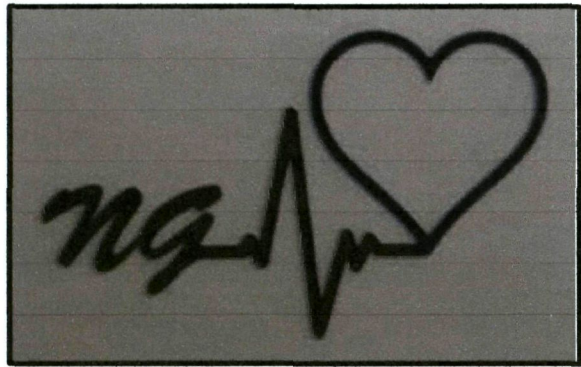




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**COMPANY ANALYSIS**  
**KLINIK NG POH HUAT**

**TECHNOLOGY ENTREPRENEURSHIP (ENT600): CASE STUDY**

**FACULTY:** FACULTY OF HEALTH SCIENCES

**PROGRAMME:** BACHELOR IN NURSING

**SEMESTER:** NHSN8 (HS240)

**PROJECT TITLE:** COMPETENCY OF CLINIC ASSISTANTS

| <b>GROUP MEMBERS</b>        | <b>MATRIC NO.</b> |
|-----------------------------|-------------------|
| Beinah Binti Karim          | 2016237334        |
| Nurul Shahida Binti Baharum | 2016464262        |
| Ros Laili Binti Mohd Ismail | 2016245102        |
| Siti Katijah Binti Yahya    | 2016656566        |

**LECTURER:** Hjh Zanariah Binti Zainal Abidin

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## **EXECUTIVE SUMMARY**

Klinik Ng Poh Huat is a general medical practice which was established in September 2013 by Dr. Ng Poh Huat as its owner and also a general practitioner. This clinic is located in Bandar Mahkota Cheras and opens to the customers daily starting from 9a.m. until 9p.m.. The owner also serves as a consultant physician, performs medical examinations, general illness, and minor procedures in this clinic. He is assisted by four Clinical Assistants which continues further in becoming the backbone of the clinic to ensure it is operating well.

Klinik Ng Poh Huat provides several services such as full medical examination, Electrocardiogram (ECG), dengue test, urine test, ultrasound, immunization, and even blood pressure check. In addition, this clinic provides treatment for the general illness like fever, cough or flu. It can even provide treatments of all ages from infants to elderly, thus being a convenience to society. Besides that, this clinic also provides the compulsory medical checkup for foreign workers and had been recognized by Foreign Workers' Medical Examination (FOMEMA).

The average daily number of customers who visits this clinic can reach from 50 to 60 people each day coming with various health problems. The main goal of this business was not only focused on profitability but also helps in improving the health of the community.

## **1.0 INTRODUCTION**

### **1.1 Background Of The Study**

The case study is about a clinic located in Bandar Mahkota Cheras which is named, Klinik Ng Poh Huat. According to Hazrin et al., (2013), health clinic is one of the components of health care facilities in the health care delivery system providing health services to the community. The clinic is the prominent provider of primary health care which is essential in maintaining the population's health. To, Sivasampu, Fmg, & Ariza, (2010) states that primary care is the basic or general healthcare that focuses on the point at which ideally a patient first seeks assistance from the medical care system thus, it also forms the basis for referrals to secondary and tertiary level care. In general, the clinic provides services such as health checkup, general medical consultation, vaccination, blood test and others.

### **1.2 Problem Statement**

The negative feedbacks about the incompetence of the Clinical Assistants were voiced out by the customers themselves. They claimed that the Clinical Assistants are not well-trained because of their failed attempt in delivering accurate information, communication and efficiency in handling medical equipment. However, keeping customers' satisfactions is an obvious way to gain a competitive advantage for this clinic to survive because nowadays, there are many General Practitioners who wants to work on their own clinics.

### **1.3 Purpose Of The Study**

The purpose of this study is to:

- Identify the competency of the Clinical Assistants in terms of their communication, skills and knowledge.
- Further improvement of the Clinical Assistants' competency by exposing them to using medical equipment, encouraging them to attend the training course, and hire experienced staffs or practical students.