



**PANTAI
HOSPITAL**

Ayer Keroh



INDUSTRIAL REPORT

12 AUG 2024 - 25 JAN 2025

PREPARED FROM :

SALWA NAFEESEAH BINTI MOHD SA'ID
2022828512 BA242 6B MGT666
BUSINESS ADMINISTRATION

PREPARED FOR:

DR. NORAZNIRA
ABD RAZAK

SURAT KEBENARAN

Tarikh : 4/2/25

Kepada :

Penyelaras Latihan Praktikal
Fakulti Pengurusan Perniagaan
UiTM Kampus Bandaraya Melaka
110 Off Jalan Hang Tuah
75300 Melaka

No Tel : 06-285 7119 / 7190 / 7196

Email : praktikalfppmelaka@uitm.edu.my

Maklumbalas (/)



Setuju



Tidak Bersetuju

Tuan/Puan

KEBENARAN UNTUK MEMUAT NAIK HASIL LAPORAN PELAJAR LATIHAN INDUSTRI SEBAGAI "PUBLIC ACCESS" DI REPOSITORI UITM

1. Merujuk perkara di atas, pihak organisasi bersetuju / tidak bersetuju pihak universiti memuat naik hasil laporan pelajar latihan industri sebagai "public access" di repositori UiTM.

Nama Pelajar	SALWA WAPEESHA BINTI MOHD SA'ID		
No. Matriks	2022828512	Nama Program	BUSINESS ADMINISTRATION HONS FINANCE
Tajuk Laporan	INDUSTRIAL REPORT PANTAI HOSPITAL	Nama Syarikat	PANTAI HOSPITAL AYER KEROH

2. Tindakan ini adalah di bawah tanggungjawab dan kesedaran penuh oleh pihak organisasi.

3. Sekiranya terdapat sebarang masalah atau kebocoran maklumat sulit pihak organisasi tidak boleh mengenakan sebarang tindakan undang-undang kepada pihak universiti.

Yang Benar



Nama Pegawai :

Jawatan : MARIA LIM
No. Tel. : Asst Purchasing Manager
No. Faks :

Cop jabatan/organisasi:

Pantai Hospital Ayer Keroh

No 2418-1, KM 8, Lebuh Ayer Keroh,
75450 Melaka, Malaysia.
Tel: +606-231 9999 Fax: +606-231 3290
A branch of Pantai Medical Centre Sdn Bhd
Reg. No. 198101006941 (73056-D)



EXECUTIVE SUMMARY

In today's rapidly evolving healthcare landscape, gaining practical experience is essential for aspiring professionals. My six-month internship at Pantai Hospital Ayer Keroh provided me with an invaluable opportunity to immerse myself in the intricacies of the healthcare industry. As a Purchasing Trainee, I actively collaborated with cross-functional teams, including the Finance Department, to streamline procurement processes and ensure optimal resource allocation.

Through hands-on experience, I gained a comprehensive understanding of the purchasing department's role in maintaining operational efficiency. I developed a strong foundation in medical supply management, pharmaceutical procurement, and equipment specifications. By meticulously reviewing supplier contracts, I honed my negotiation skills and ensured compliance with hospital standards.

TABLE OF CONTENTS

1.0 STUDENT PROFILE

1.1 Updated Resume

2.0 COMPANY OVERVIEW

2.1 Company Background

2.2 Vision & Mission

2.3 Organizational Structure

2.4 Features or Services

3.0 TRAINING REFLECTION

3.1 Duration & Operation Office Hours

3.2 Details

3.3 Gains

4.0 SWOT ANALYSIS

4.1 STRENGTHS

4.1.1 Accreditation and Recognition

4.1.2 Comprehensive Service

4.1.3 Experienced Medical Staff

4.2 WEAKNESSES

4.2.1 Location Constraint

4.2.2 Capacity Constraints

4.2.3 Limited Specialized Services

4.3 OPPORTUNITIES

4.3.1 Medical Tourism

4.3.2 Technological Advancements

4.3.3 Expansion of Services

4.4 THREATS

4.4.1 High Competition

4.4.2 Supply Chain Disruption

4.4.3 Public Perception and Trust

5.0 DISCUSSION AND RECOMMENDATION

4.1 STRENGTHS

4.1.1 Accreditation and Recognition

4.1.2 Comprehensive Service

4.1.3 Experienced Medical Staff

4.2 WEAKNESSES

4.2.1 Location Constraint

4.2.2 Capacity Constraints

4.2.3 Limited Specialized Services

4.3 OPPORTUNITIES

4.3.1 Medical Tourism

4.3.2 Technological Advancements

4.3.3 Expansion of Services

4.4 THREATS

4.4.1 High Competition

4.4.2 Supply Chain Disruption

4.4.3 Public Perception and Trust

6.0 CONCLUSION

7.0 REFERENCES

8.0 APPENDICES





1.0 STUDENT PROFILE



SALWA NAFEESEAH BINTI MOHD SA'ID

Address:

Phone:

Email:

SUMMARY

Highly motivated finance student at University Technology Mara (UiTM) with a strong foundation in financial analysis, accounting, and investment strategies. Eager to implement academic knowledge and analytical skills honed through coursework and projects in a real-world internship. Seeking an internship opportunity from August 12th, 2024 to January 24th, 2025 to contribute to the financial success of an organization.

EDUCATION

UNIVERSITI TEKNOLOGI MARA, KAMPUS BANDARAYA MELAKA, MELAKA Bachelor of Business Administration (Hons) Finance • CGPA: 3.55	Ongoing
UNIVERSITI TEKNOLOGI MARA, KAMPUS LENDU, ALOR GAJAH, MELAKA Diploma in Business Management • CGPA: 3.49	2019-2022

WORK EXPERIENCE

Cashier, Pasaraya Rakan Batu Berendam, Melaka • Answering customer questions about products such as various electrical items, bakery ingredients and also variety types of plastics • Collecting payment via cash, credit card, debit card, or other methods accepted by the store. • Counting cash drawers at the beginning and end of shifts to ensure accuracy. • Assisting with restocking shelves or completing other tasks as needed.	March 2024 - May 2024 Jan 2023 - May 2023
Kindergarten Teacher, Mumtaz Generation MITC Melaka • Developed and delivered engaging lesson plans for Mathematics, Pendidikan Islam, and English for Year 6 students. • Established a foundation in essential Math skills, including counting, sorting, and basic operations. • Collaborated with senior teachers and parents at Mumtaz Generation to organize a successful Sukaneka event for students • Promoted English language acquisition through interactive activities and vocabulary building exercises.	

AWARD AND ACHIEVEMENT

- Dean's List Award, Semester 2, UiTM, Bandaraya Melaka
- Dean's List Award, Semester 4, UiTM, Bandaraya Melaka
- Band 3.5, Malaysia University English Test (MUET)





2.0 COMPANY PROFILE

2.1 COMPANY BACKGROUND

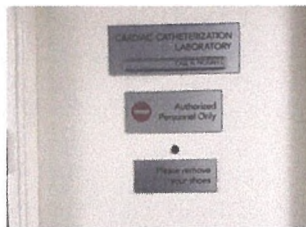


Pantai Hospital Ayer Keroh is one of 14 hospitals managed by Pantai Holdings Sdn Bhd (Pantai Group), which is part of Parkway Pantai Limited, a subsidiary of IHH Healthcare Berhad (IHH).

This 229-bed facility accommodates over 80 medical experts and offers a wide range of healthcare services and specialties, including dental care, a cancer center, a cardiac catheterization lab, heart surgery, dialysis, and an emergency department.



**Haemodialysis
Centre**



Cath Lab



**Emergency
Department**

Pantai Hospital Ayer Keroh is conveniently situated just 5km from the Ayer Keroh toll interchange in the historical city of Malacca. The exact address is No. 2418-1, KM 8, Lebuh Ayer Keroh, 75450 Melaka, Malaysia.

Other than that there are few accessibility such as public transport as the hospital is accessible via several bus routes that stop nearby. Additionally, taxis and ride-sharing services are readily available in the area.





2.0 COMPANY PROFILE

2.1 COMPANY BACKGROUND

With over 50 years of experience and a network of 11 hospitals across Malaysia, Pantai Hospitals offer a full spectrum of integrated healthcare and ancillary services, providing the best care, treatment, and outcomes, with an unwavering pledge to quality and safety, and always with a friendly smile.

PANTAI HOSPITALS NATIONWIDE :-



**Pantai Hospital
Kuala Lumpur**

**Pantai Hospital
Klang**



**Pantai Hospital
Batu Pahat**

**Pantai Hospital
Ipoh**



CEO OF PANTAI HOSPITAL AYER KEROH :



Tan Yew Aik
Chief Executive Officer,
Pantai Hospital Ayer Keroh

Tan Yew Aik is the Chief Executive Officer of Pantai Hospital Ayer Keroh . Under his leadership, the hospital has progressed with the expansion of a new medical block, a multi-level car park and retail outlets to meet the needs of patients and stakeholders.

He was promoted to Chief Operating Officer of IHH Healthcare Malaysia in 2016 before assuming the role of CEO of Pantai Hospital Ayer Keroh in 2017.



2.0 COMPANY PROFILE

2.2 VISION & MISSION



- To be the most trusted healthcare provider, delivering exceptional medical services and compassionate care to all patients.

Explanation :

This vision guides their daily operations and long-term strategies, ensuring they meet the needs and expectations of their patients



- To providing high-quality, personalized healthcare by prioritizing patient needs, achieving clinical excellence through innovation

Explanation :

Ensures that patients receive exceptional care while also supporting public health and environmental responsibility



2.0 COMPANY PROFILE

2.3 ORGANIZATIONAL STRUCTURE



2.0 COMPANY PROFILE

2.4 FEATURES & SERVICES



Cancer

Oncology is a branch of medical specialty that deals with diagnosis and treatment of cancers. At our hospital, we work closely with various...



Brain, Nerves & Spine

Neurology deals with the diagnosis and treatment of all conditions and diseases involving the central and peripheral nervous...



General Surgery

Surgery is a medical specialty that makes use of operative techniques to investigate and treat certain medical conditions caused either by...



Heart & Vascular

Pantai Hospital Ayer Keroh Cardiovascular Unit offers a wide range of non-invasive and invasive diagnostic procedures as well as...



2.0 COMPANY PROFILE

2.4 FEATURES & SERVICES



Cancer

Oncology is a branch of medical specialty that deals with diagnosis and treatment of cancers. At our hospital, we work closely with various...

Our team of skilled doctors and specialists offers thorough care and advice for detecting, diagnosing, and treating illnesses. They also provide support for comfort and emotional well-being. They work with medical physicists, radiographer therapists, oncology nurses, dietitians, and pharmacists to give the best care possible to patients.

We are skilled in various cancer treatments like radiation therapy, chemotherapy, and surgery. Our main goal is to enhance the quality of life and extend life expectancy for our patients.



Brain, Nerves & Spine

Neurology deals with the diagnosis and treatment of all conditions and diseases involving the central and peripheral nervous...

Neurosurgery is the surgical specialization that deals with diseases of the brain, nerves and spinal cord.

Conditions that may require neurosurgery include skull fracture, and brain haemorrhage caused by trauma. Brain tumours and tumours of the spine, spinal cord, and peripheral nerves may also require surgical excision by neurosurgeons.



**Dr Abu Bakar
Ab Rahman**

Specialist in
charge of
neurosurgery



2.0 COMPANY PROFILE

2.4 FEATURES & SERVICES



General Surgery

Surgery is a medical speciality that makes use of operative techniques to investigate and treat certain medical conditions caused either by

- **Gastric Surgery**

- Gastrectomy
- Peptic ulcer disease repair
- Perforated gastric ulcer (PGU) repair

Skin and Subcutaneous Surgery

- AVF for haemodialysis
- Burn wound care
- Chemo-port insertion
- Wound debridement

Our surgeons are highly competent in minimally invasive, diagnostic and therapeutic approaches of endoscopic examinations. We aim to provide the utmost excellence in surgical care using modern techniques and advanced technology.



Heart & Vascular

Pantai Hospital Ayer Keroh Cardiovascular Unit offers a wide range of non-invasive and invasive diagnostic procedures as well as

Pantai Hospital Ayer Keroh Cardiovascular Unit offers a wide range of non-invasive and invasive diagnostic procedures as well as interventional procedures for coronary disease, valve disorder, structural heart disorders and arrhythmias.

In addition, our cardiac catheterisation laboratory uses the latest invasive diagnostic tools including intravascular ultrasound (IVUS) and fractional flow reserve studies (FFR) where appropriate, to guide interventional procedures.

3.0 TRAINING REFLECTION

1.0 DURATION AND OFFICE OPERATION HOURS



12 AUG 2024 – 25 JAN 2025

Monday to Friday – 8.30 a.m to 5pm

Saturday – 8.30 A.M to 1.00 pm

2. DETAILS

- Intern at Purchasing Department

- **Some tasks given by Purchasing Staff :**

- 1) Collect documents (consignments) and all invoices such as from F&B, Maintenance, Fixed Asset and more
- 2) Cost Saving Report for every month
- 3) Consignment Report both details and summary of PCi
- 4) PO outstanding for the year 2022, 2023 and 2024
- 5) Find existing PO for the invoice
- 6) Recheck PO whether the PO already completely fulfilled, approve, pending or cancelled due to certain reasons that cant avoid

3. GAINS

- RM500 allowance per month
- Medical clinic benefit only costs RM50
- Provide you a sweet lanyard from Pantai Hospital Ayer Keroh





4.0 SWOT ANALYSIS

S

Accreditation and
Recognition

Comprehensive
Service

Experienced Medical
Staff

W

Location
Constraint

Capacity
Constraints

Limited Specialized
Services

Medical Tourism

Technological
Advancements

Expansion of
Services

High Competition

Supply Chain
Disruption

Public Perception
and Trust

O

T





5.0 DISCUSSION & RECOMMENDATION

S Accreditation and Recognition

Pantai Hospital is **renowned** for its **high-quality care**, officially **recognized** for meeting the **highest standards of patient safety and treatment**. With over **50 years of experience** and a network of **11 hospitals across Malaysia**, Pantai Hospital offers a **wide range of medical services using advanced technology**. The hospital's highly trained staff, including doctors and nurses, are dedicated to delivering top-notch care, making it a trusted choice for many. For instance, **successful heart surgeries and cancer treatments, as well as advanced orthopedic procedures using the Mako Robotic-Arm Assisted Surgery System, highlight the hospital's expertise.**

In addition to its medical services, Pantai Hospital emphasizes patient comfort and convenience. The environment is designed to be welcoming and supportive, with modern, **well-maintained facilities** providing a pleasant atmosphere for recovery. **Private rooms with modern amenities** and **personalized care** enhance patient comfort. For example, **the hospital offers private suites with comfortable furnishings, in-room entertainment, and individualized nursing care.**

Pantai Hospital also invests in **continuous staff training and development**, ensuring that healthcare professionals **stay up-to-date with the latest medical practices and technologies**. For instance, **staff receive ongoing education in the latest minimally invasive surgical techniques and advanced imaging technologies.**

The hospital is actively involved in community outreach and health education programs, organizing health camps, seminars, and workshops to raise awareness and promote preventive care. **Free health screening camps and wellness workshops make essential health services accessible to the community. Additionally, Pantai Hospital frequently partners with local schools and organizations to provide educational seminars on topics like diabetes management and heart health.**

In conclusion, **Pantai Hospital's strengths lie** in its **high standards of care, extensive experience, and expansive network**. The hospital's commitment to patient safety, advanced technology, and continuous staff training ensures superior medical services, while its focus on patient comfort and health education solidifies its reputation as a leading healthcare provider.





5.0 DISCUSSION & RECOMMENDATION

S Comprehensive Services

Pantai Hospital offers a wide range of medical services, making it a comprehensive healthcare provider. Patients can access various treatments and specialties under one roof, which is convenient and ensures continuity of care. From general medicine to specialized treatments, Pantai Hospital covers all aspects of healthcare.

The hospital is equipped with advanced facilities and state-of-the-art technology. This includes modern diagnostic tools, advanced surgical equipment, and high-tech treatment options. These facilities enable doctors to provide accurate diagnoses and effective treatments, significantly improving patient outcomes. For instance, **the hospital utilizes the latest MRI and CT scan machines for precise imaging and diagnosis.**

Pantai Hospital also has specialized centers for different medical fields. For example, there are centers for cardiology, oncology, orthopedics, and neurology. These centers are staffed by experts in their respective fields, ensuring that patients receive the best possible care for their specific conditions. **For example, the Cardiology Center is equipped with advanced cardiac imaging technology and staffed by renowned cardiologists who specialize in heart disease management.**

In addition to medical treatments, Pantai Hospital offers comprehensive support services. This includes rehabilitation, physiotherapy, and dietary counseling. These services help patients recover faster and maintain their health after treatment. The hospital's holistic approach ensures that all aspects of a patient's well-being are addressed. For instance, **the Rehabilitation Center provides tailored physiotherapy programs to help patients regain mobility and strength after surgery**

Overall, Pantai Hospital's wide range of services and advanced facilities make it a top choice for patients seeking high-quality healthcare. The hospital's commitment to using the latest technology and providing specialized care ensures that patients receive the best possible treatment. For example, **the Oncology Center offers the latest radiation therapy and chemotherapy options, providing comprehensive cancer care under one roof.**





5.0 DISCUSSION & RECOMMENDATION

S

Experienced Medical Staff

One of Pantai Hospital's **key strengths** is its **experienced medical staff**. The hospital employs **highly trained doctors, nurses, and specialists** who have extensive knowledge in their fields. For example, the **Cardiology Department** is staffed by **cardiologists who have performed thousands of successful heart surgeries**, demonstrating their **expertise** and **reliability**.

The **doctors** at Pantai Hospital are not only **well-qualified but also have years of practical experience**. For instance, several of the **hospital's oncologists** have **completed fellowships at renowned cancer centers** in the **United States** and **Europe**, bringing latest cancer treatment protocols to Pantai Hospital.

Nurses and other healthcare professionals at Pantai Hospital are also highly skilled and dedicated. They play a crucial role in patient care, providing support and assistance throughout the treatment process. Their compassionate approach helps create a comforting environment for patients, making their hospital stay more pleasant. For example, the **nursing staff in the Pediatrics Department** are specially **trained in pediatric care**, ensuring that **young patients** and their families feel supported and cared for.

Pantai Hospital invests in continuous education and training for its staff. Regular workshops, seminars, and training programs ensure that all healthcare professionals stay updated with the latest advancements in medicine. This commitment to ongoing learning helps maintain high standards of care and ensures that patients receive the most current and effective treatments. For instance, the hospital regularly **conducts training sessions** on the **latest robotic-assisted surgical techniques**, ensuring that surgeons are proficient with advanced technology like the **da Vinci Xi Surgical System**.

Overall, the experienced medical staff at Pantai Hospital is a major strength, contributing to the hospital's reputation for high-quality care. Their expertise, dedication, and continuous professional development ensure that patients are in capable hands, receiving the best possible medical attention. For example, the **hospital's team of experienced physiotherapists** provides **personalized rehabilitation programs** that help patients recover swiftly and effectively.





5.0 DISCUSSION & RECOMMENDATION



Location Constraint

Pantai Hospital's location in a **specific area may limit its accessibility** to **patients from distant regions**, restricting its potential patient pool. This geographical limitation means that **patients who live far away** might find it **inconvenient to travel to the hospital**, especially **if there are other healthcare facilities closer to them**. As a result, the hospital's ability to attract a **diverse patient base** is **constrained** by its **location**.

The hospital's location in a congested area can lead to difficulties in reaching the facility, especially during peak hours. Heavy traffic can cause significant delays, making it challenging for patients to arrive on time for their appointments. . For instance, **during rush hour, patients might face long delays due to traffic congestion, which could deter them from choosing Pantai Hospital**. This inconvenience might deter potential patients from choosing Pantai Hospital, opting instead for more accessible healthcare providers.

Inadequate infrastructure, such as **poor road conditions** or **limited public transportation options**, can hinder patient access to the hospital. Patients with limited mobility or those relying on public transport may find it particularly difficult to reach the hospital. For example, **elderly patients or those without personal vehicles might struggle with inadequate public**. Improving infrastructure around the hospital could enhance accessibility and attract more patients.

A less strategic location can reduce the hospital's visibility and brand awareness. If the hospital is not easily seen or recognized by the local community, it may struggle to attract new patients. For instance, **a hospital located in a secluded area might not be as visible to passing traffic or the local community compared to one situated on a busy main road**. Effective marketing and community engagement strategies are essential to enhance the hospital's visibility and reputation.





5.0 DISCUSSION & RECOMMENDATION



Capacity Constraint

During peak periods, the hospital may experience **overcrowding**, leading to **longer waiting times** and **reduced patient satisfaction**. Overcrowding can strain hospital resources and staff, impacting the quality of care provided. Efficient scheduling and resource management are crucial to mitigate this issue. For example, during flu season, the **emergency department** may see a **significant increase in patients**, leading to **longer wait times** and **overburdened staff**. Implementing an **appointment triage system** could help **manage patient flow** more **effectively**.

Not only that, **Limited bed capacity** also can restrict the number of **patients** the hospital can **accommodate**, especially during **emergencies** or **surge periods**. This constraint can lead to situations where patients are turned away or transferred to other facilities, affecting the hospital's ability to provide timely care. For instance, during a **dengue outbreak**, the hospital may **not have enough beds** to **accommodate all patients**, resulting in some being **transferred** to **nearby hospitals**. Increasing bed capacity or creating temporary overflow areas could address this issue.

Beside that, the **Inadequate staffing levels** really can affect the quality of care provided and lead to longer wait times for appointments and procedures. Ensuring sufficient and well-trained staff is essential to maintain high standards of patient care and operational efficiency. **Shortage of nurses in the ICU** can lead to **higher nurse-to-patient ratios**, impacting **patient care** and **increasing burnout among existing staff**. Hiring more nurses and offering competitive salaries could alleviate this problem.

As we know, if there is any limited resources, such as medical equipment and supplies, also can result in hospital's ability to provide comprehensive care. Investing in essential medical resources and ensuring their availability is critical to meet patient needs effectively.

Inefficient processes and workflows can reduce the hospital's capacity to handle a high volume of patients. Streamlining operations and adopting best practices in hospital management can enhance efficiency and patient throughput.





5.0 DISCUSSION & RECOMMENDATION



Limited Specialized Services

Hospital may not have the necessary specialized medical expertise to treat certain complex conditions, requiring patients to seek care elsewhere. For instance, **patients with rare neurological disorders** might have to **travel to specialized centers** in **Kuala Lumpur** for **treatment**, as Pantai Hospital **lacks** the **necessary expertise** in this field.

The absence of advanced medical equipment and technology can limit the range of specialized procedures and treatments offered. For example, the **lack of a PET scan machine** means **cancer patients** may need to **visit other facilities** for this **critical diagnostic tool**, adding **stress and inconvenience to their treatment journey**. This can lead to longer wait times and potentially worsen patient outcomes.

Difficulty in referring patients to appropriate specialists within the hospital network can delay treatment and inconvenience patients. For instance, if a patient needs to see a **gastroenterologist urgently** but the **referral process** is **slow** or **inefficient**, it can **delay diagnosis** and **treatment**, affecting the patient's health.

Specialized hospitals with a wider range of services and expertise can attract patients seeking advanced care. Pantai Hospital needs to identify and develop niche specialties to differentiate itself from competitors. For example, **hospitals** that **offer specialized centers for advanced cardiac care** or **rare disease management** may draw **patients away** from **Pantai Hospital**.

Limited specialized services may create a perception that the hospital cannot provide comprehensive care for complex medical needs. This **perception could lead patients** with **complex conditions**, such as **advanced cancer** or **rare autoimmune diseases**, to **seek treatment at more well-known specialized hospitals**, impacting **Pantai Hospital's patient base and reputation..**





5.0 DISCUSSION & RECOMMENDATION



Medical Tourism

Pantai Hospital Ayer Keroh can attract international patients by promoting its **high-quality medical services and affordable prices**. Many patients from other countries seek cost-effective treatments without compromising on quality. By highlighting its accreditation and success stories, the hospital can build trust with potential international patients. For instance, **showcasing successful heart surgeries or cancer treatments can demonstrate the hospital's expertise and instill confidence in potential patients**.

To make it easier for international patients, the hospital can offer comprehensive **medical tourism packages**. These packages can include **medical treatments, accommodation, transportation, and even sightseeing options**. Providing a one-stop solution can make the hospital more appealing to patients traveling from abroad. For example, a **package for orthopedic surgery could include post-operative care, a stay at a nearby hotel, transportation to and from the airport, and guided tours of local attractions**.

Partnering with travel agencies and **medical tourism facilitators** can help Pantai Hospital Ayer Keroh reach a wider audience. **Collaborating with well-known travel agencies** to create **customized medical tourism packages** can attract more international patients and simplify their journey.

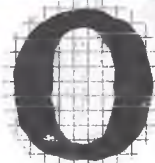
Maintaining high standards of care is crucial for attracting and retaining international patients. The hospital should ensure that all medical procedures are performed by experienced professionals using state-of-the-art equipment. Positive patient outcomes and testimonials can further enhance the hospital's reputation. For example, **regularly sharing patient success stories and testimonials** on the **hospital's website and social media** can highlight the quality of care provided.

To cater to international patients, the hospital should offer **multilingual support services**. This includes having **interpreters and translated materials** available to help patients **understand their treatment options** and communicate effectively with healthcare providers. This can greatly improve the patient experience and satisfaction. For instance, **providing interpretation services in languages** such as **Mandarin, Arabic, and English** can make the hospital more accessible to a diverse range of international patients.





5.0 DISCUSSION & RECOMMENDATION



Technological Advancements

Pantai Hospital Ayer Keroh should continuously adopt new medical technologies to improve patient care. Staying updated with the latest technology can enhance the hospital's capabilities and attract more patients. For example, the **Mako Robotic-Arm Assisted Surgery System** allows for **precise orthopedic surgeries with quicker recovery times**, and the **da Vinci Xi Surgical System** offers **enhanced precision in minimally invasive surgeries**, leading to better outcomes.

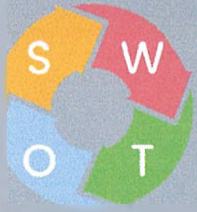
Implementing new technologies requires **well-trained staff**. The hospital should invest in regular **training programs** to ensure that **all medical professionals** are proficient in **using the latest equipment and techniques**. This can lead to better patient outcomes and more efficient operations. For instance, **regular training** on the **use of the Mako Robotic-Arm** can help **surgeons perform** more **successful joint replacement surgeries**.

Technological advancements can significantly improve the patient experience. For example, **electronic health records (EHR)** can **streamline patient information management, reducing wait times** and **improving the accuracy of medical records**. An example would be the **implementation** of an **integrated EHR system** that allows patients to **view their medical history, test results, and upcoming appointments online**, making it easier to manage their health.

Advanced diagnostic technologies can help in early detection and accurate diagnosis of medical conditions. This can lead to timely and effective treatments, improving patient outcomes. The hospital should invest in cutting-edge diagnostic tools to offer the best possible care. For example, the **use of advanced MRI and CT scan machines** can **detect diseases at an earlier stage**, allowing for **prompt and effective treatment plans**.

The hospital can set up research and development (R&D) departments to explore new medical technologies and practices. This can position Pantai Hospital Ayer Keroh as a leader in medical innovation. For instance, an **R&D department** could work on **developing new minimally invasive surgical techniques**, improving patient recovery times and outcomes. For example, the **laparoscopic surgery**. This approach uses **tiny cuts** and **a camera to guide the surgery**, leading to less pain, shorter hospital stays, and quicker recovery times compared to traditional open surgery.





5.0 DISCUSSION & RECOMMENDATION



Expansion of Services

To expand its services, Pantai Hospital Ayer Keroh should first identify the needs of its patients. Conducting surveys and gathering feedback can help the hospital understand which services are in high demand. This information can guide the hospital in deciding which new services to offer. For instance, there might be a **high demand** for **specialized services like cardiology or oncology**, which could be **areas for expansion**.

Expanding services often requires **hiring new specialists**. The hospital should recruit experienced professionals in various medical fields to offer a wider range of treatments. This can attract more patients who need specialized care. For example, **hiring renowned cardiologists and oncologists** can help the hospital provide **comprehensive heart and cancer care**, drawing patients who need these critical services.

Expanding services may also require **upgrading the hospital's infrastructure**. This includes adding new facilities, such as specialized clinics or advanced diagnostic centers. Investing in infrastructure can enhance the hospital's ability to provide comprehensive care. An example would be establishing a **state-of-the-art diagnostic imaging center with advanced MRI and CT scan machines**, which can **aid in early detection and accurate diagnosis of medical conditions**.

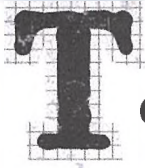
Once new services are introduced, the hospital should actively market them to the community. This can be done through advertising, social media, and community outreach programs. Effective marketing can raise awareness and attract patients who need these new services. For example, **launching a campaign** highlighting the **hospital's new cardiology and oncology services** can **inform the community** about the **enhanced care options available**.

After expanding services, the hospital should continuously monitor their performance and gather patient feedback. This can help identify areas for improvement and ensure that the new services meet patient expectations. Regularly updating and refining services can maintain high standards of care. For instance, **ongoing patient surveys and feedback** can help the **hospital identify any areas** where the **new services may need adjustments**, ensuring that they continue to meet patient needs effectively.





5.0 DISCUSSION & RECOMMENDATION



High Competition

High competition in the healthcare sector can lead to **increased pressure on pricing and services**. **Pantai Hospital Ayer Keroh** may need to **lower prices or offer additional services to remain competitive**, which can impact **profitability**. For example, **competing hospitals may offer lower-cost health screening packages**, prompting Pantai Hospital to adjust its pricing to attract patients.

With many hospitals competing for the same pool of medical professionals, attracting and retaining top talent can be challenging. **Pantai Hospital Ayer Keroh** needs **to offer competitive salaries, benefits, and a positive work environment to attract skilled healthcare workers**. For instance, **providing attractive relocation packages and professional development opportunities** can help **attract doctors and nurses from other regions**. **Investing in staff development and creating a supportive workplace culture** can also **help retain employees**.

In a competitive market, **effective marketing and brand differentiation** are **crucial**. **Pantai Hospital Ayer Keroh** must **clearly communicate its unique value propositions**, such as **specialized services, patient care quality, and advanced technology**. For example, **highlighting successful outcomes from its robotic-assisted surgery program** can **differentiate the hospital from competitors**. Building a strong brand identity can help attract and retain patients.

High competition can make it **difficult to maintain patient loyalty and retention**. **Pantai Hospital Ayer Keroh** should **focus on providing exceptional patient experiences, from the quality of care to customer service**. For example, **implementing a patient feedback system to address concerns quickly** can **improve patient satisfaction and loyalty**. Continuously improving services based on feedback can enhance patient satisfaction and loyalty.





5.0 DISCUSSION & RECOMMENDATION



Supply Chain Disruption

Supply chain disruptions can lead to **shortages of essential medical supplies and equipment, affecting the hospital's ability** to provide **timely and effective care**. For instance, if a **key supplier of surgical gloves faces production delays**, Pantai Hospital Ayer Keroh might **struggle to maintain sufficient stock**, impacting **scheduled surgeries**. Establishing **strong relationships with multiple suppliers** and **maintaining a buffer stock of critical items** can mitigate this risk.

Disruptions in the **supply chain** can result in **increased costs and delays** in **receiving necessary supplies, straining the hospital's budget** and **operational efficiency**. For example, if transportation strikes delay the delivery of essential medications, the hospital may **incur additional costs to speed up alternative shipments**. **Implementing efficient inventory management systems and exploring alternative suppliers** can help **reduce the impact of supply chain disruptions**.

Relying on **alternative suppliers during disruptions** can sometimes lead to **quality control issues**. For instance, **switching to a new supplier for medical devices** in a **hurry** could **result in receiving equipment** that **doesn't meet the hospital's quality standards**. Pantai Hospital Ayer Keroh must **ensure** that **all suppliers** meet **stringent quality standards** to **maintain the safety and effectiveness of medical treatments**. Regular audits and quality checks can help ensure compliance

Supply chain disruptions can create **operational challenges**, such as **delays in surgeries or treatments** to **lack of necessary supplies**. For example, if a **shipment of critical diagnostic reagents is delayed, laboratory testing** could be **postponed**, affecting **patient diagnosis and treatment plans**. The hospital should develop contingency plans and streamline procurement processes to quickly adapt to supply chain changes and minimize disruptions to patient care.

Forming strategic partnerships and **collaborations with other healthcare providers and suppliers** can help **Pantai Hospital Ayer Keroh navigate supply chain disruptions more effectively**. For instance, partnering with nearby hospitals for **shared resources** and **bulk purchasing agreements** can improve **supply chain resilience** and ensure a steady supply of essential items during disruptions. Collaborative efforts can lead to shared resources, bulk purchasing, and improved supply chain resilience.





5.0 DISCUSSION & RECOMMENDATION



Public Perception and Trust

Public perception and trust are critical for the success of any healthcare institution. Pantai Hospital Ayer Keroh must consistently deliver high-quality care and maintain transparency in its operations to build and maintain trust with patients and the community. For example, **hosting quarterly town hall meetings to discuss hospital updates and address community concerns can build transparency and trust.**

Negative publicity, whether from patient **complaints or media reports**, can **significantly impact public perception**. The hospital should have a robust **crisis management plan in place to address and resolve issues promptly.**

For instance, if a patient files a complaint about treatment, the hospital should promptly investigate and address the issue, and publicly share the steps taken to prevent future occurrences

Pantai Hospital Ayer Keroh faces the challenge of handling difficult cases, which requires managing complex medical conditions effectively. For example, **treating patients with advanced-stage cancer or severe heart conditions can be demanding and resource-intensive.** Without the necessary expertise and equipment, the hospital may struggle to provide the required level of care, potentially leading to suboptimal patient outcomes.

So, the **solution** is the **hospital uses advanced technology to aid in the diagnosis and treatment of challenging cases.** For instance, the **use of the da Vinci Xi Surgical System for intricate surgeries** allows for **precision and control, reducing the risk of complications and improving patient outcomes.** This technological advantage enables the hospital to tackle difficult cases that require high levels of expertise and specialized equipment.



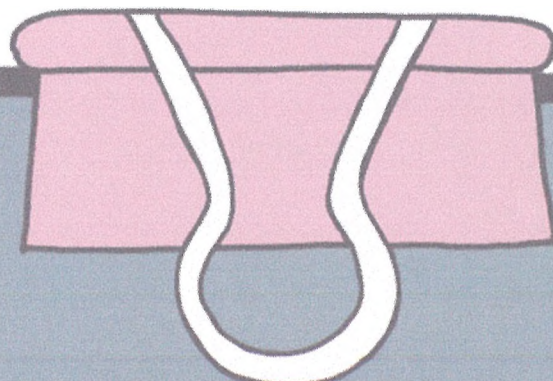


CONCLUSION

Pantai Hospital Ayer Keroh has established itself as a leading healthcare provider by offering a comprehensive range of medical services and advanced facilities. The hospital's commitment to delivering exceptional care is evident in its state-of-the-art technology and specialized centers, which cater to various medical fields. This holistic approach not only ensures continuity of care but also enhances patient outcomes, making it a trusted choice for individuals seeking medical attention.

The hospital's experienced medical staff is another key strength that contributes to its reputation. With highly trained doctors, nurses, and specialists, Pantai Hospital is equipped to handle complex medical conditions effectively. Their expertise, combined with a compassionate approach to patient care, creates a supportive environment that prioritizes the well-being of patients, further solidifying the hospital's standing in the community.

Moreover, Pantai Hospital's proactive strategies in medical tourism and public engagement demonstrate its commitment to growth and transparency. By promoting its services to international patients and maintaining open communication with the local community, the hospital fosters trust and builds a positive public perception. As it continues to adapt to the evolving healthcare landscape, Pantai Hospital Ayer Keroh is well-positioned to meet the needs of its patients while upholding its mission of providing high-quality, personalized healthcare.



REFERENCES



Bernama. (2020, December 10). Pantai Hospital prepares for post-COVID-19 era with digital healthcare. Retrieved from :-

<https://www.bernama.com/en/news.php?id=1912747>

Pantai Hospital Ayer Keroh. (2023, August 17). Retrieved from :-

<https://www.pantai.com.my/ayer-keroh?form=MG0AV3>

The Star. (2024, December 21). Pantai hospitals – prepared for every emergency. Retrieved from

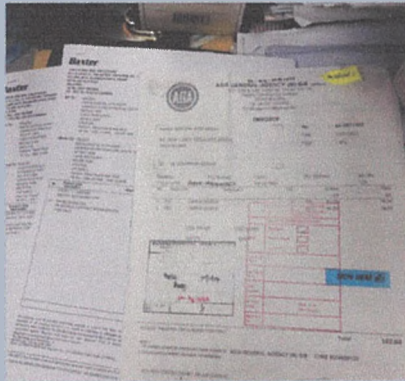
<https://www.thestar.com.my/news/nation/2024/12/21/pantai-hospitals---prepared-for-every-emergency?form=MG0AV3>

The Star. (2024, March 27). Pantai Hospital Ayer Keroh makes it to top 30 of world's best hospitals. Retrieved from

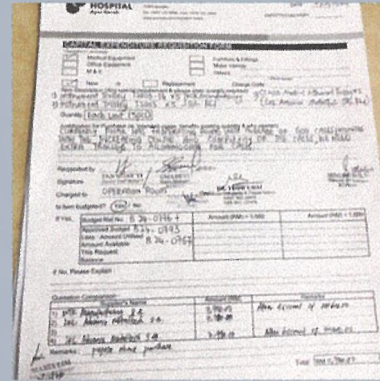
www.thestar.com.my/news/nation/2024/03/27/pantai-hospital-ayer-keroh-makes-it-to-top-30-of-world039s-best-hospitals



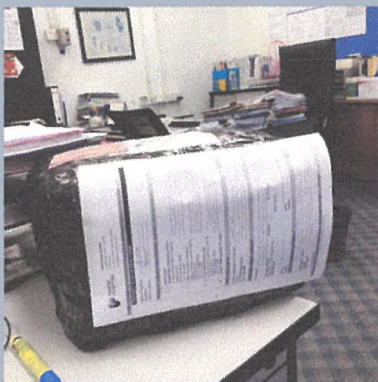
APPENDICES



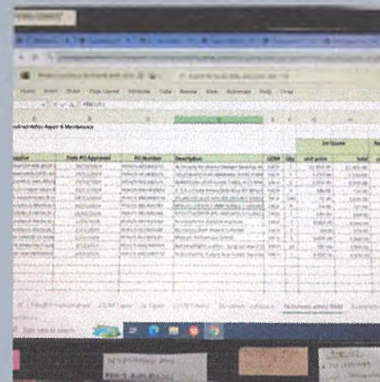
INVOICE FROM
MAINTENANCE DEPARTMENT



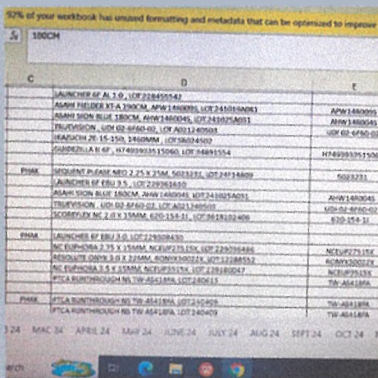
CAPEX FORM REQUEST
FROM NURSING
(INSTRUMENT TROLLEY)



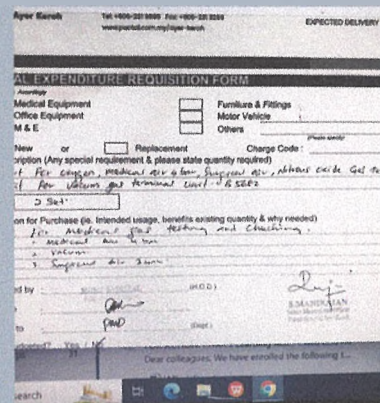
SCRUB SUIT FOR
OT DEPARTMENT



COST SAVING REPORT
(CAPEX PART)



CONSIGNMENT
PCI REPORT



CAPEX FORM REQUEST
FROM PROJECT
(TEST KIT FOR OXYGEN & VACUM GAS TERMINAL)