



اَوْبَدُ سِيْبِي تَنْكَبُو لَوْ كُنْ مِنْ مَنَارَا
UNIVERSITI
TEKNOLOGI
MARA

Cawangan Melaka



INDUSTRIAL TRAINING
REPORT

**KPJ
HEALTHCARE
BERHAD**

1 MARCH TO 15 AUGUST

2023

MENARA 238
KUALA LUMPUR

PREPARED BY:

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EXECUTIVE SUMMARY

This storyline start on 1 March 2023 which is my journey of internship at KPJ Healthcare Berhad in Kuala Lumpur, until 15 August 2023. With this six months journey, I have been assigned with Human Resources Department, which a line with my study course and it is a requirements of my Bachelor of Business Administration (Hons). Human Resources Management, in Universiti Teknologi Mara (UiTM). Then, I was positioned in Shared Services under compensation and benefit.

In this report, I have gathered all the information regarding KPJ Healthcare Berhad. The information was collected from KPJ Healthcare Berhad , fellow colleague, my supervisors, and internet. This report provided the company' profile, then it goes to organization culture. After that, it continue with products and services that provided at the outlet, then the summary of my training reflection. Next, it move to the SWOT Analysis about KPJ Healthcare Berhad, the discussion and recommendations, and my report close with conclusion.

Regarding the SWOT Analysis, it was based on my survey and observation during my six month internship period in the company. Also, I have received guidance from my supervisor, and not to mentioned my advisor to completed this SWOT Analysis. As the main goal of an internship is to learn while working in a practical environment and apply the knowledge gained during studies in a realistic circumstances

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ACKNOWLEDGEMENT

First and foremost, I would like to say my gratefulness to Allah SWT for giving the consciousness and sense of responsibility to complete this assignment and for bestowing the most kind and considerate lecturers to me throughout my Human Resources Internship. I cannot put into words how grateful I am. Although it was challenging, I was given full guidance and consideration throughout the semester to get through.

I would like to express my sincere gratitude to all of those who have helped me in the completion of this work. First and foremost, I would like to thank my advisor, Miss Rozana Othman, for her guidance and support throughout this project. Miss Rozana has been a constant source of encouragement and advice, and I am grateful for his willingness to share her knowledge and expertise with me. Thank you for your endless guidance and friendliness. May Allah bless you and your family with good health and prosperity.

Moreover, I would like to express my gratitude to Puan Nasriah Kasim and Puan Hayati, as well as other employees, for spending their time guiding me in the human resources department, which includes recruitment, training and development, compensation and benefits, and employee engagement projects.

I would also like to thank my parents for their endless support and love to my efforts always, towards finishing my degree. Thank you also to my friends as well as classmates for being such an amazing companion and for providing the best emotional support when I needed it. I will proactively find ways to improve and venture more new things to expand my knowledge and skills in the future.

STUDENT PROFILE



ABDUL QAYYUM

Fresh Graduates

About Me

I am a highly motivated and results-oriented with a passion for helping people and businesses succeed. I have a proven track record in a variety of HR roles, including recruitment, training and development, compensation as well as employee relations. I am skilled in a variety of software platforms and have a strong understanding of HR best practices.

My Contact



Career Objective

To secure a challenging position in a reputable organization to expand my learnings, knowledge, and skills.

Education Background

- UiTM Bandaraya Melaka
Bachelor degree in Human Resources
Completed in 2023
- UiTM Raub
Diploma in Public Administration
Completed in 2020

References

Rezana Binti Othman
Academic Advisor
Universiti Teknologi MARA (UiTM)
Cawangan Melaka Kampus Bandaraya Melaka.
019- 3330410

Nasriah Binti Mat Kasim
Internship Supervisor
KPJ Healthcare Berhad
012-2501674

Experiences

Human Resources Internship in KPJ Healthcare Berhad 2023 – Present

- Data Entry Assistance for Staff Medical Claims (Outpatient, Inpatient, and Maternity).
- Participated in the review of resumes to identify qualified applicants.
- Participated in the scheduling of interview times, assisted in the distribution of invites, and assisted in following up with applicants.
- Helped the candidate out on the day of the interview
- Assisted in the process of providing new hires with onboarding.
- Assisted in the processing of grant applications and claims for the HRDC fund.
- KPJ Internal communications, culture, and ER Branding are responsible for the engagement projects that they assisted in.
- Contributed to the Revision and Alteration of the Talent Profile.
- Has made contributions and participated in the implementation of the correction of ABMS documents based on the findings of the external audit.
- Participate in the process of updating employee databases.
- Carry out any additional ad hoc tasks that may be allocated.

UiTM Bandaraya Melaka

2020 – 2023

- Making Personal Financial Planning Report
- Making Interactive Animation For Industrial Relation Court Cases (PowToon)
- Participate in Talent Pool Forum For HR Week
- Create Performance Appraisal Form using Excel
- Freelancer for Poster, Logo Design & Translator.
- Conduct Training Webinar for HR Week
- Conduct Industrial Relation Webinar With Trade Union Representative
- Conduct Research Study on Mental Health among UiTM KBM Student
- Invitation Committee for HR Industries Speaker for HLV2023

UiTM Raub

2017 – 2020

- Head of Management Division in Public Speaking And Debate Club, Universiti Teknologi MARA, Raub Campus
- Head of Administration EXCO in Public Speaking And Debate Club, Universiti Teknologi MARA, Raub Campus
- Involve in a lot of programs of UiTM Student Representative Council (MPP) as committee
- Vice Director of the Volunteer Program in Malaysia's National Zoo
- A Committee member of Administrative United Students Society Club, Universiti Teknologi MARA, Raub Campus (May 2017- Jan 2020)
- Involve in most club activities by Administrative United Students Society Club

Skills

- Proficient in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook etc)
- Ability to work effectively as part of a team
- Experience collaborating on projects
- Ability to resolve conflicts
- Ability to think creatively and come up with solutions
- Experience with project planning and execution
- Experience with editing apps – Canva, PowToon, Capcut, PicsArt

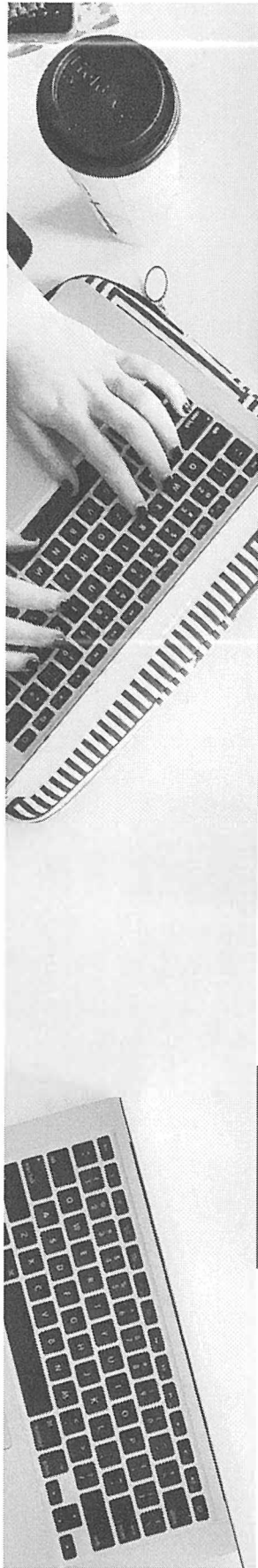


KPJ HEALTHCARE BERHAD

KPJ Healthcare Berhad is one of the biggest private healthcare companies in Malaysia. It has a network of 28 hospitals and 4 places for elderly people to live and get care. It was started in 1981, and its main office is in Kuala Lumpur. KPJ Healthcare provides a wide range of specialized medical services, such as care for cancer, the heart, the brain, and the bones. The company also puts a lot of emphasis on preventive health care and offers many fitness programs.

KPJ Healthcare has won many awards for the level of care it provides, including the Frost & Sullivan Asia-Pacific Excellence Award for Hospital Management Company of the Year (2019) and the Malaysia Healthcare Excellence Award for Private Hospital Group of the Year (2020).

KPJ Healthcare is the largest private healthcare provider in Malaysia. Its goal is to provide high-quality care at a price that most people can pay. The company has a good track record of making money, and for the past 30 years, it has always made money. KPJ Healthcare is a good investment for people who want to get into Malaysia's growing private health care market.



VISION

THE PREFERRED HEALTHCARE PROVIDER

Their slogan, "Care for Life," means that they want to be the best healthcare provider throughout the whole continuum of care. They do this by making the most of their experienced consultants, their well-trained and caring employees, and their large network of specialist hospitals. Together, they will give all of their customers and patients the best evaluation, treatment, and care.

MISSION

Deliver Quality Healthcare Services'.

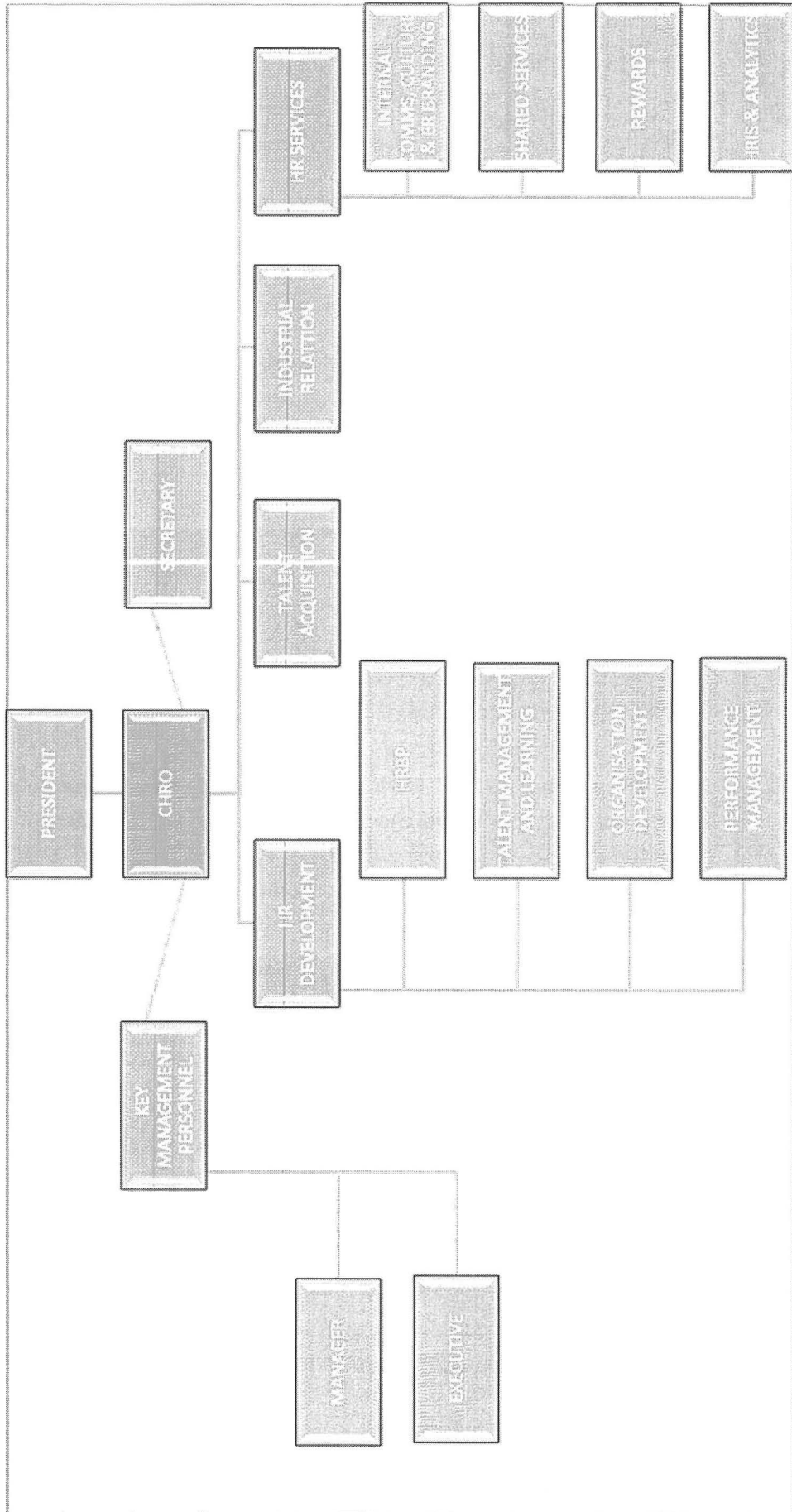
Their goal is to make people and the places they serve healthier. They are always focused on clinical quality and new technology to improve patient outcomes and the customer experience. They are led by skilled and caring medical staff.

CORE VALUE

1. Ensuring Safety
2. Delivering Service with Courtesy
3. Performing Duties with Integrity
4. Exercising Professionalism at all times
5. Striving for Continuous Improvement



ORGANIZATION CHART



SERVICES

KPJ is dedicated to providing premium healthcare services of the highest quality on a worldwide scale. Thanks to their highly trained medical staff and cutting-edge infrastructure, they are able to meet the expanding needs of the markets in which they operate.



KPJ PUSAT PAKAR MATA
CENTRE FOR SIGHT

Centre For Sight

An ophthalmologic surgeon who specializes in the treatment of corneal illnesses and other issues that affect the front of the eye was the one who pioneered the establishment of Centre For Sight. Together with the knowledge and experience of their ophthalmologist, the facilities in their center include technologically advanced and highly sophisticated equipment, which enables them to provide high-quality eye care.

Dental Specialist Centre

The KPJ Tawakkal-Dental Specialist Centre offers a comprehensive selection of dental care treatments, utilizing cutting-edge technology and seasoned professionals. The facility has been modernized with the most up-to-date apparatus along with a pleasant atmosphere, all of which has been designed exclusively for dentistry specialist services, in order to improve the level of care that we can deliver to our customers.



KPJ Tawakkal KL Dental Specialist Centre



LABLINK
MEDICAL LABORATORY

Laboratory Services

KPJLablink is now working on constructing a reference center for KPJ laboratories that will be outfitted with cutting-edge equipment and will adhere to worldwide standards for the services that will be provided. Lablink Central is the first private laboratory in Malaysia to comply with the Bio-Safety Level 3 (BSL3) Laboratory for testing of highly contagious diseases. This makes Lablink Central a particularly notable establishment.

Senior Living Care

Senior Living Care's target clientele are the elderly, particularly those in need of nursing assistance. Senior Living Care provides a warm and welcoming community where people of different backgrounds, ages, religions, and political persuasions can receive the best possible care. Care that is both efficient and effective, with compassion and empathy, is at the heart of our services. Rehabilitative services, dental care, optometry, and haemodialysis are already in place and will complement this nursing home.



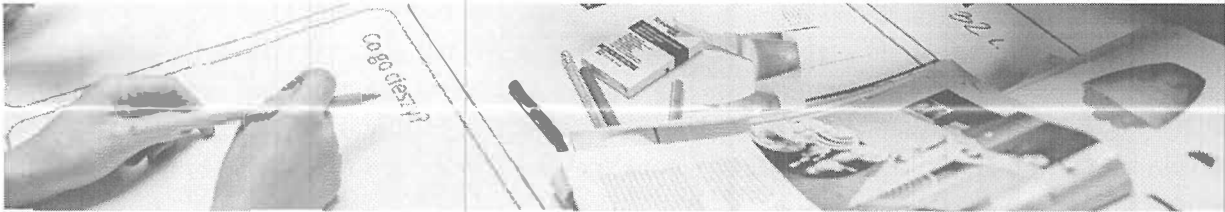
SENIOR LIVING CARE

Bariatric Surgery

They all help people lose weight by reducing their caloric intake. Therefore, the ability to chew and eat slowly becomes a determining factor in the patient's intake. Recurrent vomiting and, in rare situations, vitamin and protein shortage might ensue when a patient is unable to regulate this process. As a result of these potential dangers, close post-operative patient monitoring is essential.

Rehabilitation Centre

Comprehensive rehabilitation is offered at the KPJ KL Rehabilitation Centre, with a particular emphasis placed on intensive and interactive neurological and stroke rehabilitation programs. These programs are intended for chronic and acute neurological and stroke patients, and they cater to individuals with varying degrees of disability.



TRAINING REFLECTION

My adventure through the internship program began on March 1, 2022, and it will conclude on August 15, 2023. KPJ Healthcare Berhad was the host institution for my internship there. My obligations required that I work all five days of the week, Monday through Friday, from 8:30 in the morning until 5:30 in the afternoon. To tell you the truth, the hypothesis became a reality during my internship in the Human Resources department at KPJ Healthcare Berhad. My manager is Puan Nasriah Binti Kasim, and I work in the Shared Services department of the pay and benefit division. This department has a total staff of 30, including the managers, and all of the staff members are aware of their specific responsibilities within the department. Furthermore, they consistently provide assistance to one another in the areas of recruitment, payroll, and industrial relations. The entirety of the Human Resources Department has been broken down and explained to me by each of them.

For my part, I have received training for the data entry required for the Staff Medical Claim Bill for inpatient, outpatient, and maternity care, and this work will continue every month. In addition to that, I was given a works rotation by the other unit. Aside from that, they provided me with opportunities to assist in the interview process, such as summarizing candidate resumes and applications, organizing their interview schedule, and directly contacting candidates for follow-up conversations. They also instructed me on how to operate the Human Resources Information System that the organization uses. The Kaizen HRMS has been utilized by this organization for the purposes of registering new employees, entering data, and uploading staff schedules.



SWOT ANALYSIS

STRENGTHS

- Strong Brand Name
- KPJ College University

WEAKNESS

- Shortage Of Employees
- Poor Working Culture & Diversity.

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OPPORTUNITIES

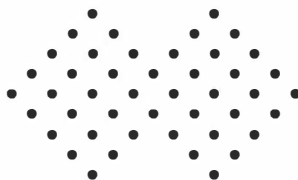
- College Recruitment Activities
- Availability Human Resources Consultant

THREATS

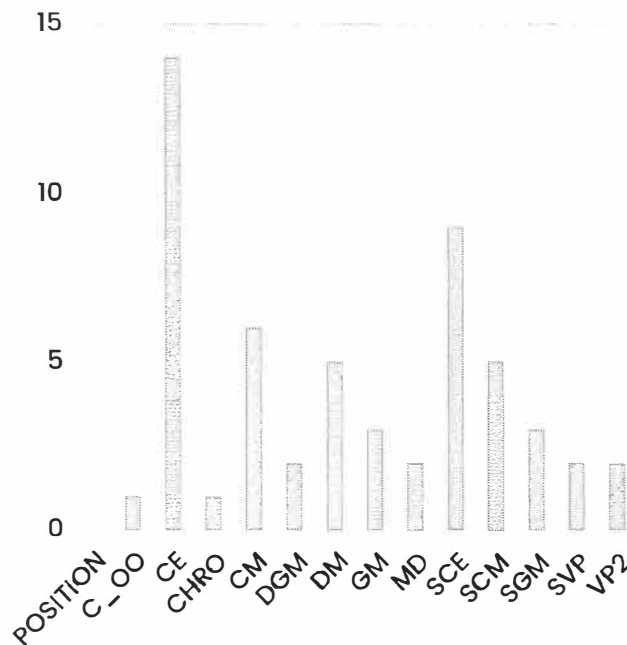
- Better Offer From Competitors
- Economic Recession

O

T



PROBLEM IDENTIFICATION : EMPLOYEE TURNOVER IN VARIOUS POSITION LEVEL



During my internship with KPJ Healthcare Berhad, I can observed the company has an issue with staff turnover at a variety of levels and positions. In 2022, there were 55 employees that left their positions, and the majority of them had previously held executive positions in various departments of the company and were members of the millennial and generation Z generations.

According to the author (Vemparala, 2023) in his work, Millennials and other younger generations desire the maximum potential return on their investment in their jobs. According to the article, there are a few different points of view about the reasons why millennials switch employment at such a high rate. It stated that job-hopping is another common practice among members of Generation Z, who are interested in trying out a variety of occupations, fields, and markets.

Based on the feedback of Recruitment Unit in KPJ Healthcare Berhad, most of the employee left the organization for better opportunity and career development in another fields and market. As turnover rate increasing in the organization, the workload became bigger and became a burden to remaining employee since it will takes more time to recruit new replacement to previous position. Hence, the remaining employee whose take extra responsibility for the time being could be affected to their emotion,motivation and productivity

Therefore, i have used SWOT analysis to address the employee turnover at KPJ Healthcare Berhad and recommend some solutions. it assist companies in determining where they excel and where they have room for growth, both internally and in their relationships with other parties.



1.0 STRONG BRAND NAME

KPJ Healthcare Berhad is a formidable brand company as a result of its dominant position in the industry, asset-light business model, and tight working connection with Malaysia's largest panel of physicians. These factors have combined to make KPJ Healthcare Berhad a powerful brand. KPJ also has a strong relationship with the largest panel of doctors in Malaysia, which enables them to have access to some of the most highly skilled medical specialists in the country.

They have a significant edge over their competitors as a direct result of the fact that KPJ is the private hospital network that operates throughout Malaysia in the greatest breadth and depth. "Brand awareness" can be described as "the degree to which customers recognize a brand or product due to the name of the brand or the distinctive qualities of the product" (Villegas, 2023).

Products and services that maintain a high degree of awareness have a greater possibility of generating further sales. This is because continued awareness leads to increased demand. It is also possible to use word-of-mouth marketing as a strategy because, according to Adam (2022), word-of-mouth marketing is one of the most effective kinds of advertising and 88% of consumers believe the recommendations of their friends. Because of the company's strong reputation in the community, this tactic may be able to assist in growing the pool of potential employees for the business.



2.0 KPJ UNIVERSITY COLLEGE

Employee turnover is a costly problem for businesses. It can lead to lost productivity, decreased morale, and increased training costs (Shweta, 2022). KPJ University College (KPJUC) is a subsidiary of KPJ Healthcare Berhad and private university college in Malaysia that offers a variety of healthcare-related and business programs (KPJUC, 2023).

With availability KPJUC as a subsidiaries company, it can be one of the strength to help combat turnover in several ways. Firstly, KPJUC has a history of intentionally developing talent, and it is well-equipped to provide the greatest healthcare services to patients and clients (KPJ UC, 2023). As a subsidiary company to KPJ the graduates were indirectly trained to be candidates pool for the company either in medical, or management.

This can help to ensure that KPJ UC graduates are able to meet the requirement and demanded KPJ hence help the graduates to find and maintain good jobs, which can enhance their loyalty towards the company.

The institutions also can help can connect its graduates with potential employers from each branches of hospitals in KPJ. This can be done through career fairs, college recruitment activities and networking events.

KPJ HEALTHCARE BERHAD

RECOMMENDATION



1.0 STRONG BRAND NAME

1.1 ENHANCE STRONG BRAND NAME

My recommendation for KPJ Healthcare Berhad to strive to enhance their strong brand name by getting involve with community. According to (Jia Wertz, 2021), 55% of global respondents said they are willing to pay extra for products and services from companies that are committed to positive social and environmental impact. Getting involved in the community is a great way to build brand awareness and goodwill. When a company gets involved in the community, it shows that they care about the people they serve and that they are committed to making a difference. This can be a very effective way to build relationships with potential patients and to attract new customers.

There are many ways that KPJ Healthcare Berhad can get involved in the community. They could sponsor local events, such as a health fair or a walkathon. They also could donate to charities that support the health and well-being of their community. They could also volunteer their services to local organizations. By getting involved in the community, KPJ Healthcare Berhad can show that they are a caring and responsible company. This can help them to build a strong brand reputation and to attract more patients.

2.0 KPJ UNIVERSITY COLLEGE

2.1 OPPORTUNITY FOR ADVANCED STUDY

The MBA in Healthcare Management program in KPJ University College can help employees develop the skills and knowledge they need to advance their careers. This can make them more valuable to KPJ and less likely to leave for other opportunities. The program also focuses on leadership and management skills (KPJUC, 2023), which can help to create a more positive work environment between superior and employees hence reduce employee turnover. For example, employees or manager who learn how to be better at manage their leadership and communication skills can contribute to the working environment (Campbell, 2022).

For instance, the Managerial training program in MBA follows a modular structure in which students concentrate on one subject per weekend session and have ample time for online or offline self- and group-learning in between classes (KPJUC, 2023). Flexible learning is about empowering employees to train in the manner that best suits them. When this occurs, the company will experience increased employee engagement, enhanced customer service, and increased employee confidence (Ocasta, 2023).



1.0 SHORTAGE OF MANAGEMENT EMPLOYEES

KPJ Healthcare Berhad started to face shortage of employee as job hopping among employee happen constantly. This happen as the competitors to KPJ Healthcare Berhad promote a better offer in term of salary, benefit, and promotion. As there much people leaves, the remaining employees were affected in term of workload and also their emotion.

Workers are brought into an organization to assist the organization in continuing to strive toward their goals. According to (Engetou, 2017), employees are what ultimately determine whether a company or organization is successful or not. A rise in the amount of work that needs to be done as a result of an organization having insufficient staff causes that organization to experience an increase in the amount of work that must be done as a result of employees being required to execute and carry out more activities in an organization than is typically expected of an employee. Stress then emerges as a result of insufficient personnel, and employees today are critically assessing the stress management difficulties that contribute to a lower job performance of an employee, which is originally a result of discontent with the employee's position.

The findings of the study, which were published in the same publication (Engetou, 2017), indicate that there is a deteriorating connection between stress and performance on the job. An rise in stress can have a negative impact on an employee's morale and job satisfaction, as well as their mental and physical health, which can lead to an increase in the amount of time needed off work. According to (Harper, 2023), turnover rates go higher when employees who are overworked decide to leave their employment rather than attempt to keep up with increased workloads while receiving the same income.



2.0 POOR WORKING CULTURE AND DIVERSITY

In the same way as KPJ Healthcare Berhad, the company advocates for equal access to opportunities for people of all different backgrounds in Malaysia. Despite this, there are currently more people of Malay descent working for the corporation than of any other race. For instance, the Human Resources department used to have a proportionally balanced mix of Malay and Chinese employees. On the other hand, some of the Chinese are departing in search of a different firm with a more appealing offer and culture. These may be due to employee uncomfortable feeling for being a minor group in the company.

The attitudes, values, behaviors, and decorum of coworkers from various cultural backgrounds may also vary (Cathy, 2023). Despite the fact that such interactions can be energizing and even beneficial in an inclusive work environment, they have the potential to result in misunderstandings or negative sentiments among team members.

A further point that must be made is that, depending on the language and culture involved, professional communication may be challenging to understand or misinterpreted. Even though accurate translations are necessary for effective marketing, there is still a chance that communication could be misconstrued or misunderstood by individuals from diverse cultural backgrounds (Cathy, 2023). In the same article, language barriers are also mentioned as one of the obstacles. Even in an office where everyone speaks English, it may be difficult to discern the various accents people use and the idiomatic expressions used by native speakers.

KPJ HEALTHCARE BERHAD

RECOMMENDATION



1.0 SHORTAGE OF MANAGEMENT EMPLOYEES

1.1 OPPORTUNITIES FOR CAREER ADVANCEMENT

My recommendation is to provide more opportunities for advancement. If they believe they have the opportunity to advance their employment, employees are more likely to remain with an organization. According to (Hess, 2019), 94% of employees would remain with a company longer if it invested in their learning and development. KPJ Healthcare Berhad can provide advancement opportunities by providing defined career paths, training and development opportunities, and internal promotions. This implies that they should seek for opportunities to promote employees in order to demonstrate to them that they are valued and that they can advance in their careers if they work hard and perform well. It can also help retain cheerful and motivated employees, thereby fostering a sense of teamwork among coworkers.

2.0 POOR WORKING CULTURE AND DIVERSITY

2.2 CONDUCT REGULAR DIVERSITY AND INCLUSION SURVEYS

My recommendation is to conduct regular diversity and inclusion surveys to collect feedback from employees about their experiences of diversity and inclusion in the workplace. This feedback can be used to identify areas in which the organization can develop, as well as to monitor its progress over time. It is essential, when conducting surveys, to pose questions pertaining to diversity and inclusion. This could include inquiries about employees' experiences with discrimination or harassment, their perceptions of the organization's commitment to diversity and inclusion, and their recommendations for organizational improvement. Additionally, it is essential to ensure that the surveys are anonymous. Diversity and inclusion surveys provide a forum for employees to provide feedback on their company's culture. This will encourage employees to be forthright about their experiences and offer constructive feedback. The surveys should be conducted on a regular basis, at least annually. This will ensure that the organization continually monitors its progress and makes adjustments.

KPJ HEALTHCARE BERHAD

OPPORTUNITIES



1.0 COLLEGE RECRUITMENT ACTIVITIES

KPJ Healthcare Berhad would be interested in forming partnerships with educational institutions in order to organise recruitment activities such as job fair among universities. Connecting with prospective employees in this manner and promoting the organisation as an excellent place to work are both excellent uses of this method (Hoffer, 2023).

Participating in job fairs provides companies with access to large pools of qualified candidates, which is one of the benefits. The events provide employers with the opportunity to recruit candidates with specialized education (Gregory Hamel, 2023). Job fairs can increase the number of resumes and applications received by companies from candidates who are actually qualified for the open positions.

Universiti Malaya, are one examples of institutions that can assist KPJ Healthcare Berhad in the recruitment activities. This is because this universities offer a diverse selection of courses through "Saluran Terbuka UM(SATU)" programmes which offers a diverse range of Bachelor's Degree programs through up to 15 Academies, Faculties, and Centers at Universiti Malaya (Universiti Malaya, 2023). By this measure, it would be beneficial for the company to organise or join job fairs that can focus on both the healthcare programme and the management programme.



2.0 AVAILABILITY OF HUMAN RESOURCES CONSULTANT

Consultants in human resources can assist businesses in a variety of ways in addressing difficulties associated with employee turnover, such as the development of retention strategies. Which will help firms establish a plan to address the underlying reasons of employee turnover and keep employees engaged and effective in their work. According to (Holliday, 2021), employee retention refers to the strategies and processes that a business undertakes in order to keep its top people and reduce risks associated with turnover.

According to (Holliday, 2021), organizations face a variety of issues as a consequence of high employee turnover rates. The most immediately evident effect is the decrease in productivity. On average, it takes a new hire between one and two years to attain the same level of productivity as an established employee. Moreover, newly hired employees require time to establish working relationships with both colleagues and clients. Understaffing contributes to a variety of other problems, including increased overtime and employee fatigue, decreased job quality, and delays. An organization can avoid productivity losses by retaining its employees effectively.

KPJ HEALTHCARE BERHAD

RECOMMENDATION



1.0 COLLEGE RECRUITMENT ACTIVITIES

1.1 OFFER SCHOLARSHIPS

My recommendation is KPJ Healthcare Berhad should offer scholarships to prospective students. It's not just colleges and other educational institutions that can benefit from providing scholarships; your company might be able to use them to meet some of its human resources objectives as well. The corporation is striving to develop a pipeline of young talent by contributing to a scholarship program in the hopes that these individuals may one day be qualified to compete for critical positions in other businesses. (Karen, 2023). Scholarships are a great way to attract top talent to KPJ Healthcare Berhad. They show prospective students that the organization is committed to investing in the future of healthcare and that they value academic achievement. Scholarships can also help to attract a diverse pool of applicants, which can be beneficial for the organization. KPJ Healthcare Berhad should decide what type of scholarship they want to offer and what criteria they will use to select recipients.

2.0 AVAILABILITY OF HUMAN RESOURCES CONSULTANT

2.1 PARTNERING WITH REPUTABLE AND HIGH RATING HR CONSULTANT

My recommendation is partnering with a reputable human resources consulting firm can be a great way for KPJ Healthcare Berhad to improve their opportunity in availability of human resources consultant to improve turnover. This is because human resources consulting firms have the expertise and resources to help organizations assess their current turnover situation and develop a plan to improve it. Human resources consulting firms have a wealth of expertise in the area of turnover. They have worked with many different organizations and have seen a variety of turnover situations. This expertise can help KPJ Healthcare Berhad to understand their own turnover situation and develop a plan that is tailored to their specific needs. Some of the Human Resources Consultant that have high rating and trusted that KPJ Healthcare Berhad can use are According to Mike (2018), Britay Asia (M) Sdn. Bhd. is the top HR consulting firm in Malaysia since it provides access to a limitless number of alternatives for improving the performance of human resources at every level. Britay Asia works to boost the talents of your staff in a variety of different areas, including performance enhancement, executive coaching, and skill development, to name just a few of those areas.



1.0 BETTER OFFER FROM COMPETITORS

In the situation involving KPJ Healthcare Berhad, better attractive offer made by another company operating in the same sector could pose a risk not just to the customers but also to the workers. The fact that these hospitals are all well-known and respected brands, and they have a strong reputation for providing exceptional care, makes them potential major competitors like Columbia Asia Hospitals and Gleneagles Hospital are examples. Because of this, they may become appealing not only to patients but also to employees, which may result in KPJ Healthcare Berhad losing some of its market share.

A more attractive offer from a competing company may have the potential to have a major impact on the turnover rates seen in a given organization. If an employee's present position does not provide them a better wage, benefits, or possibilities, they may be more likely to leave their current work in exchange for the better offer. This is especially the case if they have the impression that they are not appreciated or valued in their current position.

According to (Holliday, 2021), one of the primary motivating factors for people to leave a firm is the wage and benefits package, particularly for younger workers. According to the same article, which According to the results of a poll conducted by LinkedIn, employees cite differences in pay and perks as the primary motivation for seeking new employment. There are many different reasons why a greater starting wage has a substantial bearing on the retention rate of employees. If the organization is unable to compensate with a good value, then competitors will hunt for opportunities to grab high performers and entice them away with merely financial incentives.



2.0 ECONOMIC RECESSION

KPJ Healthcare Berhad might face reduction in demand, sales and productivity because of economic factors which will likely make less need for healthcare workers. According to survey by (Carisse Armada, 2022), people postpone medical treatment during a recession to save money. Families with limited means spent money on essential and non-medical items and reduced their healthcare use. However, people still need medical care for critical illnesses. People only tend to avoid medical care for non-life-threatening diseases and minor ailments to conserve money.

In the same article also stated, Economic downturns and recessions cause budget cuts and service reductions in healthcare, leading to layoffs and hiring freezes. Cost reductions affect employee, which are the most significant healthcare professional group. Further, the recession destabilizes the labor market, leading to long-term shortages. Furthermore, a lack of awareness of labor market dynamics and trends may lead policymakers to make incorrect workforce downsizing decisions during economic recession.

KPJ HEALTHCARE BERHAD

RECOMMENDATION



1.0 BETTER OFFER FROM COMPETITORS

1.1 COMPETITIVE SALARY BENCHMARKING

My recommendation is KPJ Healthcare must benchmark their salaries against industry standards. For example they can participate in salary surveys conducted by reputable organisations or engage specialised contractors and consultants. This process enables the company to compare their remuneration practices with similar organisations in same industry, geographical area among other key and critical data points. It is important to consider factors such as company size, location, industry sector, and talent scarcity when comparing salaries (Neill, 2023). Regularly reviewing and adjusting their salary ranges based on benchmarking results ensures your organisation remains attractive to top talent.

2.0 ECONOMIC RECESSION

2.1 DIVERSIFY REVENUE STREAM

My suggestion is to diversify the revenue streams. The diversification of a company's sources of revenue is a practical technique that may be used to create long-term success, higher revenue growth rates, and greater resilience in times of economic depression (VisionEdge, 2023). This is because if a business is too reliant on one source of income, they will be more likely to be affected if that source of income dries up. Launching new profit strategy is a great way to diversify revenue streams and allows businesses to reach new customers and generate new income streams. For example, KPJ can partnering in becoming Occupational Safety and Health (OSH) Consultant towards varieties of companies to provide medical advice and support. This could include things like providing training on workplace safety and health, or helping businesses to develop and implement wellness programs hence help to create a healthier and safer work environment for their employees (Feriyanto, 2020). This action can help the KPJ to enhance their profit also help to wider their sources of revenue which is as an OSH consultant.

KPJ HEALTHCARE BERHAD

CONCLUSION



This overview report is to conclude the journey of my internship at KPJ Healthcare Berhad. In my opinion, the tasks and responsibilities that have been given during these six months were an amazing and enjoyable experience. Even though some of the tasks that have been assigned to me are in repetition routine, I am very glad because my supervisor give me chances to sharpen my skills. Also, these valuable advantages and fresh experiences will advance my abilities to perform better.

KPJ Healthcare Berhad is one of the leading private healthcare providers in Malaysia. However, KPJ Healthcare Berhad must overcome its weakness and turn it to be one of their strength in the future. Also, they need to be brave to take the risks of trying a new method to expand and maximize their potential resources and enhance operating and management quality.

However, this journey has taught me more than enough about behind the scenes to run the management smoothly. Also, I have learned from my colleagues to work on their roles in the department. As HR, we need to find a fast and better solution if some predicament happens occurring suddenly and unexpectedly. Lastly, I want to express my gratitude to KPJ Healthcare Berhad for providing students with the opportunity to be occupied with field experiences in Human Resources Department.

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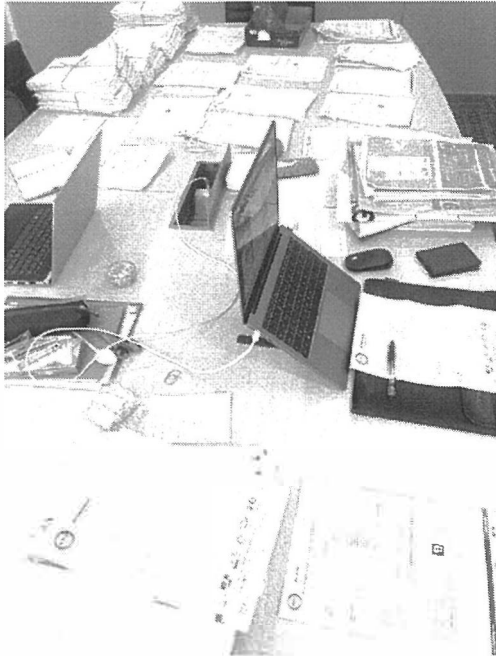
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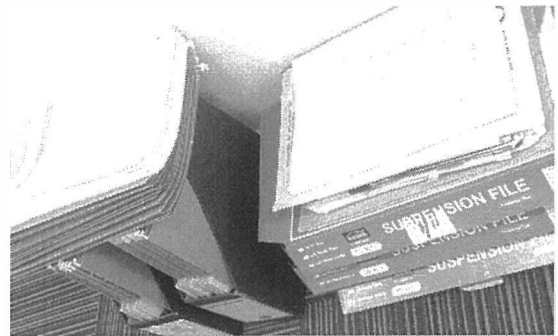
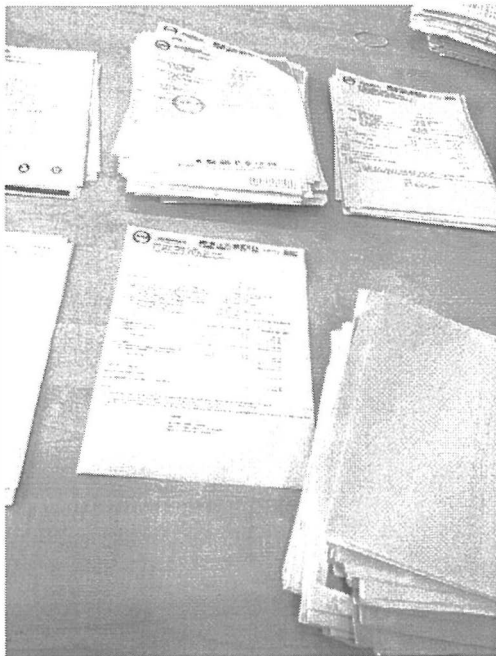
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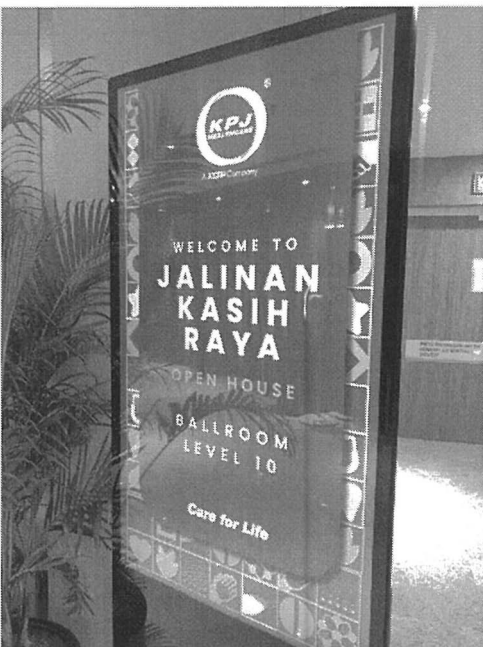
Row Labels Count of Job Code

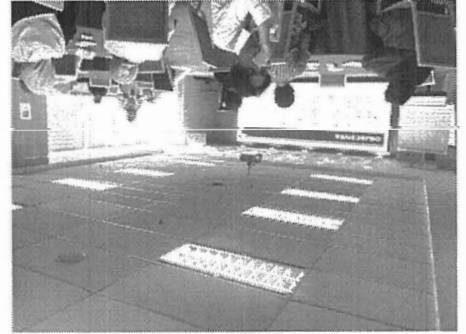
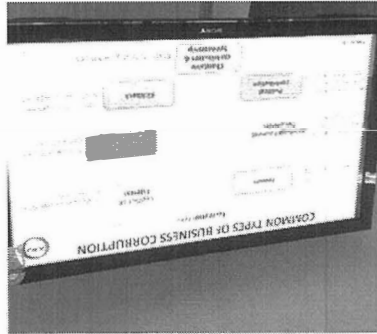
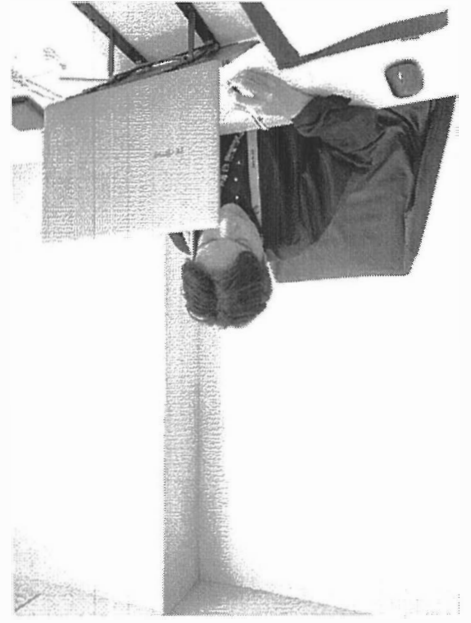
C_OO	1
CE	14
CHRO	1
CM	6
DGM	2
DM	5
GM	3
MD	2
SCE	9
SCM	5
SGM	3
SVP	2
VP2	2
Grand Total	55





APPENDICES





Managing Burnout Using Expressive Art Therapy

Date: 23rd May 2023 (Tuesday)
 Venue: Training Room, KPJ Healthcare University College
 Time: 2:30 pm - 4:30 pm

Dr. Siti Nur Hafizah
 Director of Clinical Services
 KPJ Healthcare (Private) Berhad

KPJ HEALTHCARE UNIVERSITY COLLEGE
 TRAINING WEEK

To register: www.kpj.com.my

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