

1 MAC
15 AUGUST

2023



**INDUSTRIAL
TRAINING
REPORT AT**
SUNWAY
MEDICAL CENTRE VELOCITY

NAME: NUR NASHAZAWANI BINTI AB NASIR (BA243)
STUDENT ID: 2021196267
ADVISOR: DR. NURWAHIDA FUAD
EXAMINER: CIK NIK AZLINA ABDULLAH

EXECUTIVE SUMMARY

My unforgettable and full knowledge 24-weeks industrial training journey started at Sunway Medical Centre Velocity (SMCV) from 1 Mac 2023 till 15 August 2023. As a student who majored in Human Resource Management, I was grateful to be given an opportunity to do my internship at SMCV as a Human Capital intern in a medical setting. There are various types of work that I was assigned to do as an intern such as recruitment, handling the onboarding induction process, documentation, etc. will be shared thoroughly in my training reflection part. This report also will tell in detail regarding the company's profile and their respective strengths, weaknesses, opportunities, and threats based on my observation at the hospital. Not forgetting that SWOT analysis which is related to PESTEL analysis could affect the company in the near future. Hence, to improve the management and operation of the hospital, discussion and suggested recommendations will be shown in this report. Lastly, a report would not be completed without a conclusion on how to tackle the weakness, to heighten the strength and make use of the opportunities paved for this company.

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Sunway Healthcare Group

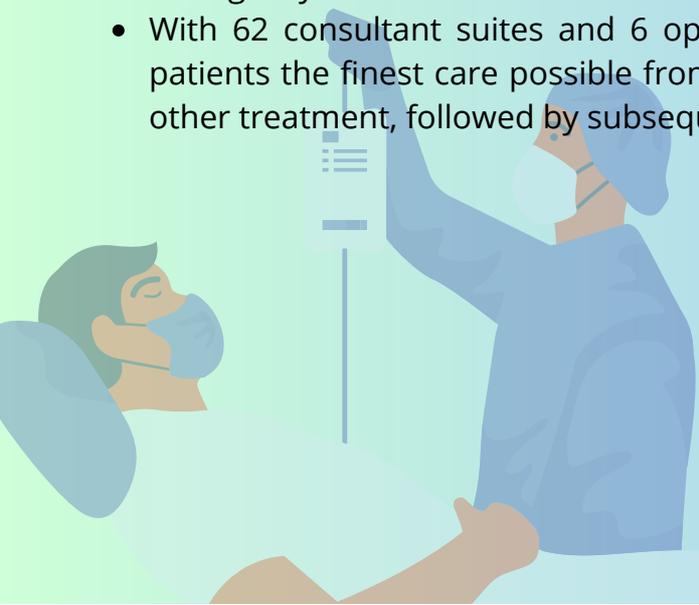
A renowned integrated private medical corporation with an extensive network of hospitals and healthcare facilities in Malaysia has made the decision to set up **Sunway Medical Centre Velocity**, their second tertiary hospital, in September 2019.

Sunway Medical Centre Velocity (SMCV)

- An all-encompassing tertiary care facility in the Cheras township of Sunway Velocity. The hospital is strategically situated less than 4 km from KL City Center, next to Velocity Mall and Velocity Hotel.
- provide a wide range of medical services, including modern, innovative facilities for outpatient and inpatient specialized treatment, health & wellness programs, and 24-hour emergency services.
- With 62 consultant suites and 6 operating rooms built for 237 beds, the facility offers patients the finest care possible from the initial appointment and diagnosis to surgery or other treatment, followed by subsequent treatment and rehabilitation.



Pusat Perubatan Sunway Velocity, Lingkaran SV2, Sunway Velocity, 55100 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur



COMPANY'S Profile

VISION

Leading private medical centres
in the ASEAN region

MISSION

Services with a "**SMILE**"

- **S**: Satisfactory return to stakeholders
- **M**: Modern, comprehensive, and safe facility and environment
- **I**: Inspired, engaged and driven teams.
- **L**: Leading-edge clinical practices and technologies
- **E**: Exceed customers' expectations

OBJECTIVE

We strive to create a world-class
medical centre with expertise,
skills and equipment that match
and outperform the best hospitals
in the world.

GOAL

Aims to be a healthcare leader in
Malaysia and in the ASEAN
region.



COMPANY'S

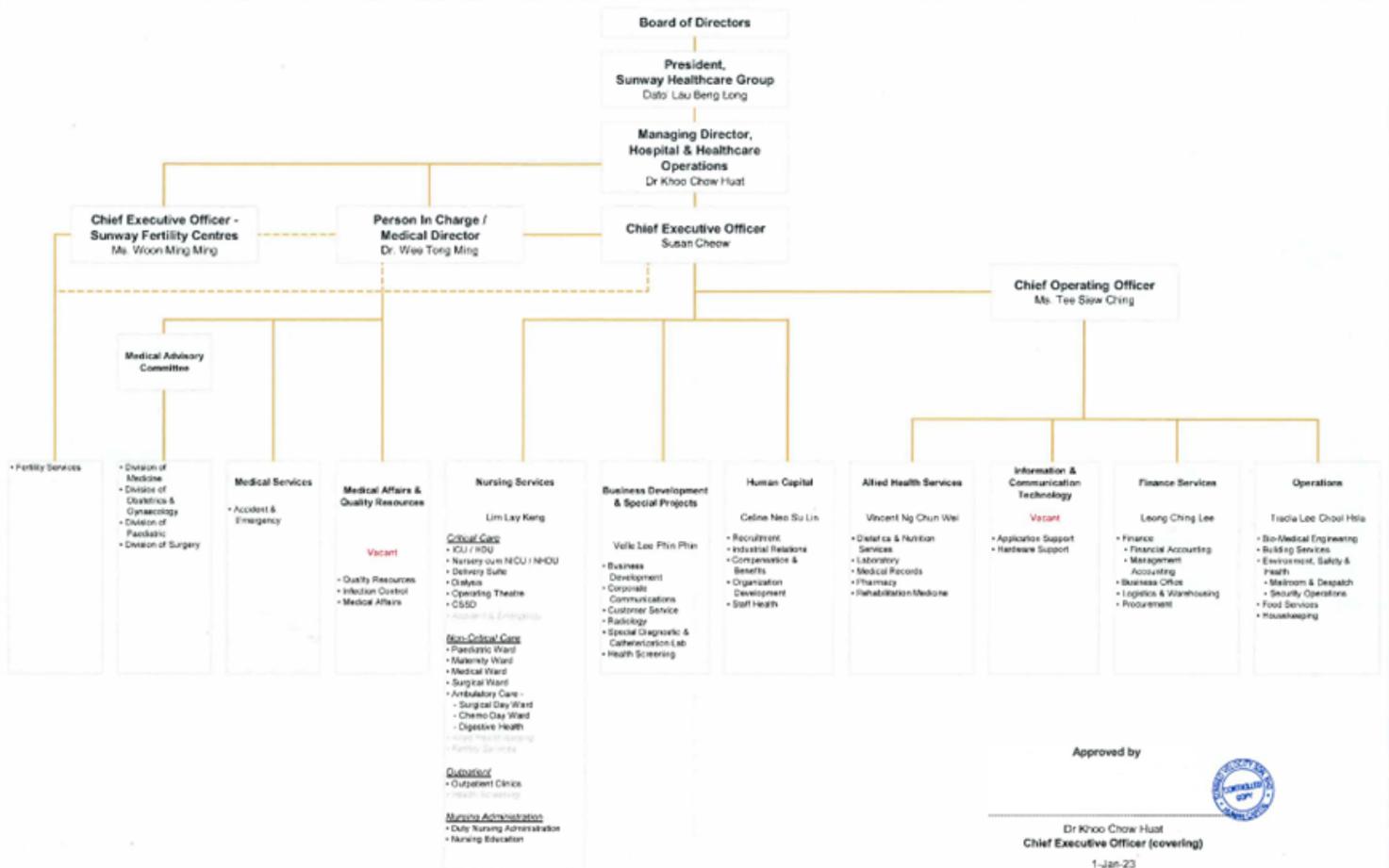
Profile

ORGANIZATION STRUCTURE



SUNWAY
MEDICAL CENTRE
Velocity-Ruala Lumpur

CORPORATE ORGANIZATION CHART



Approved by



Dr Khoo Chow Huat
Chief Executive Officer (covering)

1-Jan-23



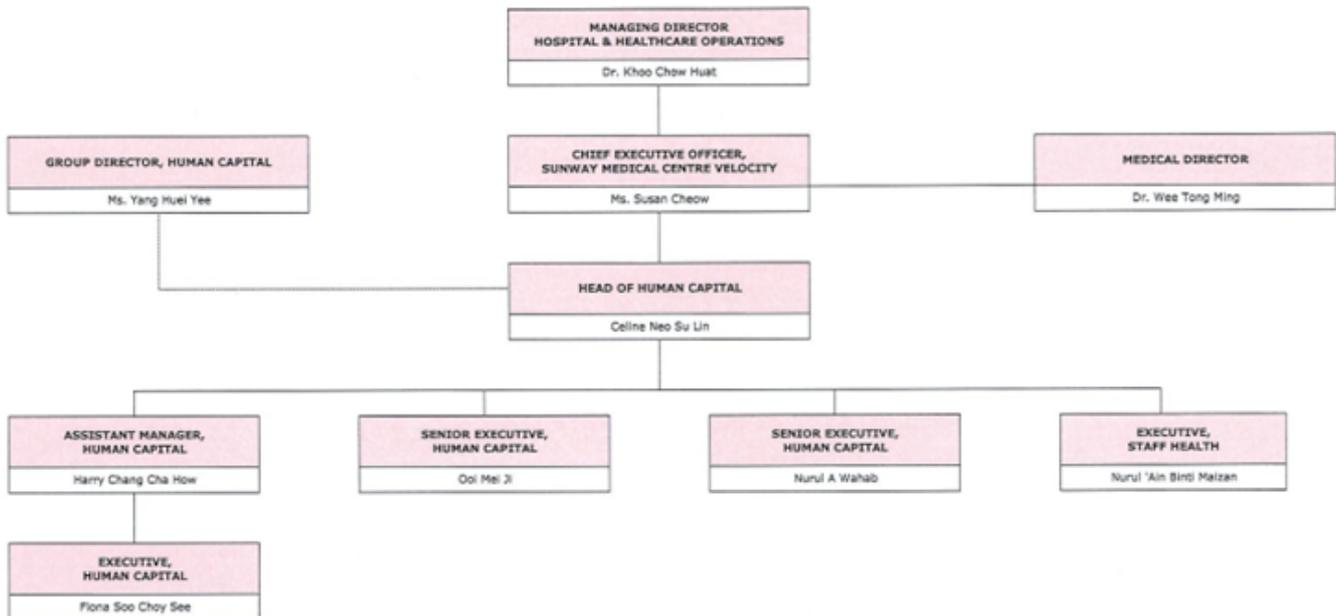
COMPANY'S Profile



HUMAN CAPITAL STRUCTURE

SUNWAY
MEDICAL CENTRE
Velocity • Kuala Lumpur

HUMAN CAPITAL ORGANISATION CHART



Prepared by,

Celine Neo Su Lin
Head of Human Capital
Sunmed Velocity Sdn Bhd
1st July 2023

Approved by,

Susan Cheow
Chief Executive Officer
Sunmed Velocity Sdn Bhd
1st July 2023

TRAINING REFLECTION

SUNWAY
MEDICAL CENTRE[®]
Velocity • Kuala Lumpur



Duration: 1 Mac 2023 - 15 August 2023 (24 weeks)
Monday - Friday (8:30 a.m. - 5:30 p.m.)



Gain: Allowance RM 1,000 monthly, recruitment management knowledge, process of onboarding orientation, and leave application (once monthly).

Details:



Human Capital Department

- Coordinating new hire orientations
- Gather and collect the candidates' forms along with the supported documents for human capital records.
- Screening potential candidates' resumes and application forms to identify suitable candidates to fill hospital job vacancies.

Administration

- Responding to staff inquiries regarding HR policies, employee benefits, and other HR-related matters.
- Assisting the HR staff in daily operations.
- Ensuring all the flings are done in accordance with guidelines.



10

PESTEL ANALYSIS

OPPORTUNITIES

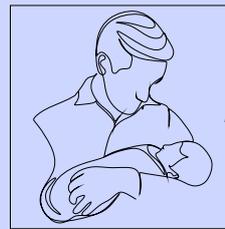
POLITICAL

The implementation of **amended Employment Act 1955** (Harun, 20222) such as the *maternity leaves, paternity leaves, etc.*

- *Due to the new amended Employment Act 1955 introduced by the government, it has affected the leave entitlements for the employees.*
- *SMCV could use this opportunity to attract and retain employees to pursue their career in the hospital. Hence, the employees felt protected by the regulation and will loyal to the organization.*



*Expanded to **98 days**
from the previous 60
days*



***7 days of paid
paternity leave** for
married male
employees*

PESTEL ANALYSIS

ECONOMICAL

OPPORTUNITIES

SMCV is expected to do **better** in 2023 (Kaur, 2023).

- *The full recovery of the economy and an increasing number of international tourists are expected to produce strong profitability and growth for the healthcare division in 2023.*
- *The organization anticipates a 6–9% increase in earnings.*
- *Consequently, this ought to boost the investor's trust in the company.*



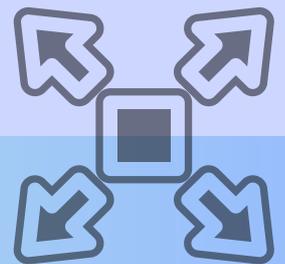
PESTEL ANALYSIS

OPPORTUNITIES

SOCIOLOGICAL

The **expansion of the medical tourism** is increasing due to the recognition of *Frost & Sullivan* as SMCV exhibiting exceptional success and high performance in the areas of strategic product development, leadership, and technological advancement (The Star, 2023).

- *As a result of this recognition, the hospital could attract a lot of patients.*
- *In order to promote and sustain growth, SMCV implements healthcare best practices. This kind of approach helped the hospital to grow fast and develop a strong brand identity within the Malaysian medical industry.*



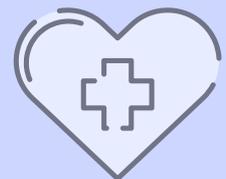
PESTEL ANALYSIS

OPPORTUNITIES

TECHNOLOGICAL

The market for the fertility treatment is **expanding** (New Straits Times, 2023).

- *In vitro fertilization (IVF) is one of several options available at SMCV to those who are concerned about ageing to solve reproductive problems.*
- *Besides, the hospital could utilize this opportunity to promote their advancement technologies as the demands are increasing among couples who are yet to conceive.*



PESTEL ANALYSIS

OPPORTUNITIES

ENVIRONMENTAL

Following the **Covid-19 pandemic**, medical tourism has made a healthy comeback (Singh, 2023).

- *The medical tourism industry has made its return in a good way. Medical tourism is a significant source of revenue for private hospitals, according to Datuk Dr. Kuljit Singh, president of the Private Hospitals Malaysia Association.*
- *The Malaysia Healthcare Travel Council (MHTC) said that last year had the industry's greatest revenue since 2019 of more than RM1.2 billion.*
- *Before Covid-19 became a pandemic, it was said that private healthcare's yearly income had been climbing progressively, from RM 527,000 in 2011 to RM 1.7 billion in 2019.*



PESTEL ANALYSIS

OPPORTUNITIES

LEGAL

Mask is **not mandatory** anymore in hospitals as ordered by the government (Nizam, 2023).

- *Following the WHO's announcement on May 1, Covid-19 is no longer a Public Health Emergency of International Concern (PHEIC), the Health Ministry has loosened the country's Covid-19 standards along with declining cases in Malaysia.*
- *As a result, people are likely to feel less threatened to come to the hospital to get their treatment as they will feel relieved since the declining cases of the virus.*
- *The hospital will be able to attract more patient and visitors followed by this order.*



PESTEL ANALYSIS

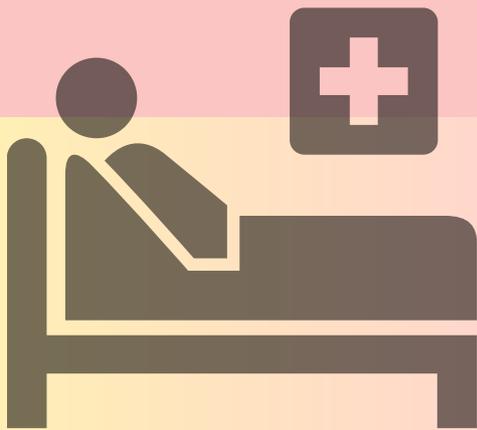


THREATS

ENVIRONMENTAL

Due to lockdown, private hospitals in Malaysia must spare more beds for Covid-19 patients as the government hospitals have insufficient beds .

- *This action could affect the business plan of the hospital since SMCV needs to focus more towards the Covid-19 patients instead of their existing patient.*
- *Hence, more workforces are required to treat the Covid-19 patient in the hospital.*



PESTEL ANALYSIS

THREATS

ECONOMICAL

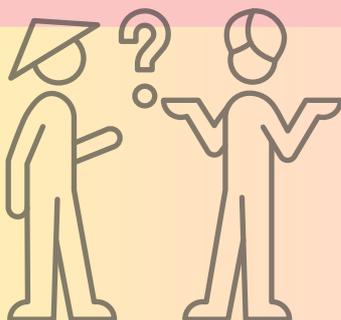
SOCIOLOGICAL

The pandemic hits the private health sector **hard** in 2020.

- *During the Covid-19 crisis, private hospitals in Malaysia had significant revenue decreases of at least 50% (Durgayehni, 2020).*
- *Medical experts believed that when the Movement Control Order (MCO) ended on April 28, the economic effects of the epidemic on Malaysia's private health care sector might linger for at least 3 months and as long as a year.*
- *Since the MCO started on March 18, the number of patients treated at private hospitals have decreased by 70 to 80 percent,*

Cultural Barrier.

- *Might be characterized as hindering efficient communication and collaboration amongst individuals from various cultural backgrounds.*
- *Language, religion, and value disparities can be the cause of cultural barriers.*
- *For instance, at SMCV, Chinese people make up the majority of the workforce. This little issue is likely to cause confusion among coworkers, or even worse, an argument that might occur at work.*
- *As a consequence, the affected employees won't feel inspired or motivated to work there, which increases the likelihood that they'll decide to quit.*



SWOT ANALYSIS



- **Implementing various initiatives and promotional strategies over the past two years.**
- **Fast-paced working environment.**
- **Strong financial resources.**

- **Lack of supervision in the internal department.**
- **No internal training provided by Human Resource to employees.**
- **Shortage of manpower in the workforce.**

- **The expansion of the medical tourism is increasing.**
- **Retain employees due to the Employment (Amendment) Act 2021.**
- **The support given by SHG to fund the expansion of the new tower.**
- **Mask is not mandatory ordered by the government.**
- **The market for the fertility treatment is expanding.**

- **The downturn in the economy is affecting the ability to generate sales.**
- **Misunderstanding due to cultural barrier which can lead to employee turnover.**
- **Need more workforces to focus on Covid-19 patients.**

SWOT MATRIX

	Strength - S	Weakness - W
	<ul style="list-style-type: none"> • Strong financial resources. 	<ul style="list-style-type: none"> • Lack of manpower
Opportunity - O	<p>Company could expand their business by building a new tower, more advanced technology, recruit more talented personnels.</p>	<p>SMCV can recruit more employees due to the addition of the new building.</p>
Threat - T	<p>SMCV can develop a special training to employees who face culture barriers such as language training related with the accumulated financial resources.</p>	<p>Sunway Medical Centre Velocity could provide training to increase awareness & to better equip employees to function well in a diverse workplace.</p>

RECOMMENDATIONS!



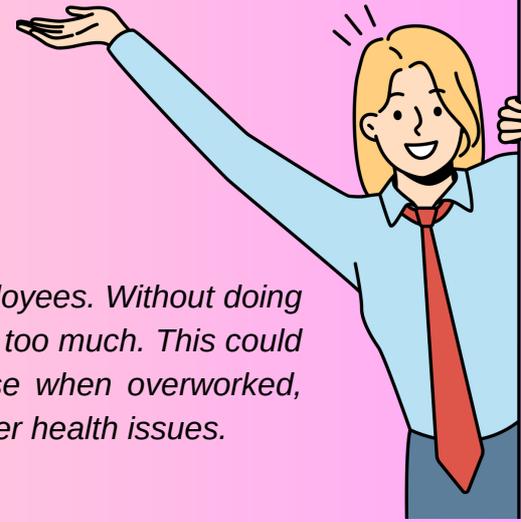
- **To sustain a fast-paced work environment.**

For Sunway Medical Centre Velocity (SMCV), the pace of work there is fast. For example, the recruitment process is possible to settle between a week to 3 weeks including the onboarding process. This shows that the employees can prioritize and manage time effectively to handle multiple projects, and the aptitude to work independently under high stress. However, in today's fast-paced world, there is a possibility that the employee will face burnout at a workplace in the long-term which could lead to employee turnover. Therefore, to sustain this strength for a long time, the organization needs to **acknowledge employee accomplishments with rewards and incentives**. Financial incentives, more vacation days, or other intangible benefits are examples of this. Managers can boost engagement and commitment by providing staff with concrete rewards for their hard work.

- **Managers should supervise to review employees' roles, delegate work, and communicate any alterations.**

Poor working relationships between colleagues, persistent conflicts at workplace, a rise in staff absenteeism, poor communication, and decreased job satisfaction can all result from ineffective supervision in a workplace (Lee, 2021). Overall, this will result in a decline in the quality of treatment and support. People may experience negative outcomes and a lower quality of life if they get poor treatment and support. Therefore, managers should **supervise to review employees' roles, delegate work, and communicate any alterations** to those roles. They should also make sure employees are aware of and adhering to any applicable rules. Setting definite, defined objectives and targets through supervision is another way to enhance their performance.

RECOMMENDATIONS!



- **Recruit a larger workforce.**

SMCV needs to **recruit a larger workforce**, especially medical employees. Without doing so, there will be too much workload to handle which leads to working too much. This could affect the employees' health such as the main stress hormone rise when overworked, which may trigger brain fog, high blood pressure, and a variety of other health issues.

- **Offering a discount on certain packages.**

This action would assist in reviving the medical tourism sector (Bernama, 2022). As a result, private hospitals including SMCV can increase their profits as well. With this opportunity, SMCV could increase their influence and image prospectively. Therefore, the organization should welcome the medical tourist by **offering a discount on certain packages** such as Health Screening. Aside from that, should there be a sudden spike of Omicron patients in government institutions, private hospitals in this nation **need to be prepared to receive decanted patients** from government hospitals. Through this opportunity, surely patients will remember their assistance and acknowledge their existence especially in the healthcare industry.





RECOMMENDATIONS!

- **Experienced significant decreasing of revenue.**

As a result, the retirement of senior medical practitioners is expected and other medical employees are thinking of layoff as a way to save costs. Sunway Medical Centre Velocity cannot run from this due to the uncontrollable Covid-19 outbreak during that period.

- **To treat the infected Covid-19 patients to reduce the risk of the virus outbreak.**

Malaysia's private hospitals have been instructed by the government to set aside additional beds for Covid-19 patients. As a result, this has affected the hospital's flow of business due to bed reservations and the hospital has become crowded with additional patients with high-risk illness. Along with that, the hospital needs to focus on the Covid-19 patients and their existing patients at the same time. The only alternative SMCV can do is to treat the infected Covid-19 patients to reduce the risk of the Covid outbreak.



CONCLUSION!

As a conclusion, SWOT and PESTEL analysis offer a great objective to any organization as it enables the organization in developing an acknowledgement of all the factors related while deciding in moving forward. Furthermore, SWOT and PESTEL analysis is a planning procedure that assists business in any industry in overcoming obstacles and selecting which new opportunities to investigate. For Sunway Medical Centre Velocity to function as smoothly as possible, they should continually analyze the steps they take. The organization can stay up to date in a company environment that is always changing by evaluating if the existing strategies and goals still represent the best course of action. By doing this, they may stay at the very forefront of the clients' minds and beat out the competition





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APPENDICES

Figure 1: Fire Drill



Figure 2: Hari Raya Celebration



Figure 2.1: Hari Raya Celebration



APPENDICES

Figure 2.2: Hari Raya Celebration



APPENDICES

Figure 3: Employee engagement by watching movies together



Figure 4: Walk-in interview day





UNIVERSITI TEKNOLOGI MARA

ENDORSEMENT OF OUR ORIGINAL REPORT

Coordinator

Unit Jaminan Kualiti Akademik (UJKA)
Universiti Teknologi MARA Cawangan Perlis
02600 Arau
Perlis

Sir

ENDORSEMENT OF OUR ORIGINAL REPORT FOR PROPOSAL/DISSERTATION/THESIS/PROJECT PAPER/ ASSIGNMENT

With reference to the work of the candidate below:

Name : Nur Nashazawani Binti Ab Nasir

Matric No. : 2021196267

Faculty : Business Administration (BA243)

Programme : Human Resources Management

Title : Industrial Training at Sunway Medical Centre Velocity

Percentage of Our original Report : 4%

I am pleased that the proposal/thesis/dissertation/project paper/ assignment of the above candidate has fulfilled the Our original percentage of the university's requirement.

Thank you.

1st advisor's signature and stamp

Name: DR. NURWAHIDA FUAD

24/7/2023

Date

** Please attach 1st page of our original report.

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Entire Document

SUNWAY MEDICAL CENTRE VELOCITY 2023 INDUSTRIAL INDUSTRIAL TRAINING TRAINING REPORT AT REPORT AT NAME: NUR NASHAZAWANI BINTI AB NASIR (BA243) STUDENT ID: 2021196267 ADVISOR: DR. NURWAHIDA FUAD EXAMINER: CIK NIK AZLINA ABDULLAH 1 MAC 15 AUGUST

EXECUTIVE SUMMARY My unforgettable and full knowledge 24-weeks industrial training journey started at Sunway Medical Centre Velocity (SMCV) from 1 Mac 2023 till 15 August 2023. As a student who majored in Human Resource Management, I was grateful to be given an opportunity to do my internship at SMCV as a Human Capital intern in a medical setting. There are various types of work that I was assigned to do as an intern such as recruitment, handling the onboarding induction process, documentation, etc. will be shared thoroughly in my training reflection part. This report also will tell in detail regarding the company's profile and their respective strengths, weaknesses, opportunities, and threats based on my observation at the hospital. Not forgetting that SWOT analysis which is related to PESTEL analysis could affect the company in the near future. Hence, to improve the management and operation of the hospital, discussion and suggested recommendations will be shown in this report. Lastly, a report would not be completed without a conclusion on how to tackle the weakness, to heighten the strength and make use of the opportunities paved for this company. 22

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ACKNOWLEDGEMENT Firstly, I would like to express my gratitude to Allah S.W.T for giving me the opportunity to complete the industrial training report. I would like to show my gratitude especially to my advisor during the internship period, Dr. Nurwahida Fuad, for guiding me during the internship period. Her guidance and assistance in giving feedback are very helpful and valuable to me. As a result, the report has become easier for me to complete within the due date given. I believe this report is to increase my knowledge by exposure to practical work in a real environment of the workplace. Besides, my sincere gratitude to people who have helped me in contributing ideas and assurance including my family, and friends. Finally, I am really grateful to be surrounded with kind people at Sunway Medical Centre Velocity throughout my internship period, especially Mr. Harry, my supervisor, and colleagues in the Human Capital department, showed a lot of good examples, advice and support throughout the 24-weeks industrial training at Sunway Medical Centre Velocity. 44

Profile STUDENT'S 55

An all-encompassing tertiary care facility in the Cheras township of Sunway Velocity. The hospital is strategically situated less than 4 km from KL City Center, next to Velocity Mall and Velocity Hotel. provide a wide range of medical services, including modern, innovative

30%

MATCHING BLOCK 1/4

W

facilities for outpatient and inpatient specialized treatment, health & wellness programs, and 24-hour emergency services. With 62 consultant suites and 6 operating rooms built for 237 beds, the facility offers patients the finest care possible from the initial appointment and diagnosis to surgery or

other treatment, followed by subsequent treatment and rehabilitation.

34%

MATCHING BLOCK 2/4

W

Sunway Healthcare Group A renowned integrated private medical corporation with an extensive network of hospitals and healthcare facilities in Malaysia has made the decision to set up Sunway Medical Centre Velocity, their second tertiary hospital, in September 2019. Sunway Medical Centre Velocity (

SMCV) Profile COMPANY'S 66 Pusat Perubatan Sunway Velocity, Lingkaran SV2, Sunway Velocity, 55100 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur

Profile COMPANY'S 77 VISION Leading private medical centres in the ASEAN region MISSION Services with a "SMILE" S: Satisfactory return to stakeholders M: Modern, comprehensive, and safe facility and environment I: Inspired, engaged and driven teams. L: Leading-edge clinical practices and technologies E: Exceed customers' expectations OBJECTIVE We strive to create a world-class medical centre with expertise, skills and equipment that match and outperform the best hospitals in the world. GOAL Aims to be a healthcare leader in Malaysia and in the ASEAN region.

Profile COMPANY'S 88 STRUCTURE ORGANIZATION

Profile COMPANY'S 99 STRUCTURE HUMAN CAPITAL

Coordinating new hire orientations Gather and collect the candidates' forms along with the supported documents for human capital records. Screening potential candidates' resumes and application forms to identify suitable candidates to fill hospital job vacancies. Responding to staff inquiries regarding HR policies, employee benefits, and other HR-related matters. Assisting the HR staff in daily operations. Ensuring all the flings are done in accordance with guidelines.

Duration: 1 Mac 2023 - 15 August 2023 (24 weeks) Monday - Friday (8:30 a.m. - 5:30 p.m.) Gain: Allowance RM 1,000 monthly, recruitment management knowledge, process of onboarding orientation, and leave application (once monthly).

Details: Human Capital Department Administration REFLECTION TRAINING 1010

OPPORTUNITIES Due to the new amended Employment Act 1955 introduced by the government, it has affected the leave entitlements for the employees. SMCV could use this opportunity to attract and retain employees to pursue their career in the hospital. Hence, the employees felt protected by the regulation and will loyal to the organization. The implementation of amended Employment Act 1955 (Harun, 2022) such as the maternity leaves, paternity leaves, etc.

ANALYSIS PESTEL 1111 POLITICAL 7 days of paid paternity leave for married male employees Expanded to 98 days from the previous 60 days

OPPORTUNITIES The full recovery of the economy and an increasing number of international tourists are expected to produce strong profitability and growth for the healthcare division in 2023. The organization anticipates a 6-9% increase in earnings. Consequently, this ought to boost the investor's trust in the company. SMCV is expected to do better in 2023 (Kaur, 2023). ANALYSIS PESTEL 1212 ECONOMICAL

OPPORTUNITIES As a result of this recognition, the hospital could attract a lot of patients. In order to promote and sustain growth, SMCV implements healthcare best practices. This kind of approach helped the hospital to grow fast and develop a strong brand identity within the Malaysian medical industry. The expansion of the medical tourism is increasing due to the recognition of Frost & Sullivan as SMCV exhibiting exceptional success and high performance in the areas of strategic product development, leadership, and technological advancement (The Star, 2023). **ANALYSIS PESTEL 1313**

SOCIOLOGICAL

OPPORTUNITIES In vitro fertilization (IVF) is one of several options available at SMCV to those who are concerned about ageing to solve reproductive problems. Besides, the hospital could utilize this opportunity to promote their advancement technologies as the demands are increasing among couples who are yet to conceive. The market for the fertility treatment is expanding (New Straits Times, 2023). **ANALYSIS PESTEL 1414 TECHNOLOGICAL**

OPPORTUNITIES The medical tourism industry has made its return in a good way. Medical tourism is a significant source of revenue for private hospitals, according to Datuk Dr. Kuljit Singh, president of the Private Hospitals Malaysia Association. The Malaysia Healthcare Travel Council (MHTC) said that last year had the industry's greatest revenue since 2019 of more than RM1.2 billion. Before Covid-19 became a pandemic, it was said that private healthcare's yearly income had been climbing progressively, from RM 527,000 in 2011 to RM 1.7 billion in 2019. Following the Covid-19 pandemic, medical tourism has made a healthy comeback (Singh, 2023). **ANALYSIS PESTEL 1515 ENVIRONMENTAL**

OPPORTUNITIES Following the WHO's announcement on May 1, Covid-19 is no longer a Public Health Emergency of International Concern (PHEIC), the Health Ministry has loosened the country's Covid-19 standards along with declining cases in Malaysia. As a result, people are likely to feel less threatened to come to the hospital to get their treatment as they will feel relieved since the declining cases of the virus. The hospital will be able to attract more patient and visitors followed by this order. Mask is not mandatory anymore in hospitals as ordered by the government (Nizam, 2023).

ANALYSIS PESTEL 1616 LEGAL

THREATS This action could affect the business plan of the hospital since SMCV needs to focus more towards the Covid-19 patients instead of their existing patient. Hence, more workforces are required to treat the Covid-19 patient in the hospital. Due to lockdown, private hospitals in Malaysia must spare more beds for Covid-19 patients as the government hospitals have insufficient beds. **ANALYSIS PESTEL 1717 ENVIRONMENTAL**

THREATS During the Covid-19 crisis, private hospitals in Malaysia had significant revenue decreases of at least 50% (Durgayehni, 2020). Medical experts believed that when the Movement Control Order (MCO) ended on April 28, the economic effects of the epidemic on Malaysia's private health care sector might linger for at least 3 months and as long as a year. Since the MCO started on March 18, the number of patients treated at private hospitals have decreased by 70 to 80 percent, The pandemic hits the private health sector hard in 2020. Might be characterized as hindering efficient communication and collaboration amongst individuals from various cultural backgrounds. Language, religion, and value disparities can be the cause of cultural barriers. For instance, at SMCV, Chinese people make up the majority of the workforce. This little issue is likely to cause confusion among coworkers, or even worse, an argument that might occur at work. As a consequence, the affected employees won't feel inspired or motivated to work there, which increases the likelihood that they'll decide to quit. **Cultural Barrier. ANALYSIS PESTEL 1818 ECONOMICAL SOCIOLOGICAL**

ANALYSIS SWOT 1919 Implementing various initiatives and promotional strategies over the past two years. Fast-paced working environment. Strong financial resources. Lack of supervision in the internal department. No internal training provided by Human Resource to employees. Shortage of manpower in the workforce. The expansion of the medical tourism is increasing. Retain employees due to the Employment (Amendment) Act 2021. The support given by SHG to fund the expansion of the new tower. Mask is not mandatory ordered by the government. The market for the fertility treatment is expanding. The downturn in the economy is affecting the ability to generate sales. Misunderstanding due to cultural barrier which can lead to employee turnover. Need more workforces to focus on Covid-19 patients.

Strong financial resources. Lack of manpower The support given by Sunway Healthcare Group. Company could expand their business by building a new tower, more advanced technology, recruit more talented personnels. SMCV can recruit more employees due to the addition of the new building. Cultural barrier SMCV can develop a special training to employees who face culture barriers such as language training related with the accumulated financial resources. Sunway Medical Centre Velocity could provide training to increase awareness & to better equip employees to function well in a diverse workplace. **MATRIX SWOT 2020 Strength - S Weakness - W Opportunity - O Threat - T**

RECOMMENDATIONS! 2121 To sustain a fast-paced work environment. For Sunway Medical Centre Velocity (SMCV), the pace of work there is fast. For example, the recruitment process is possible to settle between a week to 3 weeks including the onboarding process. This shows that the employees can prioritize and manage time effectively to handle multiple projects, and the aptitude to work independently under high stress. However, in today's fast-paced world, there is a possibility that the employee will face burnout at a workplace in the long-term which could lead to employee turnover. Therefore, to sustain this strength for a long time, the organization needs to acknowledge employee accomplishments with rewards and incentives. Financial incentives, more vacation days, or other intangible benefits are examples of this. Managers can boost engagement and commitment by providing staff with concrete rewards for their hard work. Managers should supervise to review employees' roles, delegate work, and communicate any alterations. Poor working relationships between colleagues, persistent conflicts at workplace, a rise in staff absenteeism, poor communication, and decreased job satisfaction can all result from ineffective supervision in a workplace (Lee, 2021). Overall, this will result in a decline in the quality of treatment and support. People may experience negative outcomes and a lower quality of life if they get poor treatment and support. Therefore, managers should supervise to review employees' roles, delegate work, and communicate any alterations to those roles. They should also make sure employees are aware of and adhering to any applicable rules. Setting definite, defined objectives and targets through supervision is another way to enhance their performance.

RECOMMENDATIONS! 2222 Recruit a larger workforce. SMCV needs to recruit a larger workforce, especially medical employees. Without doing so, there will be too much workload to handle which leads to working too much. This could affect the employees' health such as the main stress hormone rise when overworked, which may trigger brain fog, high blood pressure, and a variety of other health issues. Offering a discount on certain packages. This action would assist in reviving the medical tourism sector (Bernama, 2022). As a result, private hospitals including SMCV can increase their profits as well. With this opportunity, SMCV could increase their influence and image prospectively. Therefore, the organization should welcome the medical tourist by offering a discount on certain packages such as Health Screening. Aside from that, should there be a sudden spike of Omicron patients in government institutions, private hospitals in this nation need to be prepared to receive decanted patients from government hospitals. Through this opportunity, surely patients will remember their assistance and acknowledge their existence especially in the healthcare industry.

RECOMMENDATIONS! 2323 Experienced significant decreasing of revenue. As a result, the retirement of senior medical practitioners is expected and other medical employees are thinking of layoff as a way to save costs. Sunway Medical Centre Velocity cannot run from this due to the uncontrollable Covid-19 outbreak during that period. To treat the infected Covid-19 patients to reduce the risk of the virus outbreak. Malaysia's private hospitals have been instructed by the government to set aside additional beds for Covid-19 patients. As a result, this has affected the hospital's flow of business due to bed reservations and the hospital has become crowded with additional patients with high-risk illness. Along with that, the hospital needs to focus on the Covid-19 patients and their existing patients at the same time. The only alternative SMCV can do is to treat the infected Covid-19 patients to reduce the risk of the Covid outbreak.

CONCLUSION! As a conclusion, SWOT and PESTEL analysis offer a great objective to any organization as it enables the organization in developing an acknowledgement of all the factors related while deciding in moving forward.

Furthermore, SWOT and PESTEL analysis is a planning procedure that assists business in any industry in overcoming obstacles and selecting which new opportunities to investigate. For Sunway Medical Centre Velocity to function as smoothly as possible, they should continually analyze the steps they take. The organization can stay up to date in a company environment that is always changing by evaluating if the existing strategies and goals still represent the best course of action. By doing this, they may stay at the very forefront of the clients' minds and beat out the competition

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72%

MATCHING BLOCK 3/4

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Sunway Medical Centre Velocity awarded by Frost & Sullivan for leading the Malaysian hospital industry. From The Star: <https://www.thestar.com.my/news/nation/2023/06/12/>

news/nation/2023/06/12/

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MATCHING BLOCK 4/4

W

sunway-medical-centre-velocity-awarded-by-frost--sullivan-for-leading-the-malaysian-hospital-industry The

Straits Times. (2021, May 21). Private hospitals in Malaysia told to spare more beds for Covid-19 patients as government deliberates lockdown. From The Straits Times: <https://www.straitstimes.com/asia/se-asia/malaysia-instructs-private-hospitals-to-increase-bed-capacity-for-covid-19-patients> 2626

APPENDICES 2727 Figure 1: Fire Drill Figure 2: Hari Raya Celebration Figure 2.1: Hari Raya Celebration

APPENDICES 2828 Figure 2.2: Hari Raya Celebration

APPENDICES 2929 Figure 3: Employee engagement by watching movies together Figure 4: Walk-in interview day

Hit and source - focused comparison, Side by Side

Submitted text	As student entered the text in the submitted document.
Matching text	As the text appears in the source.

1/4	SUBMITTED TEXT	40 WORDS	30% MATCHING TEXT	40 WORDS
	<p>facilities for outpatient and inpatient specialized treatment, health & wellness programs, and 24-hour emergency services. With 62 consultant suites and 6 operating rooms built for 237 beds, the facility offers patients the finest care possible from the initial appointment and diagnosis to surgery or</p>		<p>facilities for outpatient and inpatient speciality care, health and wellness programmes, not forgetting our 24-hour emergency services. We are built for 237 beds, there are 62 consultant suites and 6 operating theatres to provide patients the best care they need, from the initial consultation and diagnosis, through to surgery or</p>	
	<p>W https://www.sunmedvelocity.com.my/en/our-story/</p>			

2/4	SUBMITTED TEXT	39 WORDS	34% MATCHING TEXT	39 WORDS
	<p>Sunway Healthcare Group A renowned integrated private medical corporation with an extensive network of hospitals and healthcare facilities in Malaysia has made the decision to set up Sunway Medical Centre Velocity, their second tertiary hospital, in September 2019. Sunway Medical Centre Velocity (</p>		<p>Sunway Healthcare Group (SHG) is a leading integrated private healthcare group with a network of hospitals and health services in Malaysia. Following the success of Sunway Medical Centre, we opened our second tertiary hospital, Sunway Medical Centre Velocity</p>	
	<p>W https://www.sunway.com.my/our-businesses/healthcare/</p>			

3/4	SUBMITTED TEXT	17 WORDS	72% MATCHING TEXT	17 WORDS
	<p>Sunway Medical Centre Velocity awarded by Frost & Sullivan for leading the Malaysian hospital industry. From The Star: https://www.thestar.com.my/</p>		<p>Sunway Medical Centre Velocity awarded by Frost & Sullivan for leading the Malaysian hospital industry https://sso.thestar.com.my/?</p>	
	<p>W https://www.thestar.com.my/news/nation/2023/06/12/sunway-medical-centre-velocity-awarded-by-frost ...</p>			

4/4	SUBMITTED TEXT	3 WORDS	100% MATCHING TEXT	3 WORDS
	<p>sunway-medical-centre-velocity-awarded- by-frost-- sullivan-for-leading-the-malaysian-hospital-industry The</p>		<p>Sunway Medical Centre Velocity awarded by Frost & Sullivan for leading the Malaysian hospital industry The</p>	
	<p>W https://www.thestar.com.my/news/nation/2023/06/12/sunway-medical-centre-velocity-awarded-by-frost ...</p>			

