

INDUSTRIAL TRAINING REPORT (MGT666)

PANTAI HOSPITAL AYER KEROH

PREPARED BY

NUR ZATON FAZIRA BINTI JUSOF 2020482944 BA242 6A PRESENTED BY

PN. SITI NURULHUDA BINTI IBRAHIM



EXECUTIVE SUMMMARY

My six-month training at Pantai Hospital Ayer Keroh (PHAK) began with a memorable and instructive start. This Industrial Training Report comprehensively summarizes my twenty-four-week internship at Pantai Hospital Ayer Keroh. This report intends to assess the whole 24-week industrial training programme, which includes industrial experience like working with lots of people, adapting to real job environments, and acquiring knowledge and skills relevant to the industry. I started my industrial training on March 1, 2023, under the department insurance office and working under the supervision of Ms. Lee Su Fern, Senior Executive of the Business Office. Since I am in the insurance department, I am responsible for making patient bills and requesting guarantee letters from the insurance company for patients admitted to the ward. PHAK's internship program for students is intended to give opportunities to fresh graduates to become permanent staff through the evaluation of work performance during industrial training. This report will also include information about Pantai Hospital Ayer Keroh's history and current operations. In addition to my profile, the company's profile, and information about my training experience, this industrial training report includes a SWOT analysis, discussion, recommendations, and a conclusion. A SWOT analysis will evaluate the company's competitive position, including its strengths, weaknesses, opportunities, and threats. This report will provide a summary of how I performed during my industrial training while observing the company and conducting a SWOT analysis, as well as an evaluation of how the PHAK performed and recommendations for future development.



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ACKNOWLEDGEMENT

This report is the result of several months of internship work at Pantai Hospital Ayer Keroh to satisfy the subject's internship requirement for MGT666. First and foremost, I would like to express my gratitude to Allah SWT for giving me the knowledge, courage, and patience I need to complete this training as well as the opportunity to continue learning in this field. I managed to finish this internship with enthusiasm. I made the best use of the allotted time by exerting the energy and effort required to complete the semester. Furthermore, I wish to acknowledge the endless support, reassurance, and guidance from my supervisor, Ms. Lee Su Fern, and all my senior staff for their support throughout my industrial training journey. This training session would have been entirely pointless without their help. My advisor, Madam Siti Nurulhuda Ibrahim, is also to be mentioned here. I would also like to thank my family and friends, who have provided important material and moral support to complete this report. Thanks for their support and contribution throughout the journey, but a thousand thanks go to each of my colleagues, the Pantai Hospital Ayer Keroh staff. Finally, it is a great pleasure to acknowledge the contributions made by everyone who helped prepare this report in some way. The assistance and insights of these individuals have been of significant help in expediting the completion of this report.



STUDENT'S PROFILE



NUR ZATON FAZIRA

ACCOUNT AND FINANCE TRAINEE

ABOUT ME

Name: Nur Zaton Fazira Binti Jusof

IC Number: Address: I





PERSONAL SKILL

Hard Skills

- Microsoft Offices Skills (Word, Excel & Powerpoint)
 - Google Docs
 - · Google Sheets

Soft Skills

- Fast Learner
- Team Working
- Multi-tasking
- Easy to adapt with ne environment

LANGUAGE

- English
- Malay

OBJECTIVE

I'm Fazira, finance student from UiTM Bandaraya Melaka desire for an internship program with the organization who can utilize my quantitative and analytical skills. I have a strong passion for working in the finance industry to enable accurate financial decision making.

EDUCATION

Bachelor of Business Administration (Hons)

Finance 2020 - 2023

Matriculation in

Accounting 2019 - 2020

SPM (Accounting)

• UiTM Bandaraya Melaka

Malacca Matriculation College

 SMK Dato' Sheikh Ahmad Arau, Perlis

CURRICULAR

UiTM Bandaraya Melaka

- Exco of TREC Club (2021 2023)
- Bureau of Communications & Public Relation in Crossword Puzzle Competition (2021)
- Bureau of Communications & Public Relation in Paintball Activities (2022)
- Bureau of Registration in Camping: Fun with Nature (2022)

Malacca Matriculation College

- Netball Player in Mini KAKOM (2019)
- KAKOM Run (2019)
- Badminton Competitio (2019

SMK Dato' Sheikh Ahmad

- Librians (2015-2017)
- Pi Number Memorization Competition Perlis (2018)
- Perlis Friendship Jamboree (2017)
- World 59th Jamboree On The Air (JOTA)
 World 20th Jamboree On The Air (JOTI) (2016)

ACHIEVEMENT

UiTM Bandaraya Melaka

• Dean's List Award (Semester 1 - Semester 4)

Malacca Matriculation College

- Dean's List Award (Semester 1 Semester 2)
- Best in Subject Accounting (2019)

SMK Dato' Sheikh Ahmad

- 3rd places in Pi Memorization Competition with 432 numbers (2018)
- 10th places in 'Merentas desa' (2018)



REFERENCES

NORSHIBA BINTI NORHISHAM

Program Coordinator (Practical Training 1) UITM Bandaraya Melaka 06-2857190

NURHASLINDABINTI HASHIM

Program Coordinator BA242 (Finance) UITM Bandaraya Melaka 06-2857108

EXPERIENCE

Trainee at Insurance Department
Pantai Hospital Ayer Keroh | March 2023 - August 2023

- Assist patient when bills charges are not fully covered by insurance's company
- Liase with Insurance's company to proceed patient treatment
- Submit all the document to Credit Control Department
- Check either debtor are eligible to claim insurance company or self-pay
- Filing all the related document
- Submit document to respective clinic
- Liase with patient and others respective department



COMPANY'S BACKGROUND

Pantai Hospital Ayer Keroh was established in 1986 which is more than 45 years ago in Malaysia and is part of a network of 80 hospitals around the world, and is a hospital accredited by the Malaysian Health Quality Association (MSQH) located in the historic city of Melaka which is only 5 km from Ayer Keroh Melaka toll plaza. The hospital is in a strong position with more than 200 beds under it and supported by more than 100 medical specialist. Pantai Ayer Keroh Hospital's unwavering commitment to patient safety and holistic healing has made it the choice of patients in the southern region of Malaysia, as well as for medical tourists.



Next, Pantai Hospital Ayer Keroh is one of 14 hospitals operated by Pantai Holdings Sdn Bhd (Pantai Group), which is part of Parkway Pantai Limited, a subsidiary of IHH Healthcare Berhad (IHH). Parkway Pantai Limited is one of the largest integrated private healthcare groups in Asia with 31 hospitals across the region, including in Singapore, Malaysia, India, China, Brunei and the United Arab Emirates. However, IHH Healthcare Berhad (IHH) is the second largest healthcare group in the world by market capitalization, and is listed on the Main Board of Bursa Malaysia and the Main Board of Bursa Singapore. IHH offers a full spectrum of integrated healthcare services and various ancillary services through its subsidiaries: Parkway Pantai Limited, Academia Holdings and IMU Health.



COMPANY'S PROFILE

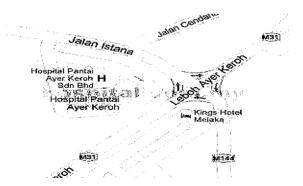
Company's name:

♦ Pantai Hospital Ayer Keroh



Company's location:

♦ It is located at No. 2418-1, KM 8, Lebuh Ayer Keroh, 75450 Melaka, Malaysia





COMPANY'S PROFILE

Company's logo:



Address:

♦ No. 2418-1, KM 8, Lebuh Ayer Keroh, 75450 Melaka, Malaysia

Operation Hour:

As usual, operation hours for the hospital are 24 hours, but for my department, operation hour start from Monday to Sunday according to the shift. Monday to Friday open from 8.30 am until 9.00 pm; on Saturdays, it operates from 8.30 am until 7.00 pm; on Sundays, it runs from 8.30 am until 5.00 pm. Each staff will have an off day once a week and work 8 hours according to the working time shift based on their respective schedules. However, the work schedule is only for permanent staff. Practical students need to work from Monday to Saturday, which is from Monday to Friday, their working hours will start from 8.30 am until 5.00 pm, while on Saturday from 8.30 am until 1.00 pm.



COMPANY'S PROFILE

Pantai Hospital Ayer Keroh always stick to their vision and mission to keep moving forward and be competitive with other private hospitals where Pantai Hopsital Ayer keroh holds their vision and mission which is:

Vision:

♦ To be the 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.

Objective:

Pantai Hospital Ayer Keroh also has its own objectives to ensure that patients get satisfaction when seeking treatment. PHAK implements objectives:

"We are committed to make a difference in people's lives by providing the best care, treatment and outcomes through the strengths of our professional team. Our commitment comes with an unwavering pledge to quality and safety, and always with a friendly smile."

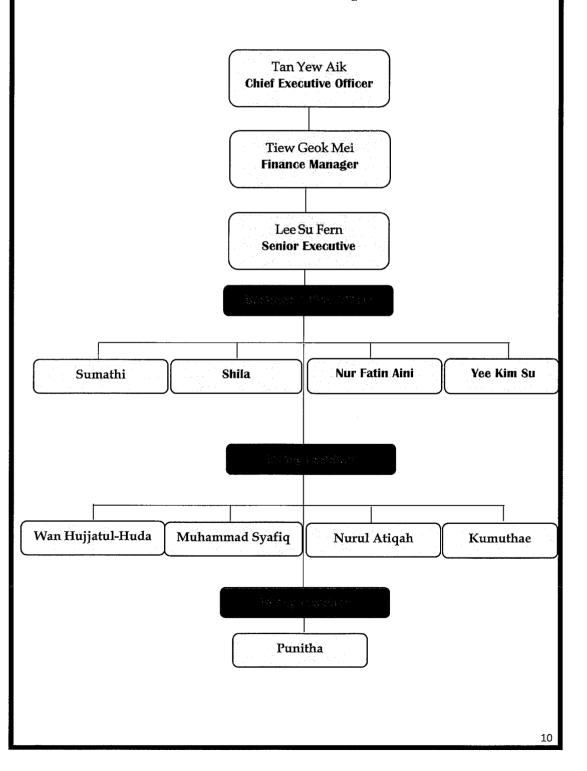
Core Values:

- ♦ Patients first we put patient's needs first
 - ♦ **Integrity** we do the right thing
 - **♦ Empathy** we listen with our heart
 - ♦ Teamwork we are better together
- ♦ Excellence we champion continuous improvement and innovation



ORGANIZATIONAL CHART

Business office department





COMPANY'S PRODUCT & SERVICES

Among the services provided at PHAK are Oncology, Cardiology, Ear, Nose & Throat (ENT), General Surgery, Geriatric Medicine, Neurology & Neurosurgery, Obstetrics & Gynecology, Ophthalmology, Orthopedic Surgery, Respiratory Medicine, Renal Medicine and Urology. Most of the specialists or doctors here have years of experience and their ability to cure patients is very trusted and recognized not only in Malaysia but international patients such as Indonesia, China, India and others. However, there are three main centers that usually get attention from patients and outsiders because they have the best surgeons and doctors. The three centers are Cancer center, Heart & Cardiothoracic Center and Orthopedic center.

i. Cancer Center

Pantai Cancer Center offers comprehensive cancer treatment led by highly skilled medical and clinical oncologists and PHAK also provides great medical technology by other support teams and great innovative therapists for recovery. Additionally, Pantai Cancer Center provides comprehensive cancer therapy under the supervision of highly qualified medical specialists. They work with a support team of medical physicists, radiographers, oncology nurses, counselors, dietitians and pharmacists to provide new therapies to each cancer patient for the best clinical outcomes. Diagnostics, chemotherapy with the latest anti-cancer drugs and other services are available. Radiotherapy using advanced linear accelerators, Brachytherapy (for uterine, cervical and endometrial cancer), radioiodine (for thyroid cancer and thyrotoxicosis) Therapy using monoclonal antibodies.

ii. Cardiac & Cardio-thoracic Centre

The Cardiac & Cardiothoracic Centre follows, with a team of Cardiologists, Cardiothoracic Surgeons, and Anaesthesiologists backed by skilled Cardiac Operating Theatre Nurses, Perfusionists, and Intensive Care Nurses and a fully equipped Cardiovascular Unit. They provide a variety of services, including diagnostic testing

as well as invasive and non-invasive treatments. Among the services they provide are general and acute cardiac emergency care, preventive routine cardiac / heart screening, cardiac rehabilitation, diagnostic cardiac facilities, ECG, Stress ECG, trans-thoracic echo-cardiogram, transcontinental echo-cardiogram, Coronary computed tomography angiogram (CTA), Percutaneous transmittal coronary angioplasty (PTCA), and many more.

iii. Orthopaedic Centre

The Orthopaedic Centre is well-equipped to deliver accurate diagnoses. A team of well trained and experienced Orthopaedic Surgeons leads the facility. In collaboration with Pantai Rehab Centre, our medical specialists are committed to assisting our patients in their recovery journey as well as teaching them on how to avoid re injury. This clinic provides outpatient care, trauma surgery management, and musculoskeletal trauma treatment.

iv. General Surgery

PHAK surgeons excel at performing endoscopic examinations in a minimally invasive, diagnostic, and therapeutic manner. With the use of cutting-edge technology and contemporary methods, PHAK strive to deliver the highest quality surgical care.

v. Obstetrics and Gynaecology

PHAK O&G facility is equipped with top-notch medical technology as befits a premier healthcare centre, including a live ultrasound scanner with 3D, 4D, 5D, and HD scanning capabilities and medical scanners for performing breast ultrasounds and mammograms.



TRAINING'S REFLECTION

i. Duration, Specific Date, Working Day, and Time:

I started my internship at Pantai Hospital Ayer Keroh on March 8th, 2023, and ended on August 23rd, 2023, which took me six months in total or equivalent to 24 weeks to be responsible in my role as a practical student. It has been my routine to come to the office at 8.30 a.m. and leave my office at 5 p.m. from Monday to Friday. On the other hand, on Saturday I will only be working until 1.00 p.m., which is only a half day. My day off will be on the Sunday. I was likewise not working during the public holiday. Hence, every day I need to scan my face identification on the device prepared by the company as a proof of my attendance. If I would like to request an application leave, I need to tell my supervisor, Ms Lee Su Fern, a week earlier and fill up the application leave form, which needs to be signed by the Head of Department of Finance before submitting it to the Human Resource Department (HR).

ii. Department, Roles, Responsibilities, Assignment & Tasks

At Pantai Ayer Keroh Hospital, the Finance Department is divided into four units namely Front Office, Insurance, Credit Control and Accounts. Since I majored in finance, I was assigned to be an intern under the Insurance Office Department for the ward admission unit. In general, the insurance office is mainly responsible for dealing with public insurance and patients regarding admission to the ward. Not only that, the Insurance Office unit is also responsible for preparing patient bills for patients to make payments when leaving the ward. Here, it shows that the Insurance Office plays an important role in ensuring that patients can enter the ward with approval from the public insurance company. It is also to prevent patients from facing debt or outstanding issues when entering the ward without approval from the insurance company. As a practical student, there are several tasks I need to complete every day during office hours:

On the first day, I was assigned to do a patient's bill called "excess." We can track the amount of bills the insurance company does not cover from this excess. The amount that insurance does not cover, patients need to pay by their self. However, when the patient discharged from the ward, the hospital will send all the patient's charges during the duration of the patient's being warded, and they have to wait less than 2 weeks to get the final bill from the insurance company. Once the insurance company issues the final bill, we will make an excess; from there, the patient will have to pay the amount not covered by the insurance company.

After 2 weeks, I was assigned by my supervisor to do a 3 step sorting of documents after finishing up the excess. The 3-step sorting is necessary for the credit control department (CCD), front office, and patients. I need to sort documents and bills according to the insurance company has requirements for CCD. CCD staff will send the patient's document and bill to the patient's insurance company to make a collection payment covered by insurance. The second is to make sorting to the front office for filing purposes, and the bill is used for the hospital to refund deposits to patients. It is because they must pay a deposit before the patient enters the ward, and the hospital will reimburse them after discharge. The last step is sorting for patients, which is intended for patients to pay charges not covered by the insurance.

After one month, I was trusted by the senior staff to meet with the patient in the ward to take signatures on the insurance form, clinical staff, and also the doctor to send the document. It is a challenging experience because I am an introvert, but I still enjoy the journey and the experience. It can also improve my communication skills. In addition, I also do daily office administration, such as picking up phone calls because every day, the insurance office phone rings non-stop. So, I was advised to answer phone calls and take messages. However, another task I have to do daily is filing refund bills alphabetically to make it easier to find the patient's name. Although it is simple, it is important to record all bills received in any case. Submitting to CCD is the specific specialization task I need to prepare every month. I need to ensure that 90% of patient bills are sent to CCD at the end of the month. It is for the hospital to be able to make a collection payment from the insurance company. So, every month I have to catch up as much as possible to send patient bills to CCD.

iii. Benefits:

a. Allowance & medical benefit

Students involved in industrial training at Pantai Hospital Ayer Keroh can get benefits. The main benefit is getting a monthly allowance. Each trainee receives a monthly stipend of RM500 throughout their industrial training journey. This allowance helps me save a lot because I rarely drive to work and always prepare my own food for lunch. In addition, we are also given outpatient medical benefits of RM 50 per month, which can be used at PHAK if unwell or need a medical certificate (MC).

b. Knowledge & technical skills

During my industrial training at PHAK, I learned a lot of new things and used what I learned at university. Among the technical skills I learned was about the system used by the hospital, where all staff can access and get patient information from the system and understand the necessary procedures to get the services provided in this department. In addition, I can also explore the insurance portal when I want to help patients get a guarantee letter for warded. In addition, all the senior staff gave me a lot of experience and caught up with me about the real working environment in an industrial hospital.

Students can work with basic office software in their daily life. However, many other skills were unfamiliar to me once I entered the real office work environment. Every organization uses different systems and software, but it does not affect me. In PHAK, all the procedures and systems in the company mainly use email, teams, and Google Spreadsheets. Hence, all the data are updated online and may be accessible by the person to whom it is expressly addressed. Working in a real office environment, I explored functions I had never used before. From that I can concluded, learning or exploring new software is crucial as we can prepare ourselves before undergoing the real world of work.

c. Knowledge and personal development

In a real work situation, during the internship period, I can go to other departments to ask for a certificate when making a report. Another example is that

while I settle patient bills, I can also handle phone calls simultaneously. Since my multitasking skills were not good enough before I started the training, I am thankful that I have improved my skills in completing two or more tasks at once, and I can complete the given task in a particular time.

In addition, from this internship period I also learned to be a punctual person. If it's study time, I might not be on time for class, but since my training, I've realized that being on time is important. It will drag a lot of work and will interfere with other staff's work as well. So, by hook or crook, I must learn to be punctual to maintain performance throughout the training period.

My internship also taught me to be someone who dares to communicate with people. At first, it was pretty difficult for me, an introvert. But, I try to get out of my comfort zone and communicate with patients, doctors, and even senior staff. Therefore, I also learned to communicate with the insurance company to settle the patient's insurance. It is a valuable lesson for me and my future when entering the world of work. Unconsciously, I have built my self-confidence to meet and communicate with superiors.



SWOT ANALYSIS

Weakness

- 1) Lack of manpower -
- No free parking areas for staff

Opportunities

- 1) Advanced technology
- 2) Rising demand in private health sector

Strength

- 1) Strong brand name of a private hospital in Malaysia
- 2) High-quality servives offers

SWOT ANALYSIS

Threat

- 1) Industry Competitors
 - 2) Limited Financial Resources due to insurance policy



SWOT ANALYSIS

1) Strength:

a) Strong brand name of a private hospital in Malaysia

Discussion:

Pantai Hospital Ayer Keroh (PHAK) is an established private hospital in Malaysia that has operated for 37 years since 1986. Although the covid-19 pandemic hit the country for 2 years, this hospital can still survive. It is because PHAK offers the best services among private hospitals in Malaysia. However, the most famous treatment in this hospital which is cancer treatment and Obstetrics & Gynecology because PHAK's offered make patients satisfied. PHAK's clinical research team is constantly working to assist and coordinate clinical trials that aim to improve patient health outcomes through innovative clinical research. With a dedicated clinical research center based in the hospital, the team works tirelessly to ensure all operations run smoothly, with only one goal: better patient outcomes. Pantai Hospital has recorded success in the international arena and has built its strong brand name among customers. This research, done and published by a highly prestigious medical journal, is an opportunity to showcase the hospital's clinical research team and expertise. (Azuar, 2021)

Recommendation:

In order to maintain the strengthening and reputation of PHAK, staff, as well as superiors, need to strive to constantly upgrade facilities and systems to make it easier for patients who come to seek treatment. In fact, to meet patient satisfaction, PHAK must maintain and ensure medical experts who are experienced and friendly with patients. It is because in order to provide excellent service to the patient, sometimes the patient becomes uncomfortable with the specialist during the treatment. Meanwhile, according to Azuar (2021), the PHAK can also create a platform to make it easier for patients to make an appointment before seeing a doctor to avoid waiting a long time to receive treatment.

b) High-quality services offer

Discussion:

The other strength of PHAK is having high-quality services. The Malaysian Society for Quality in Health (MSQH) has accredited PHAK for its superior service quality. The MSQH is regarded as the foremost Malaysian organisation that promotes safety and quality in the delivery of healthcare services in Malaysia, both nationally and globally. The MSQH is now a leading voice nationwide for ongoing quality enhancement of healthcare facilities and services. This accreditation by MSQH proves PHAK has offered the best service quality and adheres to the standards set by this organisation. PHAK has received multiple pieces of feedback from its customer regarding the services provided. Most of the feedback is positive and shows a satisfaction on overall environment at the hospital, including satisfaction with having a variety of patient services. It indicates that PHAK has strength in its services offered

Recommendation:

PHAK needs to sustain this strength by continuing to provide good quality service and being innovative in its service offered. In order to add value for the customers by enhancing the areas of service quality that the customers' representatives have highlighted, businesses should aim to create services based on the concepts of value innovation. Research and development may be necessary to create better services than competitors' giving and satisfy current and future market demands (Ling, 2018). Not only that, but the company also should train all the employees always to serve the customers with good behavior. Therefore, it is advised that businesses evaluate their talent management strategies from the perspectives of recruiting, onboarding, training, and retaining staff. According to Ling (2018), reviewing staff engagement and motivation strategies is also necessary, keeping industry best practices in mind.

2) Weaknesses:

a) Lack of manpower

Discussion:

Weaknesses are areas or aspects where a company is less competitively advantageous than its competitors. An organization's weaknesses prevent it from operating at its highest potential. The weakness of PHAK is the lack of manpower. It is seen that this weakness has affected and caused problems in every department of a company. Every organization recognizes the value of its employees, and most invest much in their recruitment, management, and professional development. Employees who change or leave their jobs lose a source of income, while the company loses productivity.

The company's performance may be affected due to a lack of manpower. Hence, due to increased responsibilities and workloads caused by a staffing shortage, individual performance, client care, and slow organizational performance suffer. Mistakes and other inefficiencies also occur, which negatively impacts all parties involved. For example, based on my observation, the Insurance Office faces a staff shortage. It has burdened the existing staff as they need to work overtime almost every day, and some staff have no choice but to bring back their workload to be done at home, especially the senior staff. Stress levels will undoubtedly increase if the employees feel they are constantly facing deadlines or a never-ending list of chores. According to Kuroda (2018), this routine cannot be allowed; it may harm their health, resulting in staff not feeling happy to work and quickly getting sick and tired. Employee productivity and performance may suffer due to tiredness, fatigue, and lack of concentration. It can impact business performance as mistakes occur and employees become demotivated from insufficient sleep.

Recommendation:

This problem can be overcome by improving working conditions. During my internship in this department, there were two employees already resigned. It means that these employees have thought that it is more beneficial for them to work with another company. Improving working conditions is the best way to retain and attract new employees. Hours spent, improvements to facilities and equipment workers use, and recognition of labor are all elements that affect working conditions. According to

Moen (2019), the officers can divide tasks among each staff member when they have enough staff so that it will be more organized management. Each staff only needs to do the specific work assigned to them; there is no need to do a lot of work simultaneously. It is not good for the health of the staff. The officers should emphasize this to get better work performance so that the staff can provide the best patient service.

b) No parking areas for staff

Discussion:

Free parking at the workplace is convenient for the staff, and they can reduce their expenses (Christiansen, 2017). PHAK provides parking inside the hospital, but the staff has to pay for parking; it may be burdensome for the staff there to pay for parking. However, staff who drive to work can also park in the empty lot on the streets of the building opposite the hospital; some also have to pay a coupon. But the parking place is limited; those who want to get parking there must come to work early. Next, the staff who park on the other side must walk to the office, and this is very difficult for staff whose home is far from work and have to face the jam to go to the office.

Recommendation:

Considering that it is now in a bad economic condition, in helping to reduce the cost of staff expenses such as car fuel, and household and children expenses, accessible and free parking areas for employees are essential (Christiansen, 2017). The hospital needs to focus on this matter to reduce the burden on the staff. The PHAK also requires to provide a car parking space for their staff. After all, it makes it easier for staff to park their vehicles and not waste their time to park their vehicles outside PHAK.

3) Opportunities:

a) Advanced technology

Discussion:

PHAK is a company equipped with modern and advanced medical facilities and technologies. PHAK used better medical technologies that not all hospitals used, such as 640-Slice CT Scanner and SagiNova HDR After loader. PHAK became the first hospital in Melaka to install this technology. Technology may enhance a hospital's effectiveness and the standard of care offered to patients by minimizing medical mistakes, adverse medication reactions, and other factors (Dzik., 2017). Therefore, it has become one of the big opportunities for PHAK as most patients are very tempted and put more trust in modern technology. Virtual online eHealth platforms facilitate patients who cannot see hospital specialists. This system is one of the best options used by PHAK to keep up with contemporary advances, where online platforms are recognized to be a practical way for people to communicate with skilled medical providers. In order to be relevant, technology and humans must collaborate.

Recommendation:

As a result, we may use technology in the healthcare business to assist unsustainable healthcare systems into sustainable ones, strengthen the relationship between physicians and patients, and provide medical treatments that are less expensive, faster, and more efficient (Demirkan, 2013). Other than that, the usage of technology also can be used by the Finance Department for financial status and transactions. Today, many businesses operate their operations using accounting information systems. Technology advancements have significantly improved accounting processes. Office productivity has increased thanks to computers and other digital technologies that make gathering and analyzing data and transmitting documents more straightforward (Dr.Mandour, 2020).

b) Rising demand in private health sector

Discussion:

The Covid-19 epidemic had a major influence, primarily negatively affecting the whole nation and every business owing to the government's Movement Control Order (MCO). However, for the healthcare sector, it provides a chance to increase business and operations because this sector can function as long as it follows the government's standard operating procedure (SOP). PHAK is part of the IHH Healthcare BHD healthcare sector. This possibility aids in increasing demand in healthcare industries as people become more aware of the value of personalized healthcare. Covid-19 allows the healthcare sector to expand their wings in helping people cure and avoid this disease. PHAK offered more packages and promotions to attract people to get treatment or consultations at their hospitals.

According to an article by The Edge Financial Daily on January 2, 2019, private healthcare providers in Malaysia are anticipated to increase revenue in 2019 due to increased demand from medical tourists and the impact of new government regulations promoting health protection. However, researchers emphasized that the local private healthcare sector has added drivers. Long-term development prospects for the sector are strong, supported by an aging population, increased wealth, and rising life expectancy.

Recommendation:

Along with increasing funding for health services in Budget 2022 to RM29 billion, the government also announced plans to launch a new B40 National Health Protection Fund in collaboration with commercial insurance providers. (Syahirah, 2019). This would boost the number of people seeking treatment in private institutions by making healthcare services more affordable to the B40 income group. PHAK should grab this opportunity positively as it helps to ease the business in gaining profit. The company can organize more promotions and packages to attract more customers' interest to choose this company compared to other private healthcare sectors. Further details on products and services available should be publicized in social media as an advertisement.

4) Threat:

a) Industry competitors

Discussion:

As a private hospital, it is necessary to have competition with other private hospitals in Melaka, among the competition in this sector involves one or more elements, for example, such as the price of treatment costs that need to be borne, quality, facilities provided, and products or services offered to the patient. However, competition can also be based on new technologies and innovations. (Patrick, 2018). The main competitor in the healthcare sector is the potential to provide a mechanism to reduce the cost of treatment even if the patient pays through a third party. At the same time, PHAK competes with other private hospitals in terms of services provided by specialists during the patient's treatment.

Recommendation:

PHAK needs to use differentiation in comfort compared to other private hospitals. This is to gain a competitive advantage compared to its competitors, which are other private hospitals in Melaka. Differentiation is one of the primary efforts that PHAK needs to use to gain competitiveness compared to its competitors. The primary differentiation is based on the services provided to patients. It involves differentiating the company's products from competitors' products. PHAK can offer some complex medical or surgical procedures that do not exist among its competitors. This attracts patients who need these complex surgical procedures.

Furthermore, patient comfort is one of the main methods companies should use in service intimacy to attract and retain patients. Patient intimacy involves staff with patients to understand their needs better than competitors (Ferrell, 2012). PHAK strives to provide a conducive environment that will assist patients in their journey toward recovery.

b) Limited financial resources due to insurance policy

Discussion:

The next threat that becomes competitive in the healthcare sector is the limited financial resources faced by patients. As we know, not all patients can afford to pay the cost of treatment at a private hospital, considering the high cost. Although most Malaysians who work still cannot afford to cover the cost of hospital treatment. (Whynes, 2018). Like the cases that often happen at PHAK, most patients pay through a 3rd party which is an insurance company or a third party. Even so, sometimes, the patient's treatment costs are not fully covered by the insurance, and the patient must pay self-pay. Even though the insurance has covered half of the actual amount, the patient is still unable to pay it, so he has to make a deduction from his monthly salary. So, this is a threat to private hospitals because patients will be more careful than in the previous case and may not seek treatment there again and will change to another hospital.

Recommendation:

Getting treatment at a private hospital is the desire of many people. But they did not make advance plans before seeking treatment at a private hospital. So, here it is emphasized to patients that before receiving treatment at a private hospital, make financial plans in advance. Nevertheless, patients who use insurance as a third party need to ensure that the policy taken can cover the illness they suffer from so that the insurance can finance it before entering the ward; the patient must also provide their insurance limit so that the treatment they receive is sufficient with the existing limit. Patients need to be more careful about their insurance because most people don't know about it. Patients need to confirm with insurance before getting treatment for a safer step. (Nair, 2019).



CONCLUSION

In conclusion, completing my industrial training in this company was very helpful to improve and develop my knowledge, skills, and abilities. The opportunity I had for 24 weeks at Pantai Hospital Ayer Keroh was once a lifetime. It is enlightening to see how practical tasks are accomplished, and getting exposure to both office and field work is very helpful. My future career endeavors will be greatly helped by the invaluable experience and knowledge I have gained. I was taught and trained to be confident and try many new things that I had never tried before and was not confident to do. From there, I got an unforgettable experience.

In addition, the staff are all very supportive, which reduces my stress about working in this environment because it is very satisfying. The company offers a comprehensive and expert service. I appreciate the experience and helpful advice given to me by the employers and staff of Pantai Ayer Keroh Hospital. They also helped me overcome some of my weaknesses and gave me direction when I needed it. I appreciate the opportunity to participate in the 24-week industrial training program Pantai Hospital Ayer Keroh offers. They are like family to me because they support me and treat me as if I were one of their brothers and sisters, so if the opportunity to work with them presents itself, I will gladly take the opportunity. In the next five years, I envision myself working in the healthcare industry and enjoying the benefits of what I have achieved through hard work.



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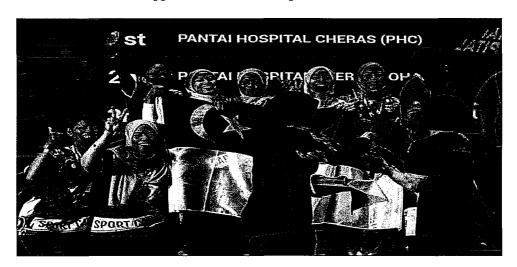
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APPENDICES



Appendices 1: PHAK Sports Carnival

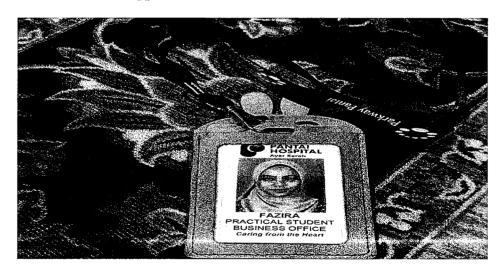




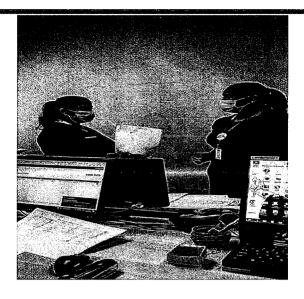
Appendices 2: Hari Raya Aidilfitri Celebration



Appendices 3: Blood Donation Event



Appendices 4: Matrix Card



Appendices 5: Staff Farewell Celebration



Appendices 6: Safety Awareness Training's Certificate