragement, motivation and support both mentally and physically. It made me to be more confident to finish up my industrial training. With her guidance, I was able to complete this report and successfully finish my industrial training at Pantai Hospital Melaka.

I would also like to express my sincere appreciation to the management of Pantai Hospital Melaka for accepting me as an industrial training student for 3 month and half. In particular, I would like to thank my supervisor, Miss Sue Fern and the other senior staff for providing me with guidance in completing every task and train me well to become a person with high level of commitment towards my work. My industrial training here has taught me new things that I could not have gained elsewhere.

Last but not least, I would also like to thank everyone who was involved either directly or indirectly throughtout my industrial training journey. May all the kindness and support given to me bring benefits to me back in the future. Thank you.

1.0 STUDENT PROFILE

1.1 UPDATED RESUME

NUR NABILAH BINTI AB. RAZAK

Proactive and responsible undergraduate currently pursuing a Bachelor in Business Technology Management, supported by proven leadership experience in student governance and volunteer organizations. Demonstrates strong organizational, communication, and teamwork abilities through active involvement as a committee leader and society president. Brings hands-on experience in quality control, academic excellence, and community programs, with a strong desire to contribute meaningfully during an internship placement while gaining valuable industry exposure.

INTERNSHIP OBJECTIVE

- To obtain an internship placement where I can apply my academic background, leadership experience, and organizational skills to support business operations, administrative functions, and team activities while developing professional competence.

EDUCATION

Universiti Teknologi MARA (UiTM), Bandaraya Melaka **2023 – Present**
Bachelor in Business Technology Management
Current CGPA: 3.55

Universiti Teknologi MARA (UiTM), Alor Gajah, Melaka **2019 – 2023**
Diploma in Office & Technology Management
Achievement: Dean's Award (Semester 4 – CGPA 3.51)

MUET Result: Band 4.0

AREA OF EXPERTISE

- Business Technology Fundamentals
- Office Systems & Information Management
- Project & Task Coordination
- Digital Record Management
- Basic Business Software Application
- Time Management & Task Coordination
- Team Collaboration
- Workplace Professionalism

KEY ACHIEVEMENTS

- Awarded Dean's Award in Semester 4 for academic excellence
- Successfully completed SULAM Project for subject BTM545 – Technology Project Management through community-based activities.
- Demonstrated teamwork and university engagement through involvement in UiTM SAF (Faculty Sports Event).
- Experience working as a Part-Time Freelancer, showing flexibility, responsibility, and self-management skills

EXPERIENCE

Operator I TKR Manufacturing (M) Sdn. Bhd. - Tangga Batu, Melaka. **Apr 2020 – Jun 2020**

- Performed quality inspections to ensure products met company SOP and quality standards.
- Supported daily production operations to achieve output targets consistently.
- Identified product defects and reported issues to supervisors for corrective actions.
- Maintained disciplined work practices in a fast-paced manufacturing environment.
- Practiced teamwork and communication with production team members to ensure smooth operations.

Figure 1: Updated Resume

NUR NABILAH BINTI AB. RAZAK

LEADERSHIP EXPERIENCE

President — Kolej Dang Wangi **2023**

- Led student leadership activities and managed coordination between students and management.
- Organized campus programs and ensured smooth execution of events.
- Strengthened teamwork through effective communication and delegation.

President — Civil Defence Association (JPAM) **2022 - 2023**

- Led volunteer members in team-based activities and training programs.
- Supported emergency preparedness awareness initiatives.
- Developed leadership discipline and responsibility through structured activities.

Assistant Secretary — Kolej Tun Puteri **2022**

- Assisted in preparing documentation, meeting minutes, and activity reports.
- Supported organizational and administrative work for college programs.
- Maintained records and coordination among committee members.

PROGRAMS & ACTIVITIES

- FUNFEST 2022 Zon B (JPK x JPB)
- Basic Civil Defence Training Course
- Game of Tradition Program
- Leadership & Team Building Course
- Ecolution Go Green Initiative
- Induction BDSS (Degree Semester 1)
- SULAM Program: Futuresmart – Business Software Application (2025)

ADDITIONAL INFORMATION

- **Languages:** Malay (Fluent), English (Intermediate)
- **Technical Proficiency:** Microsoft Word, Microsoft Excel, Microsoft PowerPoint, Report Preparation, Data Entry, Online Research, Email & Office Communication, Basic Documentation Systems
- **Date of Internship:** 1 April 2026 - 17 July 2026

REFERENCE

Madam Nurhafizah Mohd Zolkapli
Academic Advisor (Degree)
Universiti Teknologi MARA (UiTM)

Figure 2: Updated Resume

2.0 COMPANY PROFILE

2.1 NAME, BACKGROUND, LOCATION



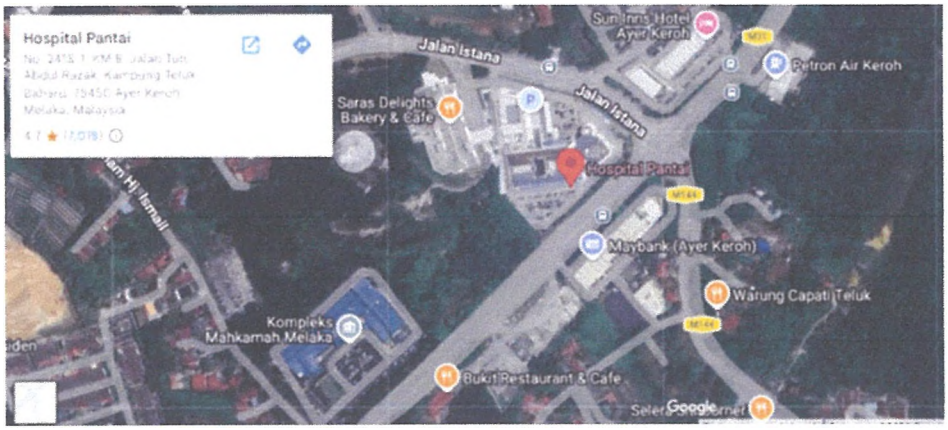
Figure 3: Official Logo Pantai Hospital Melaka

Pantai Hospital Melaka is one of the largest and very well known private hospitals in Melaka. It was established in 1986 and has been officially accredited by the Malaysian Society for Quality in Health (MSQH). Pantai Hospital Melaka is also part of Integrated Healthcare Holdings Berhad (IHH Healthcare) that operating under Pantai Holdings Sdn. Bhd.

Over the years, the hospital continued to growth and currently has approximately over 241 licensed bed, supported by more than 100 experienced medical specialists covering various medical discipline. Pantai Hospital Melaka offer a wide range of healthcare services like physiotheraphy, incology, orthopaedics and others.

The rebranding of Pantai Hospital Ayer Keroh to Pantai Hospital Melaka was announced durung the Medical Conference 2025 by Chief Executive Officer of Pantai Hospital Melaka, Tan Yew Aik. According to him, the new identity reinforces the hospital's commitment to excellence, innovation and accessible healthcare services.

Currently, Pantai Hospital Melaka is led by Dr. Kevin Khoo as the Chief Executive Officer (CEO). He holds a Bachelor of Medicine and Bachelor of Surgery (MBBS) from University of Newcastle Upon Tyne, United Kingdom. Moreover, he also aa Member of Royal Collage of Surgeons of Edinburgh (MRCSed). In addition, he is currently pursuing a Master Business Administration (MBA) at Open University Malaysia.



Fugure 4: Pantai Hospital Melaka Maps

Company Name	**Pantai Hospital Melaka**
Company Address	No. 2418-1, KM 8, Lebuh Ayer Keroh, 75450 Melaka, Malaysia
Nature Of Business	Pantai Hospital Melaka is part of IHH Healthcare. One of the world's largest healthcare groups.
Operation Hour	Monday - Sunday (Open 24-Hours)
Contact Number	+606-231 9999 (Main Line) +606 231 3610 (Emergency Department)

Table 1: Pantai Hospital Melaka Profile

2.2 VISION, MISSION,CORE VALUE AND OBJECTIVE

VISION

To be most trusted and friendly healthcare provider in Malaysia.

MISSION

To take exemplary care of our patients anchored around our people who strive to continuously raise the bar in clinical, operational and service excellence.

CORE VALUE

- Integrity. We do the right thing
- Empathy. We listen with our hearts
- Teamwork. We are better together
- Excellence. We champion continuous improvement and innovation
- Patient First. We put patients' needs first

OBJECTIVE

- To our patients and their loved ones. We will put our patients' needs first and go the extra mile to provide quality and exemplary care.
- To our shareholders. We will build long term sustainable growth and shareholder value.
- To our communities. We will do good beyond our healthcare services.
- To our people. We will build a caring and inspiring environment for our people to succeed and share the future with us.
- To our partners. We will work together with respect and honesty for mutual benefits.
- To our patient. We will make choices that protect the environment and preserve it for future generations.

2.3 ORGANIZATIONAL STRUCTURE

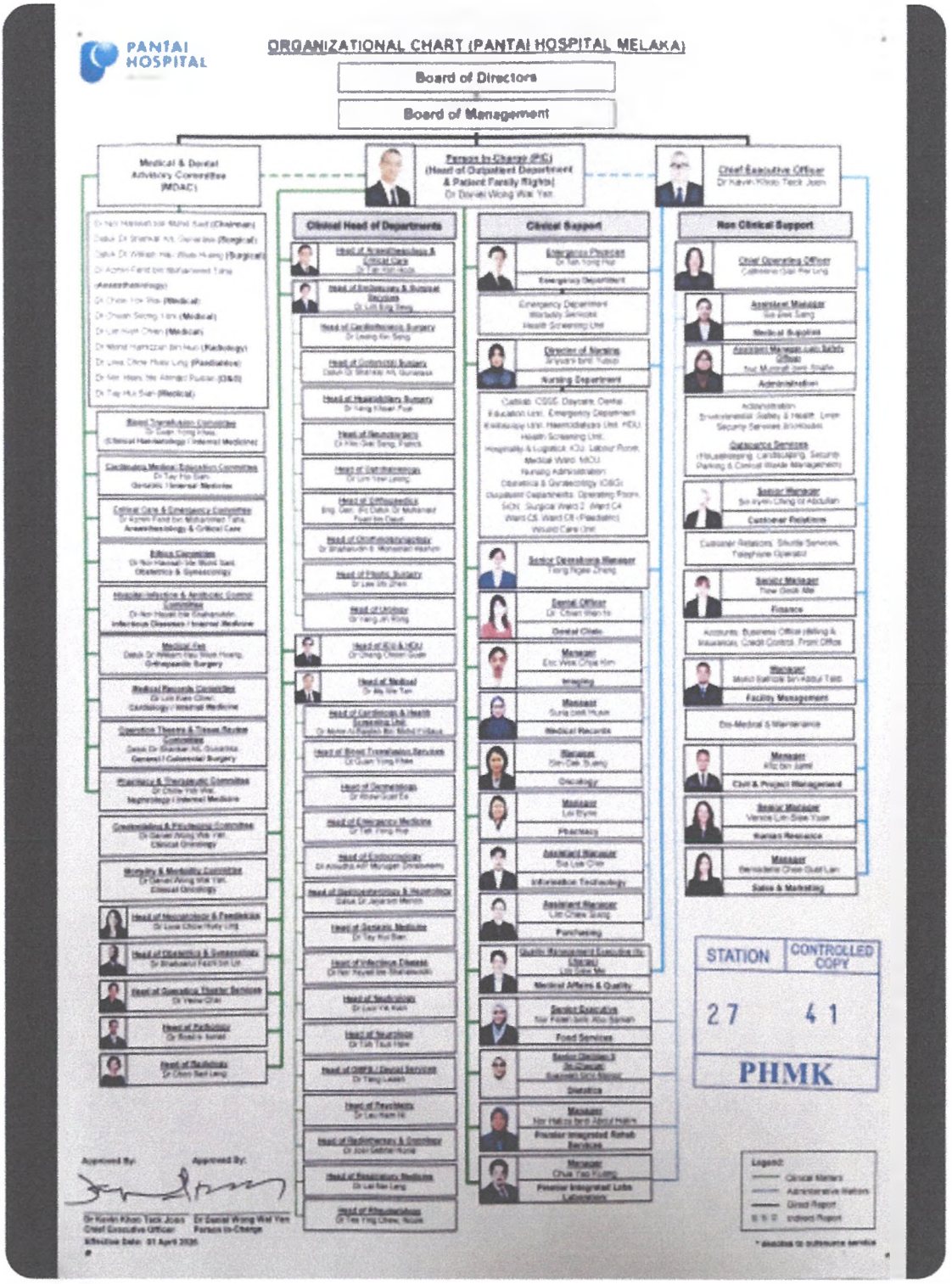


Figure 5 : Organizational Chart of Pantai Hospital Melaka

2.4 PRODUCTS OR SERVICES

2.4.1 CARE AND TREATMENT

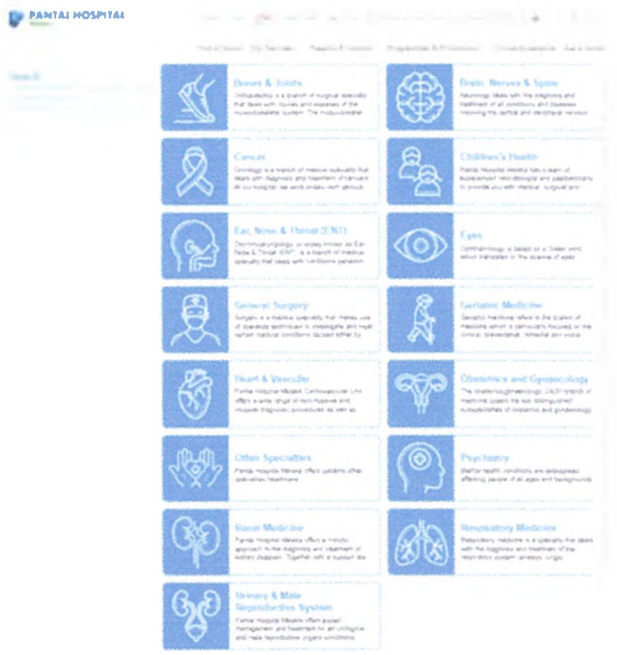


Figure 6: Type Of Care and Treatment Services

Based on the Figure 6, it shows the wide range list of clinical and medical services offered at Pantai Hospital Melaka such as Geriatric Medicine, Respiratory Medicine, General Surgery and many more. This is an evidence that show Pantai Hospital Melaka is very well prepared to provide comprehensive healthcare services. For example, PHMK offers a lot of medical specialties to treat their patients from baby (Paediatricians) to senior citizens (Geriatrics). It is not limited to physical treatment health only, but also covers mental health issues by providing psychiatric services. Thus, patient are able to plan the treatment they need without having to seek medical services elsewhere.

2.4 PRODUCTS OR SERVICES

2.4.2 DIAGNOSTIC SERVICES



Figure 7: Types of Diagnostic Services

Pantai Hospital Melaka also focuses on preventive healthcare services to detect the early signs of diseases through its Medical Health Check programme, which is familiar to the health screening services offered by other hospitals. This services enables patients to identify any potential health problems at an early stage and understand the possible causes of their medical conditions. After completing the health screening, patients then can consult with appropriate doctor to receive further evaluation, diagnosis check and treatment based on their healths needs.

2.4 PRODUCTS OR SERVICES

2.4.3 HEALTH SCREENING PACKAGES

EXECUTIVE PACKAGES (BY MEDICAL OFFICER)

Investigation / Procedures	General	WellStart
Physical Examination & Consultation by Medical Officer	✓	✓
Visual Acuity	✓	✓
Body Mass Index (BMI)	✓	✓
General Screening Profile B	✓	✓
Chest X-Ray	✓	✓
Electrocardiogram (ECG)	✓	✓
Helicobacter Pylori		✓
Abdomen / Pelvis Ultrasound		✓
Carcinoembryonic Antigen (CEA) (for colon)		✓
Alpha-Feto Protein (AFP) (for liver)		✓
Cancer Antigen 19-9 (CA 19-9) (for pancreas)		✓
HbA1C		✓
PACKAGE PRICE (RM)	RM300	RM500

Figure 7: Types of Health Screening Packages Services

Based on the health screening packages offered by Pantai Hospital Melaka, there are two main packages available to suit different age groups and patients budget. The General Packages (RM300) is a basic health screening package that includes a general physical examintaion and basic organ function test. It is more suitable for patients who wish to undergo their annual routine health check up.

Other than that, The Well Start Pakages (RM500) offers more comprehensive internal health screening for patients who want to detect any chronic diseases at an early stage. This package inculdes additional acreening test such as an ultrasound examination and cancer antigen tests. Besides these two packages, patients are also free to add any other health screening based on their needs, subject and additional charges.

2.4 PRODUCTS OR SERVICES

2.4.4 CENTER OF EXCELLENCE



Figure 8: Types of Center of Excellence

Pantai Hospital Melaka hs expertise in three major medical specialities that focus on the treatment of critical diseases like Cancer Centre, Cardiac and Cardiothoracic Centre and Orthopaedic Centre. These centre are more tahn just regular specialist clinics as they provide comprehensive healthcare services for patients in one location.

Patients can receive consulattions, undergo diagnostic test and rehabilitation at teh same centre without the need to be reffered to other healthcare facilities. These Sentres of Excellence are equipped with advanced medical technology and supported by experienced specialist doctores who are capable of managing complex medical and surgical cases.

The establishments of these Centre of Excellence has strengthens Pantai Hospital Melaka's reputation as one of teh leading private hospitals in the staet, providing specialised treatment for patients who rewuire advanced medival care and expert consultattions.

3.0 TRAINING REFLECTION

3.1 DURATION, SPECIFIC DEPARTMENT

- **DURATION**

Before completing my bachelor's degree, I was required to go for industrial training first to complete my final semester. My industrial training lasting for 3 month and half starting from 1st April 2026 until 17th July 2026 at Pantai Hospital Melaka. The official working hours were from Monday to Friday, from 8.30 a.m. to 5.00 p.m., while Saturdays were half day drom 8.30 a.m. to 1.00 p.m. For lunch hour break between 1.00 p.m. until 2.00 p.m.

- **SPECIFIC DEPARTMENT**

Throughout my industrial training, I was assigned to the Business Office Department. This department is divided into 2 section which are Insurance Discharge (front office) and Insurance Admission (back office). However, I worked in both workplace section depending on the workload and the availability of workspace.

The primary role of the Insurance Department at Pantai Hospital Melaka is to serve as the intermediary for hospital bill payment matters between the hospitals, patients and insurance companies. Based on my observations, the official responsibilities of the insurance department including verifying patient;s insurance policy eligibility, processing Guarantte Letter (GL), updating insurance claims in the hospital information system and performing many other related administrative tasks.

3.2 ROLES AND RESPONSIBILITIES

- **PRIMARY DUTY: CONFIRM RECEIPT**

Every morning, my main task started with performing the confirm receipt process. Firstly, I collected all the bills that had been uploaded on the previous day and arranged the accordingly to the respective insurance companies such as Great Eastern, PM Care, Micare, Allianze and some more.

After that, I entered the patient's IC number or Guarantee Letter (GL) number into the insurance portal to retrieve the patient's information. I checked the admission date and the final GL status. I also verified whether the final bill amount in the insurance portal matched with the invoice amount generated by the hospital.

If the amount was the same, I need to print three copies of the final GL and stapled them together with the patient's stack. However, if the final GL amount was different due to errors or have additional changes in Credit Note (CN) or Debit Note (DN) values, I need to amend the bill accordingly. If teh status was still shown as "In Review", it indicated that there were questions or deferemnts from the company insurance before they approve with hospital final charges.

- **FILING REFUND BILL**

My second daily task was filing refund bills, invice bills, Guarantee Lettter (GL) and Part 2 (Discharge Form). This task was ususally performed at the front office Insurance Department, which handled patient discharge process).

Firstly, I punched holeh in each document and arranged the according to alphabetical order (A-Z). Then, I ensured that all bills were placed neatly into the correct files accordinh to their respective letters. For Guarntee Letter, I separated the documents based on the insurance company before proceeding with the filing process. Lastly, Part 2 docuemnt (Discharge Form) were placed in to a specific file prepared only for Part 2 records.

3.2 ROLES AND RESPONSIBILITIES

- **SENDING QA TO DOCTOR'S CLINIC**

After completing the filling system, my next task was to send QA documents to the doctor's clinics. All deferment receive during the confirm receipt process needed to be delivered to the respective doctors as soon as possible so that they could answer the questions raised by the insurance company faster.

Through this task, I needed to memorize myself the locations of each doctor's clinic in Blok A, B and C. Each completed QA document needed to obtain the doctor's signature and stamp as confirmation. If the doctor was unavailablein the clinic or was conducting ward round, I will pass the QA document to the docto's cllinic assistance.

- **SECONDARY DUTIES: COLLECTING PATIENT REPORTS**

Twice a week, I was required to collect patient reports from the patient holder located in different wards early in the morning. The wards that I frequesntly visited included S2A, S2B, Medical Ward, ICU, HDU ang O&G.

I collected medical reports based on the requirements of each case such ECG, Cerebral Angiogram, ECHO, Medication Chart, Stress Test and Scope Reports. Each document was scanned by using the "Adobe Scan" applications and need to send thru official email address of the Insurance Department. But, if the patient folder was not ready or unavailable at ward, I needed to go down at Medical Record Department (MRD) where all patient folders were stored.

3.2 ROLES AND RESPONSIBILITIES

- **INSURANCE SUBMISSION TO CREDIT CONTROL**

For the submission process, I performed this task approximately three to four times a week. This task was completed with the assistance of robotic process automation using UI Path Assistance.

Firstly, all the patient stack need to arranged according to the insurance companies and download the detailed patient list from Cerebral Plus (C+) system. Then, start key in each patient's registration number into the provided Excel template and verified the discharge date, final GL amount and insurance company details to ensure they matched the information stated in the invoice stack.

After completing the data entry for all patients, then proceed to run the UI Path Assistance robot and printed two copies of the submission documents. One copy was filed in the "Submission to CCD" file, while the other copy was submitted to Credit Control Department (CCD) together with the arranged patient stacks.

- **ADDITIONAL DUTIES: STOCK TAKE AT OT ROOM**

During stock take in the Operating Theatre (OT), I was assingned to cover two area, S14 (General Cupboard) and S17 (General Disposal Cupboard). My responsibility was to count the remaining stock items in both areas and enter the quantity into the OT Masterlist Excel file. We had to ensure that every item was counted accurately and the item codes enterd into the Excel file matched with the actual items being counted. The entire stock take process took approximately four hours to complete.

3.3 INTRINSIC AND EXTRINSIC BENEFITS

INTRINSIC BENEFIT

- I noticed a significant improvement in my communication skills and become more confident when interacting with patients. Working at Pantai Hospital Melaka required me to communicate confidently and deal with patient in professional manner.
- I gain new experience in using a robotic system that made my task easier, faster and more efficient while reducing the risk of human error.

EXTRINSIC BENEFIT

- I received a monthly allowance of RM500 which was credited to us at the end of each month. This allowance helped to cover part of my daily travelling expencess especially fuel costs for commuting to and from the hospital.

- We were provided with RM50 a monthly medical benefit. It could be use at the Emergency Department if we were unwell, required medical treatment or needed emergency medical assistance.

- Pantai Hospital Melaka prove a certificate of participation after completing two day orientation programme. This certificate serves as a proof that we had officially attend and completed the orientation and training conducted by the hospital.

- Free Meal Voucher. Every individual including staff, interns, and international patients (from Indonesia or Singapore) receives a complimentary RM20 meal voucher. This voucher is valid for one month and can be used at the Block D food court, which features various vendors such as Subway, Hot & Roll, Lot 85, MyNews, and Starbucks. We are free to use it to purchase lunch without having to pay out of pocket.

4.0 SWOT ANALYSIS

4.1 SWOT ANALYSIS DIAGRAM

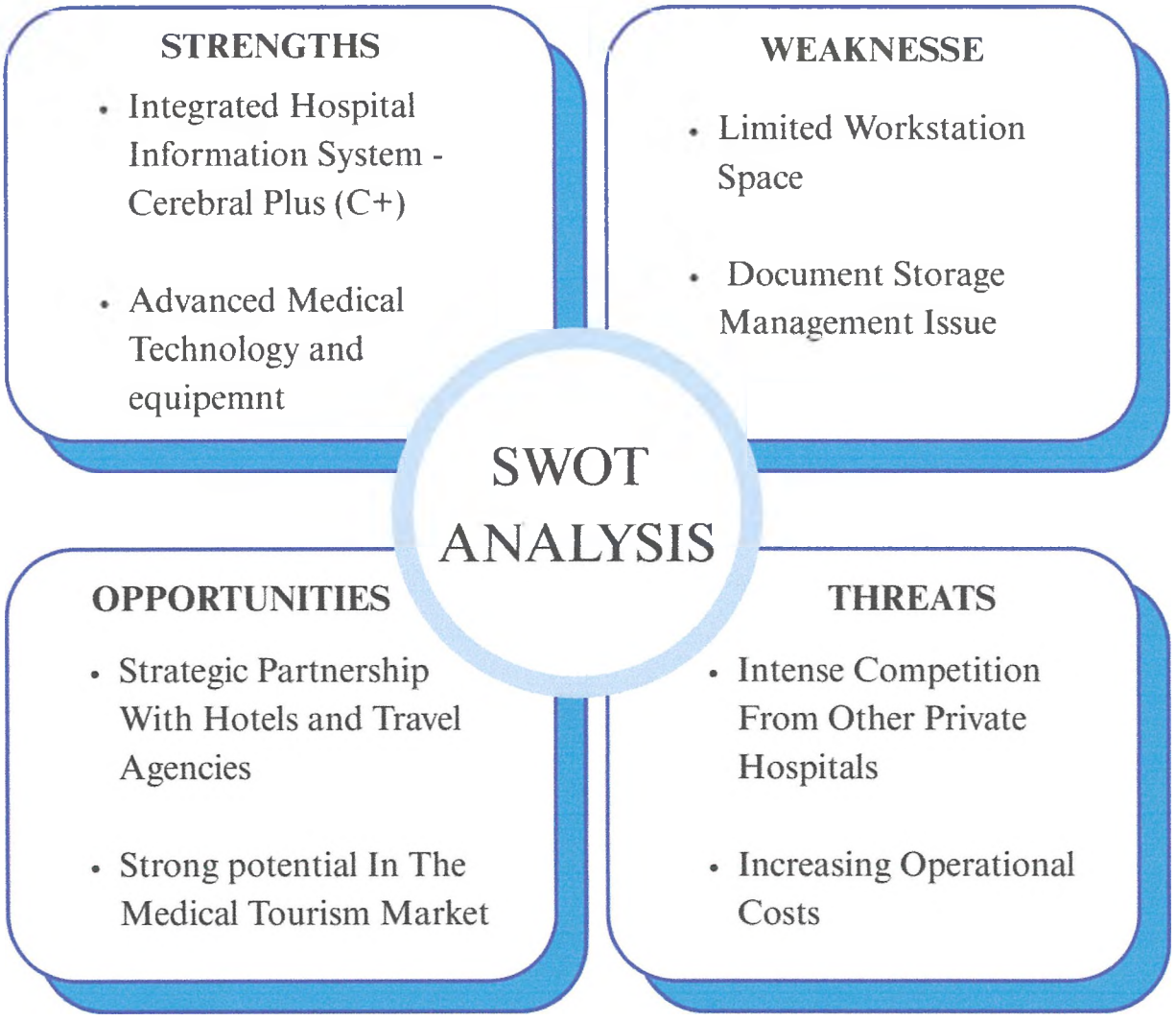


Figure 9: SWOT Analysis of Pantai Hospital Melaka

5.0 DISCUSSION AND RECOMMENDATION

5.1 STRENGTHS AND RECOMMENDATION

- **INTEGRATED HOSPITAL INFORMATION SYSTEM (C+)**

Pantai Hospital Melaka has implemented the Cerebral Plus (C+) system, an Integrated Hospital Information System (IHIS) that centralizes patient information across multiple departments. The system enables seamless access to patient records by specialist clinics, Intensive Care Units (ICU), doctors and registration counters through a single integrated platform. Based on my internship experience, the implementation of C+ is a strategic decision that enhances daily operational efficiency, improves communication between departments and reduces the risk of human error.

- **ADVANCED MEDICAL TECHNOLOGY AND EQUIPMENT**

Pantai Hospital Melaka is one of the first healthcare providers in Melaka and Southern Malaysia to successfully perform throat cancer treatment using Transoral Robotic Surgery (TORS) technology. This achievement demonstrates the hospital's commitment to adopting advanced medical innovations and expanding its specialist healthcare services. The use of robotic assisted surgery has the potential to improve treatment outcomes by providing greater surgical precision, minimizing complications and shortening patients' recovery time.

- **RECOMMENDATION**

The existing Cerebral Plus (C+) system requires additional support through Artificial Intelligence (AI) integration to further strengthen and sustain its current capabilities. According to Garcia-Garcia (2025), the implementation of AI can enhance hospital quality management and improve daily operational efficiency. Furthermore, the use of robot-assisted surgery technology at Pantai Hospital Melaka has gained public attention due to its successful surgical outcomes. The high level of precision provided by robotic-assisted surgery can help reduce complications in certain surgical procedures, making it a significant innovation in the modern healthcare industry (Muaddi, 2021).

5.2 WEAKNESSES AND RECOMMENDATION

- **LIMITED WORKSTATION SPACE**

Limited workstation space can disrupt employees' workflow, reduce productivity and increase work-related stress. During my internship in the Insurance Department, I experienced several occasions where I had to relocate to the front Insurance Office due to the shortage of available computers and the limited workspace. As a result, my tasks were occasionally delayed and could not be completed within the expected timeframe. This situation affected work efficiency and reduced the overall productivity of the department.

- **DOCUMENT STORAGE MANAGEMENT ISSUES**

The Insurance Department has become increasingly congested due to the accumulation of A4 paper boxes and poorly organized document storage. Older patient billing invoices are also not systematically filed, making it difficult to retrieve important documents when needed. During my internship, I often had to spend a considerable amount of time searching for old patient billing invoices, which slowed down the work process. Consequently, patients occasionally complained about delays in service, as the time required to locate the necessary documents affected the department's overall efficiency.

- **RECOMMENDATION**

Workplace ergonomics is an important aspect that should not be overlooked, as it can significantly influence employees' comfort and productivity. According to Zakaria (2024), a high level of workplace comfort and a supportive working environment can positively affect employees' work performance. Therefore, Pantai Hospital Melaka should consider optimizing its office layout by implementing the hot-desking concept, especially for interns or temporary staff who do not have a permanent workstation, to reduce workspace congestion and improve flexibility (Jamaludin, 2024). Regarding the document storage management issue, Pantai Hospital Melaka could gradually adopt an Electronic Document Management System (EDMS) as part of its digitalization initiative. This approach would help reduce dependence on physical documents, minimisze storage space requirements and improve document retrieval efficiency. According to Ibrahim (2022), digital document management systems can enhance information accessibility and accelerate the process of locating important records.

5.3 OPPORTUNITIES AND RECOMMENDATION

- **STRATEGIC PARTNERSHIP WITH HOTELS AND TRAVEL AGENCIES**

Pantai Hospital Melaka has the opportunity to establish strategic partnerships with hotels and travel agencies by offering integrated healthcare and hospitality packages, particularly for patients travelling from other states or countries. Such packages could include hospital treatment, accommodation, flight arrangements, airport transfers and hospitality services in a single all inclusive package. This initiative would provide greater convenience for patients, as they would not need to arrange their own travel and accommodation. As a result, these comprehensive packages could attract more local and international patients while enhancing the overall patient experience.

- **STRONG POTENTIAL IN THE MEDICAL TOURISM MARKET**

Pantai Hospital Melaka has strong growth potential in the medical tourism market due to its increasing reputation for providing high-quality healthcare services. Many international patients are willing to travel to the hospital to receive medical treatment, particularly patients from Indonesia and Singapore. This growing demand enables the hospital to achieve higher profit margins while expanding its market reach. During my internship, I observed that many international patients returned for follow-up treatments and often brought their family members to receive medical care at the hospital. This reflects a high level of patient satisfaction and demonstrates the hospital's strong reputation in the regional medical tourism industry.

- **RECOMMENDATION**

According to Ahmad (2026), the initiative by MOTAC and MHTC to strengthen healthcare tourism in conjunction with Visit Malaysia Year 2026 (TMM2026) is a strategic government effort to enhance Malaysia's healthcare industry at the international level through the development of a comprehensive healthcare tourism ecosystem. This initiative provides a valuable opportunity for Pantai Hospital Melaka to promote its advanced medical services, including robotic assisted surgery technology to international patients. Through wider promotion of its modern specialist expertise, and advanced treatment technologies, Pantai Hospital Melaka has the potential to attract more medical tourists and expand its healthcare market regionally.

5.4 THREATS AND RECOMMENDATION

- **INTENSE COMPETITION FROM OTHHER PRIVATE HOSPITAL**

Pantai Hospital Melaka faces strong competition from several private hospitals in Melaka, particularly Mahkota Medical Centre and Oriental Melaka Straits Medical Centre. These hospitals offer a wide range of specialised medical services and continuously enhance their healthcare facilities to attract patients. Although Pantai Hospital Melaka remains one of the leading private hospitals in the state due to its advanced medical technology and specialised centres, it still faces the risk of losing existing and potential patients to competitors that offer more competitive pricing, promotional packages, or specialised healthcare services.

- **INCREASING OPERATIONAL COSTS**

As a private healthcare provider, Pantai Hospital Melaka faces continuously increasing operational costs, including expenses for maintaining and upgrading advanced medical equipment, utilities, pharmaceuticals, and other healthcare resources to ensure high-quality patient care. During my industrial training, I observed the implementation of a new policy that reduced the number of complimentary items provided in the hospitalization kit for warded patients. Although this may seem like a minor cost-saving measure, such changes could negatively affect patients' perceptions of service quality and reduce overall customer satisfaction, potentially impacting the hospital's reputation if patient expectations are not met.

- **RECOMMENDATION**

This threat cannot be completely avoided. Therefore, the hospital should focus on reducing its impact. According to the Association of Private Hospitals Malaysia (APHM, 2024), private hospitals in Malaysia are currently facing increasing healthcare costs. However, the hospital needs to carefully consider any changes in policies, as patients may perceive a decline in service quality if cost-cutting measures negatively affect their overall experience. Therefore, cost reduction strategies should be implemented without compromising patient satisfaction and the quality of healthcare services provided.

6.0 CONCLUSION

In conclusion, I am truly grateful for the opportunity to undergo my industrial training at Pantai Hospital Melaka. Working in the healthcare industry was not as easy I had imagined, but I consider every challenge to be avaluable learning experience that I could not have gained elsewhere. Although some task appeared to be simple, I learned that even a small mistake could disrupt the workflow and affect the hospital's daily operations.

Overall, I wish industrial training period had been longer because three months was not enough to learn everything at Pantai Hospital Melaka. I am slso grateful that some of task I performed during my internship were related to the knowledge and skills that I had learned during my studies. Without the industrial training, I would not have had the opportunity to experience the real working environment especially in private healthcare industry at Pantai Hospital Melaka.

Over the next five years, I hope to become professional supervisor officer. I will continue to apply the knowledge and experience that I gained throughout my internshipn and share the valuable lessons I have learned with other people outside there.

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APPENDICES

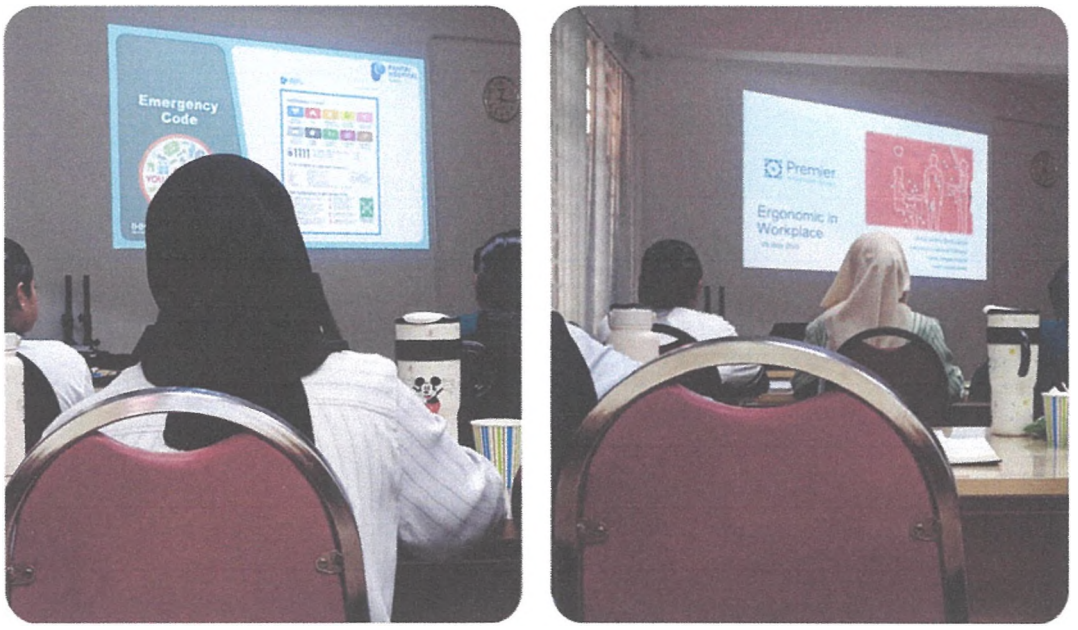


Figure 10 : Attendance at Two Day Tarining Program

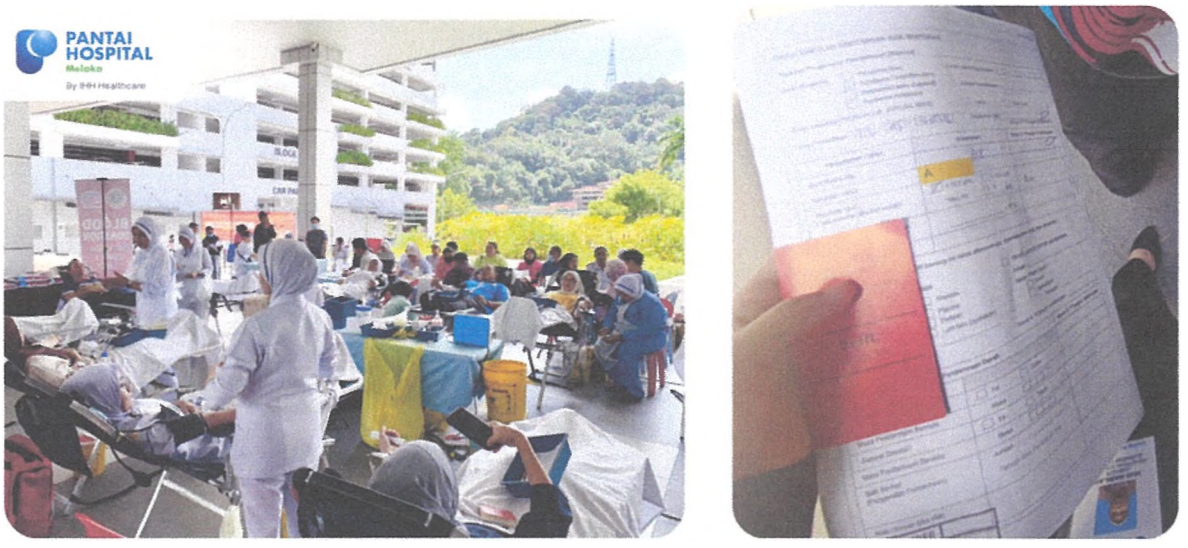


Figure 11 : Participate as a Blood Donor in a Blood Donation Campaign

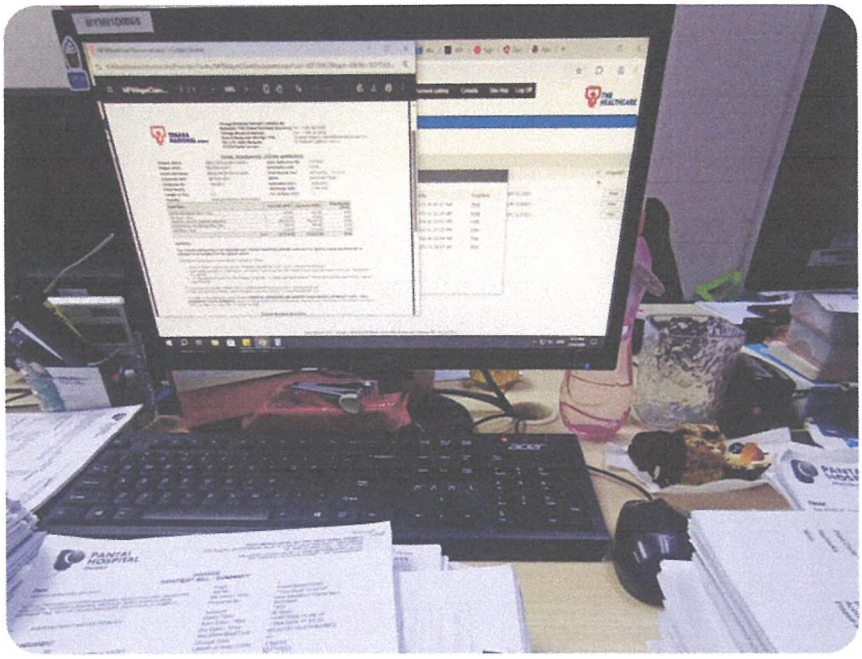


Figure 12 : Confirm Receipt Process



Figure 13 : Certificate Internship Training



Figure 14 : Paper Recycling Activity



Figure 15 : Conducting Stock Take in the Operating Theatre (OT)