



UNIVERSITI  
TEKNOLOGI  
MARA



# INTERNSHIP REPORT

**PUTRA SPECIALIST HOSPITAL**

**1ST MARCH - 15TH AUGUST 2023**

**PREPARED BY:**

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**2020878196**

**BA2436A**

## **EXECUTIVE SUMMARY**

This internship reflection journal is focusing on a company's profile that had been chosen by a student. I am undergoing my internship at Putra Specialist Hospital, Melaka within 14 weeks to fulfill the requirement for subject HRM666, Industrial training. My internship journey starts from 1st March 2023 until 15th August 2023. The purpose of this internship course is to provide students with hands-on training so they can complete duties set by the employer and gain real-world experience. Students are able to enhance their practical knowledge, communication skills, and approach towards task completion.

This internship report will focus on the company's strengths, weaknesses, opportunities and threats (SWOT) analysis by observing the issues areas in the department. To complete this assignment, I am assigned to be under the HR training and development, Cik Shabila and also helping all hr staff such as recruitment and staffing by Puan Siti Aishah. My supervisor is Puan Hayati binti Makhdum, an assistant manager in Human Resource. The experience I acquire from finishing the internship training programme at Putra Specialist Hospital Melaka will help me adapt to and get ready for the actual working environment.

In the first part of this paper, I will be introducing Putra Specialist Hospital Melaka by stating the general information such as the background, vision, mission, organizational structure and product and services. This will also include training reflection on my journey as Human Resource Trainee in the Human Resource department at Putra Specialist Hospital. The second part of this paper will be about a company review in which I have done several analysis on its SWOT analysis that include strengths, weaknesses, opportunities, and threats. In this part, The explanation more toward SWOT analysis and the recommendation on how to maintain the strength, reduce weaknesses, grab the opportunities and avoid threat that happen to the company. At the end of the reports will presented proof of picture attending as Human Resource trainee, involvement and task completed.

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## **1.0 ACKNOWLEDGEMENT**

Alhamdulillah, first of all I would like to thank Allah for giving me ways to complete this report that have been assigned to each practical student and giving me good health and ability to finish my journey as a practical student at Putra Specialist Hospital (PSH), Melaka. I would like to express my gratitude and appreciation to the management of PSH for giving me the opportunity to undergo internship training in their organization.

I have been deeply appreciative of my supervisor, Puan Hayati binti Makhdum from the Human Resource department for her guidance, generosity to share her tremendous knowledge, unlimited motivation and encouragement from starting of the internship until the end of the internship program. My next gratitude would be to PSH staff, especially staff of the Human Resource department for their kindness and support during my internship.

I would like to thank UiTM's lecturer advisor, Puan Khairunnisa' binti Yussof for supporting her advisee throughout the journey completing the internship report. For the valuable instruction and guidance regarding internship matters. She helps me a lot whenever I have a problem and question about the documentation of an internship report.

I am grateful for having my parents and friends around me and also gave me endless support in morals and their encouragement. To my friends who always help, reaching me out whenever I am feeling stressed, have a high patience handling me and giving assistance in completing the internship report and industrial training. Thank You very much.



## 2.0 STUDENT'S PROFILE

NUR AISYAH ALIA BINTI MOHD SHAHRIL  
BBA (Hons.) Human Resources Management



### Education

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<b>UITM KAMPUS BANDARAYA MELAKA, MELAKA</b> <i>BBA (Hons) Human Resources Management</i> Current GPA : 3.32 / 4.00    Current CGPA : 3.48 / 4.00 Related Coursework : Talent Recruitment & Selection, HR Development, Compensation & Benefit, Performance Management	Oct 2020 - Expected 2023
<b>MALACCA MATRICULATION COLLEGE</b> <i>Accountancy</i> CGPA : 3.58 / 4.00    MUET : Band 3 (2019)	Jan 2019 - March 2020
<b>SMK ISKANDAR SHAH, MELAKA</b> <i>SPM Course: Sports Science</i> SPM 3A 2A- 1B 1C+ 2D	Jan 2014 - June 2018

### Work Experience

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<b>PUTRA SPECIALIST HOSPITAL MELAKA SDN BHD</b> <i>Trainee Human Resources</i> <ul style="list-style-type: none"><li>• Assist in Training and development, HR Recruitment, Compensation &amp; Benefit</li><li>• Prepared certificate for training Clinical staffs and Non Clinical staffs</li><li>• Contacted applicant for interview session</li><li>• Learnt about staff medical benefit and recruitment process</li></ul>	March - August 2023
<b>DELIMA AIN ENTERPRISE</b> <i>Production Assistant</i> <ul style="list-style-type: none"><li>• Assisted in process baking and cooking of the products</li><li>• Packed 100 biskut tongkat and cookies per day</li><li>• Learnt new recipes for kuih raya, cookies, cake and dessert.</li></ul>	Sept - Oct 2022
<b>CHOCOTUB NIMS</b> <i>Sales Agent (Dropship)</i> <ul style="list-style-type: none"><li>• Designed more than 30 posts for promoting the product</li><li>• Handled Facebook page with likes community more than 100 likes.</li><li>• Promoted 5 flavours product at Instagram, Twitter, and Facebook</li></ul>	April - July 2022
<b>SWAN HERITAGE</b> <i>Sales Agent (Dropship)</i> <ul style="list-style-type: none"><li>• Promoted to Dropship Swan Heritage VIP with team of 150 people</li><li>• Organised Instagram posting focusing on product catalog and customer feedback</li></ul>	Oct 2021 - June 2022
<b>GLAMOURZA BOUTIQUE</b> <i>Sales &amp; Marketing Assistant</i> <ul style="list-style-type: none"><li>• Sorted 100 stocks every month accurately and 300 database customer</li><li>• Do marketing products through TikTok &amp; FB platforms</li></ul>	Sept - Oct 2021

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## **LANGUAGE**

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**Malay** Fluent      **English** Proficiency      **Mandarin** Beginner

## **SKILLS**

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**MS Office**      Proficiency  
**CANVA**      Proficiency  
**IBM SPSS**      Intermediate  
**Adobe Photoshop**      Beginner

## **ACHIEVEMENTS**

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**Anugerah Dekan UiTM**      2020-2022  
Achieved 3.50 and above for semester 1 and 4 at UiTM

**Anugerah Cemerlang Kokurikulum**      2018  
Awarded for excellent performance hockey player

**Anugerah Pencapaian Kokurikulum Peringkat Kebangsaan**      2017

## **REFERENCES**

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<b>PN NORHAYATI BT MAKHDOM</b> Assistant Senior Manager HR Supervisor Internship HR	<b>PN KHAIRUNNISA BT YUSSOF</b> Lecturer UiTM Alor Gajah, Melaka Advisor Internship HR
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### 3.0 COMPANY'S PROFILE

#### 3.1 Company's logo

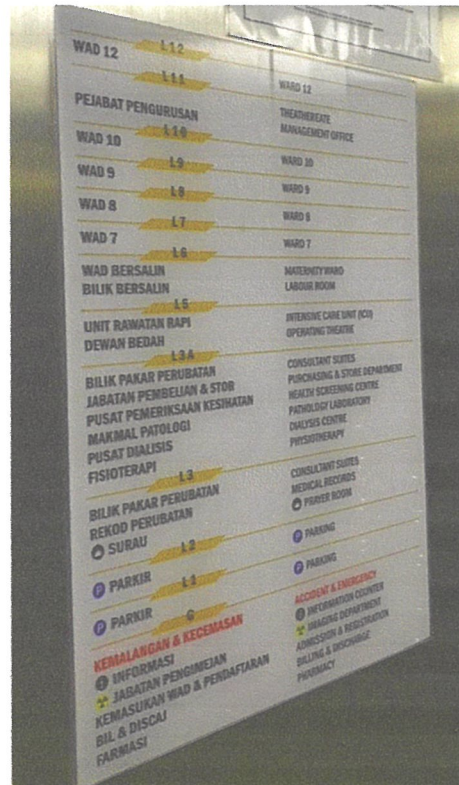


#### 3.2 Company's background

Southern Hospital, which became Putra Specialist Hospital in 1995, was once known as that is under the Health Care service and Hospital industry that grew up in Melaka City. The location is in the middle of the city surrounded by historical buildings, hotels, residential areas and tourist attractions. This specialist hospital operated at No. 169, Jalan Bendahara, 75100 Melaka and their branch company is Putra Specialist Hospital (Batu Pahat) Sdn Bhd operated at No 1, Jalan Peserai, 83000 Batu Pahat, Johor.

Hospitals usually operate for 24 hours for accidents and emergency incidents. Working hours for the administration department is from 8.30 am until 5.15 pm. Staff working hours differ based on their profession, clinical staff have shift working meanwhile non clinical staff work on office hours. Currently Putra Specialist Hospital's staff are growing up to 600 and more staff from category clinical which are someone who is from medical field experience and non clinical. In the Putra Specialist Hospital, there are 6 levels or 6 departments for wards which are ward 6 for maternity ward, ward 7,8,9,10 and ward 12. Other levels are for parking at level 1 and 2, level 3 for doctor consultant clinic and medical record department, level 4 is for health screening center, haemodialysis and physiotherapy department and level 5 is for operation theater. Lastly, level 11 is where all the administration or non clinical staff are working. There are the HR department, Admin department, CEO's room, Head of Admin's room, Head of Operations room, Person In Charge's Room, Finance and Account department, IT department, Facility and Engineering department, Credit Control and Quality Assurance

department. Additionally, there are board rooms for meetings of the board of directors or staff members as well as training rooms for training programmes and talk sessions by external or internal speakers. All of these departments are interconnected to ensure that the management process is running smoothly.



*Patient and the family can easier find the department by looking this list at the lift*

Based on the Putra Specialist Hospital main website, visiting hours had 2 sessions, 12.00pm to 2.00pm and 5.00pm to 8.00pm. (*Visiting Hours & Guidelines – Putra Specialist Hospital*, n.d.) These two sessions are to give patients more rest, less visitors all the time and easier for the customer service to handle the situation for customers.

The Melaka State Government in Malaysia owns the privately run Putra Specialist Hospital Melaka. It was constructed as a 12-story structure with a podium, annex, and tower block combination and put into service in 1995. One of the structures built as part of the Execution of Energy Efficiency Initiative Project and finished in 2016 is Putra Specialty Hospital. (*Putra Specialist Hospital, Melaka, Malaysia*, 2021) In addition, Putra Specialist Hospital, together with Pantai Hospital Ayer Keroh and Mahkota Medical Center, is a medical tourism facility.



### 3.3 Vision and mission

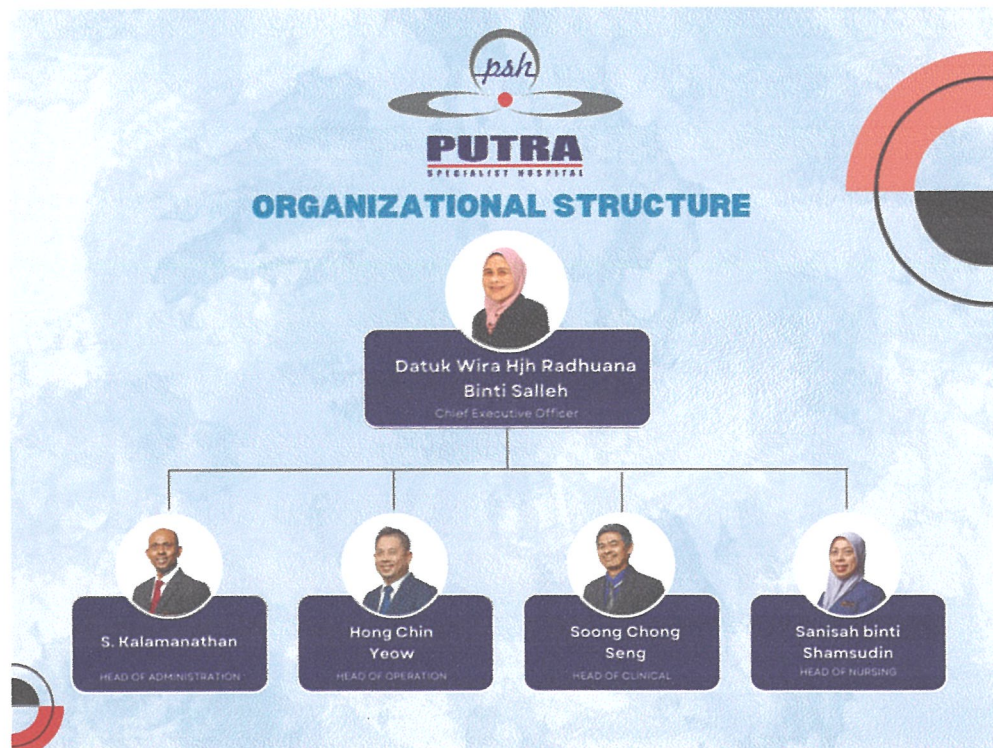
The aim of Putra Specialist Hospital is to provide quality healthcare services to its clients through exceptional customer service and technical innovation, highlighting the necessity for technological renewal so that Melaka's population can access medical care. Their vision is to be an amazing healthcare service provider. Putra Specialist Hospital Melaka is dedicated to ensuring that all of its systems, structures, and working procedures can maintain high quality standards that satisfy the demands and expectations of its clients. Putra Specialist Hospital also ensures that the environment for working is following safety policy and gives comfort to all staff.

### 3.4 Services offered

There are some services provided by the hospital that include clinical services and accident and emergency services. From the clinical services, hospital had provide and build the department of emergency department, imaging department for x-ray, information counter, consultants clinic from specialist doctors, hemodialysis center, health screening, physiotherapy center, pharmacy that located near ward and admission counter, ICU & CCU, cath Lab, surgery Room, labor and delivery Facilities

For the visitors and patients, Putra Specialist Hospital had provided ward and admission counters, customer relation services, convenience stores that sell necessities for babies, drinks and snacks. Hospital parking also provided for the customer at level 1 and level 2 of the building. The fees of the parking are based on hours. For the first 2 hours park, customers will be charged for RM3.00 and the following hour will add RM2.00. (*Getting Here & Parking*, n.d.)

### 3.5 Organizational Structure of Putra Specialist Hospital



As in the picture of the organizational structure above that is published to the public in Putra official website. The top level is the executive member, Datuk Wira Hjh Radhuana binti Salleh as Putra Specialist Hospital Melaka' Chief Executive Officer (CEO), followed by head of departments. There are four departments that are included in the organizational structure. Firstly, head of administration led by Mr S. Kalamanathan, head of operation lead by Mr Hong Chin Yeow, head of clinical lead by Mr Soong Chong Seng and lastly head of nursing led by Matron Sanisah binti Shamsudin. Each of them collaborates as a team of leaders to ensure that Putra Specialist Hospital is still thriving in the market.

## 4.0 TRAINING REFLECTION

### 4.1 Duration

My journey internship at Putra Specialist Hospital, Melaka within 14 weeks from 1st March 2023 to 15th August 2023 to fulfill the requirement for course subject Human Resource Internship (HRM666). I work from Monday to Friday from 8.30 am until 5.15 for weekdays and 8.30am until 12.45pm for Saturday.



*Id tag for trainee*



*Trainee particulars*

### 4.2 Department

During the internship program at Putra Specialist Hospital Melaka, I was assigned under Human Resource department at Level 11 lead by the Puan Nor Hayati as a Assistant Senior Manager Human Resources with her staffs that enroll for various HR function like payroll staff, recruitment and staffing staff, training and development staff and etc. This department is located beside the office of Head of Administration, Mr S. Kamalanathan.

In the Human Resource department, I was supervised by Puan Hayati and assisted with the recruitment and staffing team led by Puan Siti Aishah and the training and development team led by Ms Shabila. In the meantime, I assist the compensation and benefit team regarding Putra Specialist Hospital's staff medical benefit and SOCSO claim and employee relation staff regarding staff uniform.



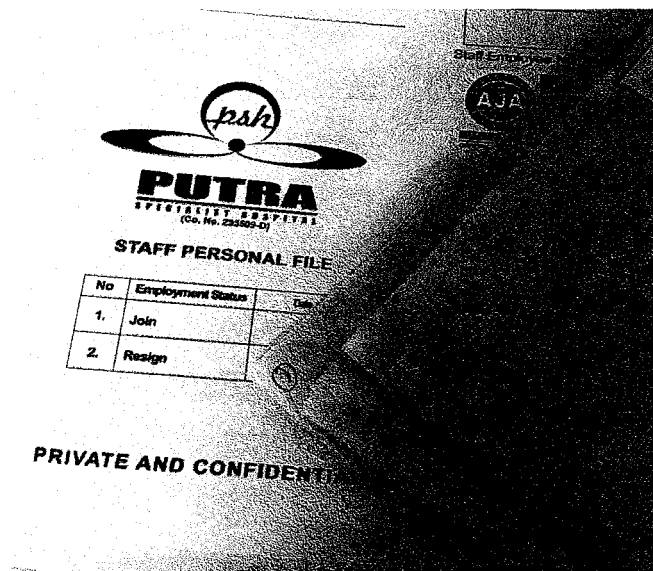
*Administration office, Level 11*

### 4.3 Responsibilities

#### Assist in hr function, recruitment and staffing

For the past few months, I assisted Puan Aishah regarding the recruitment process and staff sick leave status in the info-leave system that can only be accessed by Puan Aishah as HR Executive. I made a call to applicants who applied for various vacancies in the company posted by Human Resource on the website Indeed. From the process of calling candidates to the next step, which is to assist candidates who come to the interview to take their examination based on the job either nursing examination, food testing or pre-employment examination. Other than calling candidates, we are also welcome who walkin and fill in the application form with attach their resume and other relevant documents. At the end of the process, I will provide Puan Aishah the data number of applicants who rejected the offer for the interview session or rejected the position after the interview due to their own reasons.

I shall be given the duty of preparing each new employee's personal file for placement on the HR personal file staff shelf. I have to be careful to place accurate documents in each section of the staff personal file. The MSQH requirements, such as the sections on Annual Performance with Employment History and Personal Particular with Licence Certificate and Qualification, are listed after the system dividers. I must check if the paper falls into one of these categories using this divider system. In addition, I am in charge of assisting HR employees in updating old personal files to new ones when the file gets damaged or when MSQH requires a new system to be used.

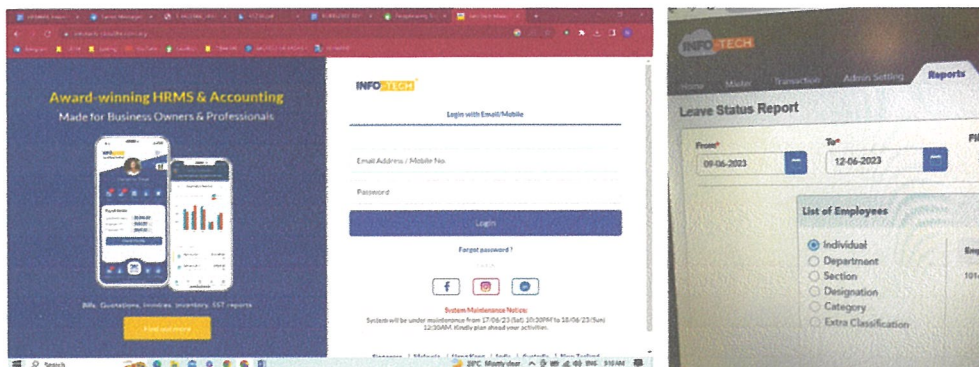




## Familiarize with Info-tech Cloud HR system

Furthermore, according to Malaysia's Employment Act of 1955, employees are entitled to certain sorts of leave, including paid sick leave. Using paid sick leave can be claimed to the HR department if the employees go to the clinic panel link with Putra Specialist Hospital Melaka. There are few clinics in different cities in Melaka that are more convenient for employees who reside there to go to that clinic, such as the clinic at Putra Specialist Hospital Melaka, clinic at Alor Gajah, Durian Tunggal, Masjid Tanah, Jasin and Merlimau. Other than the clinic in main hospital Putra Specialist Hospital, there are also clinic Putra at MITC, Ayer Keroh and clinic Honda located in the Honda Alor Gajah.

My task for staff sick leave is to check whether the staff key is correct based on the sick leave certificate issued by the Hospital or clinic at info-leave under the info-tech cloud HR system. Next, I will make a filling to put staff sick leave in their own folder in the sick leave file according to the employee number system. By using this technological data system, it will be made sure that no employee who visits a non-panel clinic files a claim for paid sick leave.



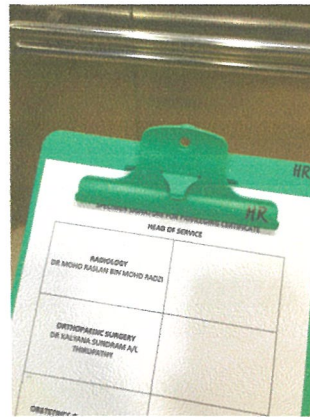
<https://www.infotech-cloudhr.com.my/>

Infotech-Leave

## Training and development

Training and development play a crucial part in today's rapid corporate environmental conditions, and employees and employers need to understand the relevance of training and development. However, many businesses restrict training opportunities due to their expensive cost. Like other private hospitals, Putra Specialist Hospital Melaka has their own training plan for clinical and non clinical staff.

My support for HR staff is to assist on designing certificates and learn on mailing merge functions that are easier to generate from MS Excel list name to certificate at MS Word or MS Powerpoint. A lot of certificates had been generated such as Basic Life support for consultant, non clinical and clinical staff. Before printing the certificate, we must have the CEO's and other consultants' signatures. I made a phone appointment with the clinic assistant to see the doctor.



Along with managing training initiatives, HR worked with the university to create chances for practicum students to complete internships at Putra Specialist Hospital (PSH) Melaka. I have called a few candidates who applied to have internship placement at PSH. Additionally, this enhanced my ability to provide excellent customer service and communicate well while phoning to ensure that the other party receives the message accurately. I also assist HR staff to print and laminate trainee ID tags for their confirmation as trainees at Putra Specialist Hospital. The importance of an ID tag either for trainee or staff is due to their security. People can easier to recognize where they belong to and to identify between visitor, staff or trainee by wearing the ID tag.



## **Prepared training report and summary report**

In the meanwhile, I would request a work that I could assist with and some time to observe and become familiar with the preparation of training materials and summary reports. For clinical and non clinical staff of Putra Specialist Hospital, they need to fulfill the requirement of attending the training and got a point for their Key Performance Index that will be evaluate during their annual evaluation session. By preparing a report summary of Continuing Professional Development (CPD) point staff, we could see which staff departments have not exceeded the requirement. Different training gave different point based on training plan reviewed by Senior Manager HR and Head of Administration. For example, in-house training gave 4 points for the participant and 5 points for speaker that conducted the training meanwhile, external training gave 6 to 10 points whenever they go to external training program.

## **Compensation and benefit**

Compensation and benefit that confirmation staff get as PSH staff is annual outpatient benefit with an amount RM1,000 that can be used for dental examination, RM100.00 and for their kids and spouse medical examination. However, there are few staff who exceed RM1,000 in total for outpatient benefits which are required for HR staff to inform them and need to use self pay for the next payment. For the outstanding outpatient benefit, they need to either pay at the Account and Finance department or deduct salary by HR payroll. Furthermore, staff at PSH can make a claim if they go to the panel clinic by giving the receipt claim from sick leave to Ms Chew who handles staff compensation and benefits.

## **4.4 Working experiences**

During my internship journey, I was given opportunities to attend inhouse training and talk seminars. For example, I attended Malaysian Society for Quality in Health (MSQH) briefing, Excellent work culture which was attended by staff PSH. From this training, I was able to identify PSH employees as a team while we competed in a game. I also took part in the Safety department's fire prevention training and practical on using a fire extinguisher. Basic information is provided to the employees so they are prepared for unforeseen circumstances like fire-related emergencies and are aware of where the fire extinguishers are located in each department.

#### 4.5 Benefit

It is now mandatory for internship students to get an allowance due to cost of living allowances that are needed by the students for their meal money, transportation, etc. Putra Specialist Hospital Putra has decided to give internship students RM20.00 per day within working on weekdays and RM10.00 on half day which is working on Saturday. Trainee also get a discount for a meal when dine in at the cafe by showing the ID tag.

Other than monetary benefit that enjoyed by trainee, we also gain experience on participate in orientation and other talk held at Putra Specialist Hospital Melaka. Internship students of Putra Specialist Hospital Melaka do not have compulsory training except orientation programs led by training and development staff. However, it is a good opportunity for me to get to participate in any training or talk such as the Fire Prevention seminar. Other than that, I have seen that my communication skill through phoning have improved thanks to advice from HR employees about how to use a proper greeting, identify ourselves by name and company, and speak in a respectful manner to prevent making callers uncomfortable.



## 5.0 SWOT ANALYSIS

### 5.1 SWOT analysis

A strategic planning tool known as a SWOT analysis is used to assess the strength, weaknesses, opportunities, and threats of a certain company or undertaking. A SWOT analysis in the context of HR recruiting can assist in identifying the internal and external elements that have an impact on the efficacy and success of the hiring process. According to Namugenyi et al., (2019), Strengths, Weaknesses, Opportunities, and Threats, or SWOT, is an acronym that describes a technique used by management to identify the internal and external elements that have an impact on a company's performance.n.

Strengths in the SWOT analysis are internal capabilities and positive factors of business establishments, which are relevant for firms to achieve their objectives and serve their customers efficiently. Weaknesses are internal factors or constraints which might hinder the performance of an organization. Therefore, the company's strengths and weaknesses are internal elements that the company can control and external threats and opportunities refer to events that are occurring in the bigger market, and happened away from the company. It cannot be changed, but we can seize opportunities and guard against threats.

#### Recruitment and staffing issue

<b>Strength</b>  1. Employer branding 2. Effective Sourcing Strategies	<b>Weaknesses</b>  1. Low retention rates 2. High turnover
<b>Opportunities</b>  1. Technological innovation 2. Diversity and Inclusion	<b>Threat</b>  1. Talent shortage 2. High level of hospital hiring competitiveness

## 6.0 DISCUSSION AND RECOMMENDATION

### a. Strengths

Strength analysis of HR recruitment involves identifying and evaluating the key advantages or positive aspects of the recruitment process in an organization. The capacity of HR recruitment to advance and strengthen the employer brand of the company. Prospective applicants can learn more about the company's principles, culture, and opportunities from HR people. An effective employer brand can raise candidate quality and increase the organization's appeal to job seekers.

#### i. Employer brand

The company where I'm completing my internship is a specialized hospital that has hired qualified nurses, professional doctors, and surgeons to cater to patients and clients. Due to the name of the specialist hospital, I can see that many job seekers applied to this healthcare industry for their career path and journey being hospital staff. Prospects that have a favorable impression of a company are more likely to be interested in working there, expanding the pool of qualified prospects from which HR can select.

Based on S et al., (2022), the definition of **employer branding** in the context of healthcare is the collection of practical, economical, and psychological gains provided by employment and discovered with the company that hires employees. According to Dutta & Bhagat (2020), employer image and business reputation are imperative elements for drawing in a talent pool. More than 75% of the job seekers are likely to apply for the job vacancy due to employer brand (Team, 2021). A strong employer brand with positive reviews and a good reputation can influence job seekers' decisions, giving them confidence in their choice and increasing the likelihood of accepting a job offer.

Moreover, an effective employer brand supports HR recruitment by luring top talent that can also swiftly fill open positions to assist other staff in working environments like operating rooms or intensive care units (ICU), which occasionally have staffing shortages or work overload due to surgeries and emergency situations. HR professionals should invest time and effort in building and maintaining a strong employer brand to optimize their recruitment outcomes that also make Putra Specialist Hospital different from other competitors.

HR should **collaborate with educational institutions and healthcare organizations** to maintain the employer brand or Putra Specialist Hospital's reputation in the recruitment of top candidates. It is possible to establish beneficial collaborations with educational institutions like nursing programmes and medical colleges, make it simpler for students from medical colleges to find internship placements, and implement mentoring programmes. To meet brilliant people and show that the hospital is dedicated to fostering professional progress, Putra Specialist Hospital can also take part in job fairs, career events, and professional conferences. There are a lot of job fairs that are held in Malaysia such as Malaysia Career and Training Fair which is the place where candidates can have on the spot interview and meet with potential employers such as Putra Specialist Hospital.

## **ii. Effective sourcing strategies**

Additionally, one of the HR department's key strengths in terms of recruiting and selection is their ability to select candidates carefully from both walk-in candidates and the Indeed website. Finding the ideal applicants becomes simpler and less subjective if a company has a clear idea of what type of healthcare employee they want to hire. These **effective sourcing strategies** assist them identify the perfect talent by carefully reviewing each applicant's resume and scheduling a face-to-face or online interview. Recruiters can find and target people with the right skills, experience, and abilities for a particular position by using efficient sourcing approaches. This aids in reducing the number of applicants and concentrating on those who are most probable to be chosen for the role.

By staying current with market demand to determine unemployment rate in Malaysia or the world, the sourcing team in recruitment may continue to locate the best candidates among them and maintain the strength of adopting effective sourcing tactics. Besides, **using data and analytics** can determine the channel of viewing candidate profiles and engaging the best potential candidate for an interview and to hire them. Using precise data and information from big data before making any decisions allows managers to participate in decision-making more effectively (Razaghi & Shokouhyar, 2021). For example, LinkedIn is one of the largest professional platform networks with its design to strengthen professional relationships, allowing the recruiter to search for the candidate by applying the keyword at the search bar. With 675 million monthly users, LinkedIn has the broadest reach of any medium when employing data and analytics, and every serious marketer will have a thorough and current profile candidate on the platform networks.

## b. Weaknesses

One of the internal factors that can affect the company is weaknesses which are constraints that might impede or hinder the performance of an organization. Weaknesses analysis of HR recruitment is to analyze the deficiencies in the recruitment process that hinder the effectiveness of the process and lead to the challenges to improve the recruitment weaknesses. For the organization to be able to hire the most qualified people for open roles, the recruitment process must be improved by recognising and addressing these flaws.

### i. Low retention rates

Low retention rates is one of the weaknesses in HR recruitment at Putra Specialist Hospital. Retention rates define the ability of the company to retain and keep the talent for a period of time. According to Manalo (2023) stated that low retention happens when a company does not uphold its duty to maintain employees' engagement and satisfaction. One of the factors of low retention rate among the employees is lack of growth opportunities. Employees look for opportunities for professional advancement by learning from superiors and obtaining experience in their field, such as gaining knowledge of the hiring and staffing process from an HR recruiter.

A low retention rate gives a negative impact to the organization as it also gives an impact to the department which will be understaffed and the current staff will suffer and bear the work overload. It gives an impact to the HR team as low retention leads to increased recruitment and training cost. It takes time for HR to find new suitable employees for replacement and give training to make sure they get experience in the field.

Implementing strategies to tackle low retention can aid an organization in addressing these problems. Examples include **providing job training** that would improve performance and staff retention, as well as mentoring, which is a demanding role for managers (Abdullah et al., 2021, 10). It might help an employee over time to develop their strengths, lessen their flaws, and reach their maximum potential, which would be beneficial for the employee, the management, and the organization as a whole. Additionally, the causes of employee retention, such as unhappiness, absenteeism, and turnover, can be significantly minimized if the employees receive such thorough training that they experience immediate fulfillment from a sense of achievement combined with the knowledge that enhances their capabilities. Thus, implementing strategies to overcome these issues is essential for organization success.



## **ii. High turnover**

High turnover is the big number of people who quit the organization over a certain period of time. In January 2023, Putra Specialist Hospital had a significant influence on the departure of more than 10 staff for various reasons, according to discussions with the recruitment team. One of them is personal and family matters based on their resignation letter given to the HR department. According to Malik (2023), more than 73% of respondents said they were considering leaving their jobs in the healthcare sector, such as in hospitals, whether they were employed by government or private hospitals. Their response to this is a result of the healthcare system, work-related stress, and job stability brought on by the economic crisis. The lack of workers is a big concern for the organization.

One of the strategies to lessen the issues of high turnover among healthcare employees is by **implementing a work life balance initiative**. Recognize the demanding nature of healthcare jobs and implement policies that support work-life balance. Offer flexible work schedules, provide opportunities for time off, and promote stress management programs. This can help reduce burnout and improve employee satisfaction.

## **c. Opportunities**

### **i. Technological innovation**

After the epidemic started in 2021, a number of technological innovations were made in the recruitment process to adapt the changes. During covid-19 era, in-person interviews were no longer an option due to social distance laws, and hiring teams were now located remotely, further complicating the procedure. Long-standing interview procedures had to be adjusted by businesses, and integrating new hires remotely faced various challenges. As many people are afflicted with the Covid-19 virus, many medical professionals who were on the front lines back then are experiencing job overload. The management is having trouble solving the understaffing problem to assist the frontline workers.

The innovation in recruitment affects the management team and the applicant as the recruitment team needs to adapt with the changes from face to face interview to online interview and the applicants need to gain social skills to adapt to prepared for video interviews through google meet or zoom meeting, studying for online assessments based on their job that they are applied for, and there are also telephone interviews.

Recruitment and technology go hand in hand. Technology's ongoing advancements have had and continue to have a favorable influence on the recruitment industry. The work of recruiters has changed as a result of some technologies, and the sector as a whole is seeing continued growth. In order to identify qualified people to interview for a job position, recruiters no longer need to spend hours upon hours scouring applicant resumes, thanks to technologies powered by artificial intelligence (AI).

Using technology in recruitment is important nowadays as the new generation such as Gen-Z applying for jobs by viewing their video resume meanwhile their previous generation as applying by sending their hardcopy resume to the company. Moreover, one example of technological innovation for HR recruitment is the **implementation of applicant tracking systems (ATS)**. ATS is software that automates and streamlines the recruitment process by managing job postings, collecting personal information and screening resumes, and tracking candidate progress throughout the hiring process. This allows HR recruiters to easily search and retrieve candidate profiles, ensuring efficient candidate management and effective talent sourcing.

## **ii. Diversity and Inclusion**

Second opportunity for HR recruitment is diversity and inclusion which are essential in healthcare settings to ensure equitable access to quality care for all individuals, regardless of their background, race, ethnicity, gender, sexual orientation, age, religion, or disability. Recruitment of new administrative and healthcare personnel benefits from a commitment to diversity. It enables the hiring staff to reach a wider audience in order to find new talent, and it provides potential employees interested in working in a hospital or clinic with a stronger hiring opportunity.

According to Gomez (2019) mentioned that the precision of clinical decision-making is found to be improved by greater diversity, according to studies, which raises patient satisfaction and improves health outcomes. The organization gains benefits from hiring workers who are diverse in terms of their racial backgrounds since they help to better grasp the factors that affect patients' well-being. Additionally, having a varied team can help patients who may not speak the same language overcome linguistic barriers. For example, Chinese employees can aid Chinese patients who are unable to communicate in Malay or English.

Training and development team can **provide training on diversity and inclusion to the hiring manager** and their team to help the team recognize and overcome unconscious bias. This training can include cultural differences, stereotypes, and how to create an inclusive work environment. The training also can provide information and tips on how to recruit and retain employees from different backgrounds. Besides, the supervisor also can **set the hiring manager's key performance indicator (KPI)** on targeting hiring a certain number of employees based on category of races, education and their experiences. This can help the organization in increasing the diversity of the workforce in the healthcare industry.

#### **d. Threat**

##### **i. Talent shortage**

There is strong competition for competent individuals in today's labor market, and the number of suitable applicants appears to be getting smaller. Putra Specialist Hospital had many surgeons but most of them are single expertise and not many of them are in the same expertise. It is quite difficult to find a doctor who has the expertise that the hospital needs. For example there is only one doctor consultant who specializes in neurosurgery which is the surgery that includes brain sensory, tumor, spine and nerves. The number of doctor specialists can enter this specific field.

The shrinking talent pool is also a result of demographic changes. There are fewer workers available to take their place when the Baby Boomer generation retires. Although a sizable portion of Millennials have entered the workforce, they are still less numerous than Baby Boomers. In addition, Generation Z, the newest generation to enter the workforce, has different objectives and work habits than their predecessors, posing significant difficulties for businesses trying to draw and keep them.

According to Suhaidi & Amin (2022), Association of Private Hospitals Malaysia (APHM) president had stated that specialists for certain fields and certified nurses are limited for private hospitals due to nurses preferring to further study overseas like Saudi Arabia and continue as their nurses instead of working in Malaysia. As a result, there weren't enough nurses available locally to meet the demand. In a limited talent pool or talent shortage, it becomes crucial to **retain and develop existing talent**. Organizations should focus on creating a supportive work environment, offering competitive compensation and benefits, and providing

opportunities for professional growth and development. By investing in their existing talent, organizations can maximize their potential and mitigate the effects of a talent shortage.

## **ii. High level of hospital hiring competitiveness**

Malaysia placed first among the top six nations that received the best ratings in the category of Best Healthcare in the World for this year, according to the International Living website, attributed to its excellent medical care and innovative buildings (Bernama, 2019). There are a lot of private and government hospitals located in Malaysia and in the Melaka itself there are government hospitals and 4 main private hospitals which are Putra Specialist Hospital, Pantai Hospital Ayer Keroh, Oriental Medical Straits Medical Centre and lastly Mahkota Medical Centre. Based on Statistica (2023), the number of private hospitals in Malaysia is 209, data from 2017 until 2021. The competition among healthcare organizations to hire the top talent has increased as a result of increasing demand for healthcare employees. When several companies are fighting for the same pool of healthcare experts, HR recruiters may have trouble luring excellent prospects.

Every business has a competitor which that private hospital in Malacca has the same target with Putra Specialist Hospital's target market such as nurses and doctors. For sustained competitive advantage, it is essential to pinpoint ways to improve business models and concentrate on relationship-building strategies with healthcare employees. Hospitals can **offer competitive compensation and benefit packages** to overcome high hiring competition among hospital management that need more clinical staff to their organization. PSH can offer flexible work arrangements as nowadays people value work life balance and flexibility in their job. This benefit package does not require a hospital budget that gives another benefit to the organization.

## **7.0 CONCLUSION**

In conclusion, being a recruiter and team involved in staffing can be challenging and tough to decide owing to bearing the expense of hiring and training, using a lot of time and resources to locate a suitable candidate for specific vacancies at specific times, and dealing with these factors. Additionally, there is pressure because newly employed staff members will have direct contact with patients' health and wellbeing. Incompetent staff hired by mistake may deal with a difficult setting where a small error could result in patient death, and the hospital management team will need to work hard to handle such occurrences.

In addition, the recruitment team has a number of challenges because of the small pool of candidates, intense competition among state hospitals, and talent shortage. Undoubtedly, given the risks facing the healthcare sector, we must seek for ways that will benefit the organization. To overcome the challenges, every organization must have an effective strategy in place.



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## 9.0 APPENDICES



