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UNIVERSITI  
TEKNOLOGI  
MARA

UNIVERSITI TEKNOLOGI MARA (UiTM) CAWANGAN MELAKA

KAMPUS BANDARAYA MELAKA

FACULTY OF BUSINESS AND MANAGEMENT

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) INTERNATIONAL BUSINESS

INDUSTRIAL TRAINING REPORT

PUTRA SPECIALIST HOSPITAL (MELAKA) SDN BHD



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## **EXECUTIVE SUMMARY**

Putra Specialist Hospital (Melaka) Sdn Bhd is well-known as the city's premier medical facility in which is centrally located in the heart of Melaka. Since 1995, the Putra Specialist Hospital has been providing outstanding medical care, and therefore has been recognised as an excellent choice for medical tourists as well as a centre of expertise in the field of specialised medicine. During the course of my industrial training, I was given an opportunity to gain practice experience by working in Putra Specialist Hospital in the department of Medical Records, and was assigned the task of conducting research on the organization, and applying theoretical concepts to real-life situations. This report is organized into distinct sections, starting with a detailed discussion of the Putra Specialist Hospital's company background. Following that, I will provide an overview of the company, followed by the organizational structure.

The next section of this report focuses on my training reflection. In this part, I will provide a detailed account of the duration of my work, the specific tasks I undertook, and the improvements I implemented during my time at the company. Drawing from my experiences and observations during my internship program, the fifth component will encompass a SWOT analysis, where I will summarize the organization's strengths, weaknesses, opportunities, and threats, and following this, I will provide with my personal recommendations on how the company can overcome its current problems and make a possible improvement. Last but not least, this report will provide a conclusion that summarises the most important takeaways from the practical training experience that I have gained throughout my industrial training in the past 6 months.

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Besides, I would like to express my gratitude to my supervisor, Mr. Mohd Shamsuri bin Jelani, for his unwavering support and assistance throughout the entire process of completing this assignment. Despite his exceptionally busy schedule, he has been incredibly helpful and accommodating, providing guidance and feedback that has been instrumental in my successful completion of the task. His dedication and willingness to assist have made a significant difference in my learning journey. During my industrial training, Mr. Kamarul Ariffin bin Haron's guidance has played a pivotal role in providing direction on crucial procedures, such as document filing and storage. His valuable insights and knowledge within the department where I have been conducting my training for the past 6 months have been instrumental in enhancing my learning experience and skill development.

## 1.0 STUDENT'S PROFILE



### CONTACT ME



### EDUCATION

#### BACHELOR OF BUSINESS ADMINISTRATION (HONS) INTERNATIONAL BUSINESS

UiTM, Cawangan Bandaraya Melaka  
March 2021 - current  
Current CGPA: 3.75  
MUET Band 3 Achiever

#### Courses:

- Immediate Financial Accounting and Reporting
- Financial Management
- International Business Negotiations
- International Investment

#### DIPLOMA IN BUSINESS STUDIES

UiTM Lendu, Melaka  
March 2018 - 2020  
CGPA: 3.74 (5 times Dean - Listed)

#### SPM

Sekolah Menengah Kebangsaan Seksyen  
10, Kota Damansara  
2013 - 2017  
Art Stream

### SKILLS

Microsoft Excel | Advanced  
Microsoft Word | Advanced  
Microsoft Powerpoint | Advanced

### LANGUAGES

#### MALAY

Spoken | Advanced  
Written | Advanced

#### ENGLISH

Spoken | Intermediate  
Written | Intermediate

## IMAN SARAH BINTI AZMAN

A passionate, enthusiastic, and self-motivated student who graduated in diploma Business Studies from UiTM Lendu, Melaka and is now pursuing her Bachelor Degree in International Business in UiTM Bandaraya Melaka. I am an ambitious person and able to balance multiple priorities with attention to detail. My ultimate goal is to gain experience in the work field of business industry at any job position that will not only challenge, but also strengthen my skills development and knowledge in which will provide commercial exposure and opportunities for progression.

### EXPERIENCE & PROJECTS

Head Secretary 2022

#### "SAWADEEKA THE LAND OF SMILE: WONDERS OF HATYAI PROGRAMME" HATYAI, THAILAND

#### Key responsibilities:

- Preparing the proposal and all the documentation needed for the project.
- Scheduling management meetings.
- Compiling and distributing minutes of meetings to personnel.

Special Task Bureau 2022

#### "LET'S COMMUNICATE AND CONNECT PROGRAMME" SK BATU BERENDAM, MELAKA

#### Key responsibilities:

- Ensuring a smooth atmosphere before and throughout the programme.
- Cooperate with other bureaus prior to programme execution.

### ACHIEVEMENTS

- **DEAN'S AWARD (DEGREE)** 2021 - 2022  
3 Times Dean - Listed | UiTM Bandaraya Melaka
- **DEAN'S AWARD (DIPLOMA)** 2018 - 2021  
5 Times Dean - Listed | UiTM Lendu, Melaka
- **AWARDED FOR VICE CHANCELLOR AWARD (ANC) WITH CGPA 3.74**

### INVOLVEMENTS

"Understanding the Roles of MATRADE and the Current Trade Issue in Middle East Countries" 2022

- Certificate of Participant

"Industrial Talk: Post Covid-19 Graduates Marketability" 2021

- Certificate of Participant

### REFERENCES

#### DR. MOHD HALIM BIN MAHPHOTH

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#### NORRAEFA BINTI MD TAIB

Advisor, UiTM Bandaraya Melaka

Phone:

Email:



## 2.0 COMPANY'S PROFILE



Figure 1: Putra Specialist Hospital (Melaka) Sdn Bhd's logo

### 2.1 Company's Name And Location

Company's Name : Putra Specialist Hospital (Melaka) Sdn Bhd

Location : 169, Jalan Bendahara, Pengkalan Rama, 75100 Melaka



Figure 2: Putra Specialist Hospital's location

### 2.2 Background of Establishment

Putra Specialist Hospital (Melaka) Sdn Bhd is well-known as the city's premier medical facility in which is centrally located in the heart of Melaka. Since 1995, the Putra Specialist Hospital has been providing outstanding medical care, and therefore has been recognised as an excellent choice for medical tourists as well as a centre of expertise in the field of specialised medicine. The Putra Specialist Hospital is currently operates in the General Medical and Surgical Hospitals sector, and was first established on March 06, 1992. As a premier medical facility, Putra Specialist Hospital has established a wide range of departments and specialized units to cater to diverse medical needs. These include departments such as cardiology, orthopaedics, oncology, gastroenterology, neurology, obstetrics and gynaecology,

and many others. The hospital's state-of-the-art infrastructure, equipped with advanced medical equipment and technology, enables the medical team to diagnose and treat various conditions with precision and efficiency.

The hospital's commitment to excellence extends beyond medical care. It prioritizes patient comfort and convenience, providing a welcoming and patient-centric environment. Staff members are committed to providing each patient with individualized care and emotional support throughout their healthcare journey. The company places the highest priority on the well-being and satisfaction of patients, right upon their arrival until their full recovery. Besides, the company has earned its position as a centre of expertise in the field of specialized medicine. Its team of highly skilled and experienced medical professionals, including doctors, surgeons, nurses, and support staff, are dedicated to providing comprehensive and compassionate care to patients. The company constantly strives to stay at the forefront of medical advancements, ensuring that patients receive the latest treatment options and technologies available. With its strong track record, extensive range of medical specialties, and commitment to patient well-being, Putra Specialist Hospital (Melaka) Sdn Bhd remains a trusted and respected institution in the field of healthcare. Whether it is for routine medical care or specialized treatments, the company continues to be a go-to destination for individuals seeking exceptional healthcare services in Melaka and beyond.

<b>VISION</b>	To Be an Excellent Health Care Service Provider
<b>MISSION</b>	To Deliver Quality Health Care Services to Our Customers Through Excellent Customer Service and Technological Advancement
<b>OBJECTIVE</b>	We aim for continuous growth and keep our commitment to excellent care and advancing for the benefit of our community
<b>GOAL</b>	<ul style="list-style-type: none"> <li>• Ensure that our products, services, system, structure and work mechanisms are able to maintain high quality standards that meet the needs and expectations of our customers.</li> <li>• Ensure that our working environment is of a high standard of safety and comforts.</li> <li>• Ensure that our employees will have the right-thinking qualities and actions, to meet developed world standard.</li> <li>• Emphasize a high level of professionalism, efficiency, tactful, honest and truthful.</li> </ul>
<b>CORE VALUES</b>	<ul style="list-style-type: none"> <li>• Integrity</li> <li>• Respect</li> <li>• Empathy</li> <li>• Progressive</li> <li>• Innovative</li> </ul>

*Table 1: Putra Specialist Hospital's Company Background*

## 2.3 Organizational Structure

### 2.3.1 Putra Specialist Hospital (Melaka) Sdn Bhd

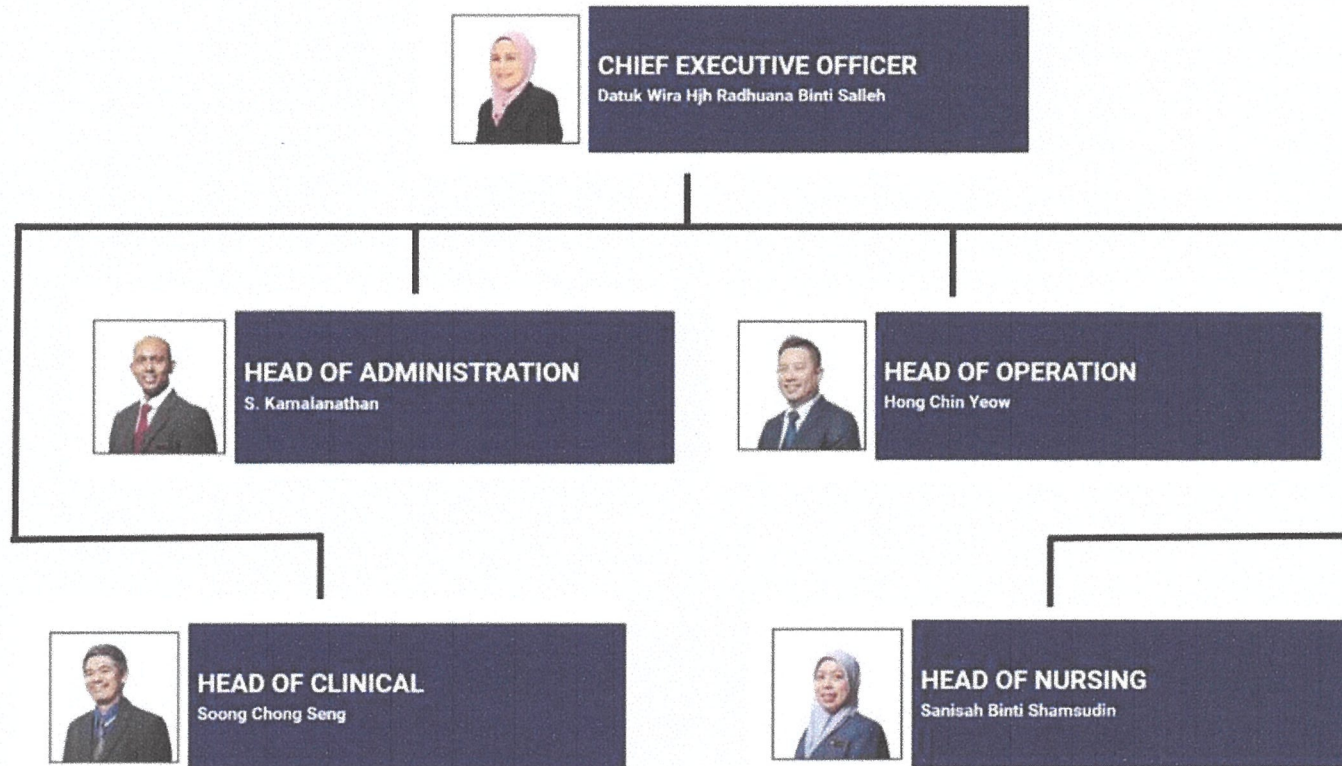


Figure 3: Putra Specialist Hospital (Melaka) Sdn Bhd's Organizational Structure

### 2.3.2 Medical Records Department

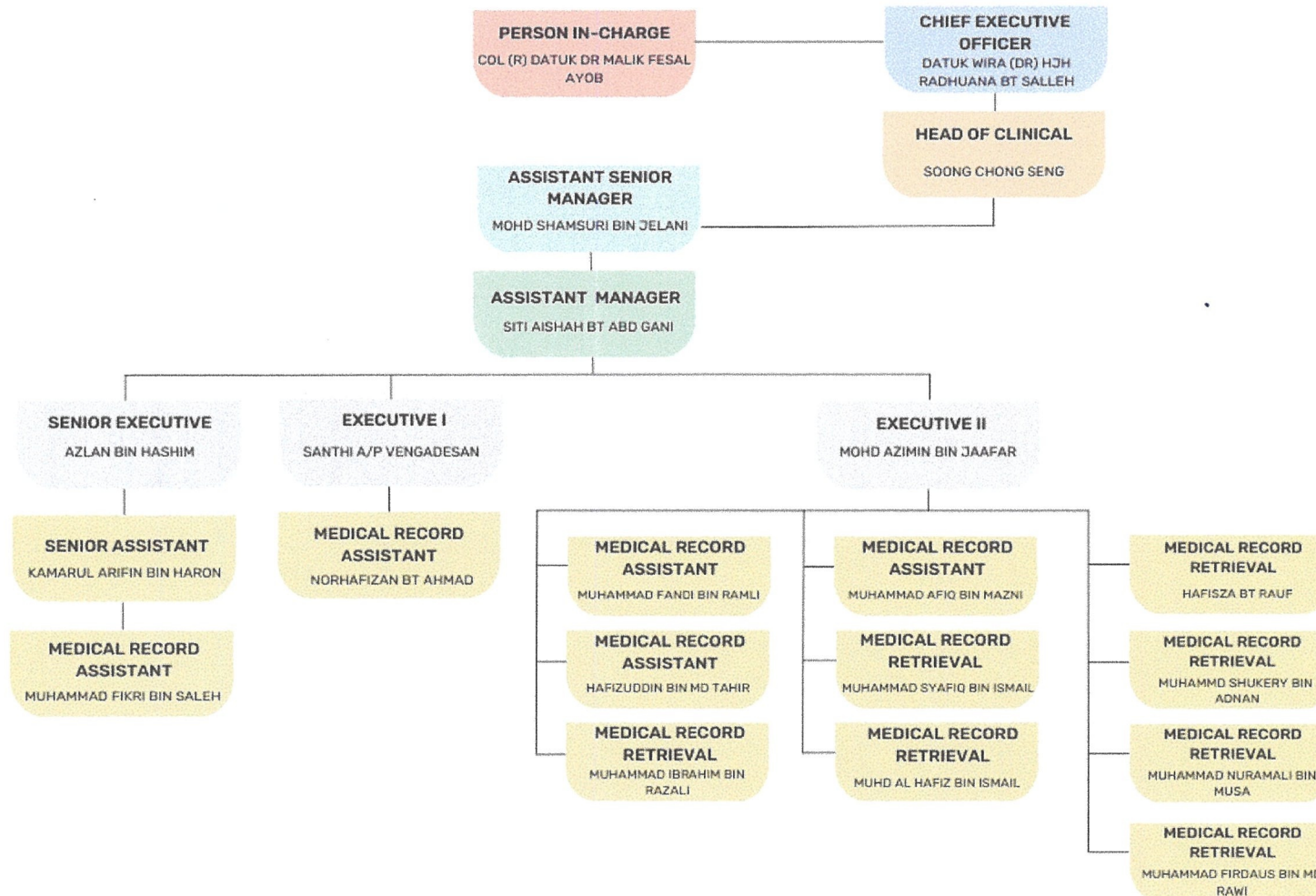


Figure 4: Medical Records Department's Organizational Structure

## **2.4 Products or Services**

The Putra Specialist's hospital equity is built on providing its patients one-stop medical care in Malaysia. Medical Records department offers few services that includes:

### **2.4.1 Provide Report To The Ministry Of Health / JKM Every Month**

The Medical Records Department within a hospital plays a crucial role in providing monthly reports to the Ministry of Health (MOH) to facilitate government monitoring and evaluation of healthcare service quality in hospitals. These reports offer the Ministry of Health (MOH) valuable insights into patient demographics, diagnoses, treatments, and outcomes, enabling the identification of health trends and patterns nationwide. The Ministry of Health (MOH) can leverage this information to make informed decisions regarding healthcare policies, resource distribution, and public health initiatives. To compile the monthly reports, the Medical Records Department extracts data from patient charts and the hospital's electronic medical records system. This data is then compiled into specialized software programs that generate standardized reports as required by the Ministry of Health (MOH). Additionally, the reports may encompass hospital performance indicators, such as wait times, readmission rates, and mortality rates, further aiding in assessing hospital efficiency and effectiveness. By providing these comprehensive reports, the Medical Records Department supports the Ministry of Health (MOH) in its mission to ensure the delivery of high-quality healthcare services across the country and promote better health outcomes for the population.

### **2.4.2 Sending Folder To Clinic, Ward and Accident & Emergency Department**

Upon a patient's admission to Putra Specialist Hospital, their medical records will be sent to the dedicated department responsible for maintaining and organizing the hospital's records; namely as Medical Records Department. Besides, if a medical practitioner from another department or clinic within the company's facility needs access to a patient's information, they can request the documents to be transferred to their location, and in order to fulfil such request, the employees of the Medical Record department will physically bring a hard copy of the folder to the patient's room. However, as part of their ongoing efforts, the hospital is actively working towards the objective of transitioning the physical data into an electronic medical records system. This transition aims to streamline access to patient information and enhance the efficiency of medical data management across the hospital.

Moreover, when the Medical Records department receives a request for a patient's medical records, the requested folder will be promptly create the folder, ensuring accurate labelling while including any relevant information and delivered to the requested department within twenty-minutes. In general, the Medical Records department is responsible for creating and securely delivering medical record folders to the requesting department. This crucial

process ensures that medical professionals have access to the essential information needed to deliver the highest quality of care to the patients.

#### **2.4.3 Provide Infectious Disease Reports To State Health Department**

The department of Medical Records is responsible for providing the State Health agency with reports on infectious diseases, including COVID-19 and influenza. By doing so, the government can effectively monitor and control the spread of these diseases within the population. To compile these reports, the department closely monitors and documents cases of infectious diseases recorded in the Origin system. The department will gather essential data, such as patient demographics, diagnoses, test results, treatments, and outcomes. This information is then used to create comprehensive reports for the State Health Department, helping them understand the prevalence of the diseases in the community.

By promptly supplying the requested information to the State Health Department, the Medical Records department enables swift detection and response to disease outbreaks, including activities such as contact tracing, quarantine, and vaccination programs. Nevertheless, it is important to note that when sharing medical data with the State Health Department, the Medical Records department places the utmost importance on maintaining patient confidentiality. They strictly adhere to established norms and regulations to ensure the privacy and integrity of patient information.

### 3.0 TRAINING'S REFLECTION

#### 3.1 Medical Records Department

The healthcare industry is widely regarded as one of the most essential service industries, and its success is regarded as an important indication of both economic growth and improvements in social welfare (Mokhtari, Nabilou, Aghlmand, & Yusefzadeh, 2022). Health policymakers and decision-makers must therefore always take into account the importance of effectively managing hospitals and its departments as the main platform for delivering healthcare. One such departments is the Medical Records Department (MRD), where all records pertaining to a patient's care in the hospital are organised and stored in chronological order. The department of Medical Records is an important part of the hospital that plays a key role in providing high-quality medical treatment and offers direct assistance in these aspects. In order to keep track of each patient's medical history in a systematic and chronological manner, hospitals require specialised medical records departments, where the patient's medical history is documented in their medical record.

The purpose of a patient's medical record is to provide a full and precise record of the patient's medical history, including symptoms, examination results, tests, diagnoses, treatments, follow-ups, and results (Singh & Dr. Seema, 2014). The medical records that are the basis for the development of hospital statistics act as a set of eyes and ears for the administrator of the hospital, and therefore, medical records act as the importance to the hospital for the evaluation of its services for better patient. Besides, Medical Records Department also act as a foundation for clinical research and are used to educate and train medical professionals. For studies to yield reliable results, it is necessary to keep accurate records of all relevant data, such as those found in a medical chart (Singh & Dr. Seema, 2014).

Besides, under the department of medical records in Putra Specialist Hospital, the company is currently undergoing a project namely as **Electronic Medical Records (EMRs)**, an electronic version of a patient's health record, a document that in the past was traditionally prepared, used, and stored in a paper chart. Through such method will offers the convenience where healthcare people are given the access to the patients information at the same time and from different locations. The process of conversion of Putra's Specialist group to Electronic Medical Records (EMRs) involves the completion of several tasks, and therefore, the adoption of standardization procedure is essential in order to ensure all staff members adhere to the same method when performing the same duties. Among the task that are given to the staffs under Electronic Medical Records (EMRs) department include sorting, scanning and filing patients medical record files.



### 3.1.1 Sorting Medical Record Folders

The initial process in converting to Electronic Medical Records (EMR) begins with sorting the patients' medical folders. In this process, the staff are anticipated to arrange the patient's folder based on the most recent year, where according to the specifications established by the Putra Specialist Hospital, the most recent year ranges from 2021 to 2023. Along with this, within the patient's medical record files contain several important documents, such as patient's health history, billing information, identity information, and the results of medical examinations that needs to be carefully identify as according to its specification. For instance, in an inpatient form contains all patient's medical care or treatment that they received in the hospital and needs to be separated with the outpatient form (individuals who seek medical diagnosis or treatment at a healthcare facility without requiring an overnight stay). In an outpatient form, on the other hand the most essential component that needs to be emphasised is the doctor's note.



Figure 5: Sorting Process

### 3.1.2 Scanning Medical Record Folders

Once patient's folder has been sorted to the specified accordance, scanning process takes place. In order to make the scanning process run more efficiently, this task requires the involvement of two workers. These workers are responsible for inserting the documents into the scanner and renaming the documents that has been specified. Some of the documents that needs to be scanned includes; patients outpatient and inpatient form, prescription as well as imaging form. Besides, there are two types of patient folders that needs to be scanned; inpatient and outpatient folders.



*Figure 6: Scanning Process*

### 3.1.3 Filing Medical Record Folders

Following completion of the scanning process, the patient folders must then be placed back on the assigned shelf, which is based on the patient's MRN number. An MRN number, also known as a medical record number, is included in the patient's current medical folder. This number is a unique identifier that is assigned to the patient in an electronic health record (EHR), practise management, or healthcare IT system. The MRN is a tool that is employed for the purpose of keeping a record of the patient's medical history, including their diagnoses, treatments, and any other relevant information. In the context of filing activities, every staff member holds an essential role in ensuring the accurate positioning of the stored folder, which is aligned with its initial location. This approach facilitates the retrieval process in the event that the folder is required at a future date. In addition to that, staff member also holds a great responsibility in ensuring the folder is kept safely and is not in the wrong place, as the patients folder are considered as a private and confidential data that must be protected.



*Figure 7: Filing Process*

DURATION	DEPARTMENT
01 March 2023 – 15 August 2023 8:30 am – 5:00 pm	Medical Records
ROLES	BENEFITS
<ul style="list-style-type: none"> <li>• Sorting medical record folders</li> <li>• Scanning medical record folders</li> <li>• Filing medical record folders</li> <li>• Sending folders to the main department</li> </ul>	<b>Allowance:</b> RM440 Monthly  <b>Knowledge and skills:</b> <ol style="list-style-type: none"> <li>1. Detailed-oriented</li> <li>2. Work together as a team</li> <li>3. Communication</li> </ol>

*Table 2: Training Reflection*

## 4.0 SWOT ANALYSIS

# SWOT ANALYSIS

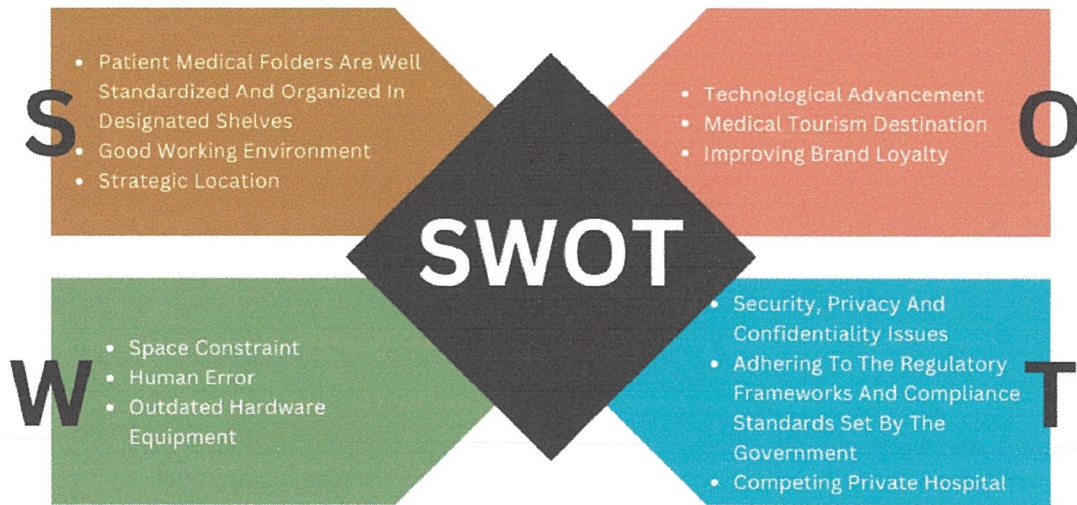


Figure 8: SWOT Analysis

## 5.0 DISCUSSION & RECOMMENDATION

### 5.1 Strengths

#### 5.1.1 Patient Medical Folders Are Well Standardized And Organized In Designated Shelves

One of the primary objectives of effective data storing within the Medical Records department is to safeguard patient privacy. Patient records contain highly sensitive information, including medical diagnoses, treatment plans, test results, and personal identifiers. It is imperative to maintain the confidentiality of this information to protect patients from potential harm, identity theft, or unauthorized disclosure. By prioritizing effective data storing, the Medical Records department plays a vital role in maintaining patient privacy and confidentiality within the Putra Specialist Hospital. This statement can be supported by Mohd Amin, et al., (2020) who stated that it is essential for healthcare facilities to securely maintain medical records to prevent any unauthorized access, alteration, damage, or removal. Through their commitment to secure storage practices, meticulous record-keeping, and strict access controls, the department may establishes a foundation of trust and confidence for patients, ensuring that their personal health information remains private and protected.

Putra Specialist Hospital represents a capability in efficiently storing the patients data. Based on my internship experience, the department has documented the patients' medical data in a physical folder containing a comprehensive record of the patient's medical history, present health status, insurance particulars, and emergency contact details, and the documents were stored in a designated and secure room within the medical facility, which is the Medical Records department. The doctors or nurses notes were written on physical paper, and all necessary documentation was documented in a **specific folder** that company provide and a designated shelves or cabinets where these folders are systematically arranged for easy access and retrieval were developed by the department of Medical Records. For example, there are 4 types of folders with different types of colour and use;

1. Pink Folder is specially used for Indonesian patients
2. Blue Folder is for local patients
3. Green Folder is for Putra Specialist Hospital's employees
4. Yellow Folder is for Putra Specialist Hospital's employee's relative

By documenting patient's notes based on the specific folder makes it easier for retrieving and receiving folder from the main department to the clinic takes place, hence allowing the Medical Records department to achieve its daily Key Performance Indicator (KPI), due to the reducing time taken in finding the patient's folder. Having a specific folder dedicated to each patient allows healthcare providers to keep all relevant medical records, test results,

treatment plans, and other essential information in a structured manner. This enhances the efficiency of the company's record-keeping processes, ultimately contributing to improved patient care and healthcare service delivery.

#### **RECOMMENDATION:**

According to Mohd Amin, et al. (2020), the importance of safeguarding and securely storing patient records is emphasized. The authors stressed that patient records must be protected and kept in a safe place to ensure good access as and when needed. The significance of this practice lies in the assurance of maintaining the confidentiality, integrity, and availability of patient information. By implementing robust security measures and appropriate storage systems, healthcare providers can protect sensitive patient data from unauthorized access, theft, loss, or damage. To ensure effective and efficient documentation of patients' folders in a specific folder, it is recommended for Putra Specialist Hospital to implement a **standardized folder structure**, which refers to the establishment of a uniform and consistent system for organizing and categorizing patient records in the specified shelves provided. The goal is to facilitate easy information retrieval, and enhance the overall efficiency of managing patient data.

Furthermore, the standardized folder structure plays a crucial role in data safety and security. It helps prevent data mismanagement, loss, or unauthorized access by ensuring that all patient folders are labelled correctly with identifying information. This ensures that each folder is uniquely identifiable, reducing the risk of confusion or mix-ups that could lead to detrimental consequences for patients. Understanding the importance of safekeeping patient folders is a responsibility that every employee at Putra Specialist Hospital must uphold. It is essential for all staff members to recognize the sensitive nature of patient information and the potential impact any mishandling of data can have on patients' privacy and trust in the hospital. To ensure the ongoing success of this implementation, **continuous monitoring measures** are essential. To maintain the integrity of the standardized folder structure, the department of Medical Records can designate a specific team or individual within the department for regular monitoring of the patient folders.

The appointed employees can perform routine checks, such as once a week, to ensure that all patient folders are correctly labelled and organized according to the designate shelves. In addition to maintaining the integrity of the folder structure, this monitoring process can also identify any potential areas for improvement. The appointed employees within the department can provide feedback to the company's administration regarding any challenges or issues they encounter during the monitoring process. This feedback can help refine the folder structure and establish better practices for managing patient records in the future. Based on my

internship experience, even though monitoring activities are done by the employees within the department of Medical Records, however, **a regular and consistent monitoring of patient folders** is crucial to ensure that they are being kept in the correct and organized manner at all times. While initial monitoring activities may provide valuable insights into the folder management practices, ongoing supervision is essential to maintain the integrity of the standardized folder structure and safeguard patient data effectively.

Hence, regular and consistent monitoring of patient folders is essential for Putra Specialist Hospital to uphold the integrity of the standardized folder structure and ensure proper management of patient data. By conducting ongoing monitoring, the company can maintain compliance, address potential issues promptly, enhance data security, and continually improve its folder organization practices, ultimately benefiting patient care and confidentiality.



### 5.1.2 Good Working Environment

As noted by Briner (2000), the properties of work environments have the potential to impact the physical and psychological well-being of individuals. Employees spend a considerable amount of time at work, and their environment has an integrated effect on their performance. The performance of employees is significantly influenced by their working environment, given that they spend a substantial amount of time in the workplace, according to Zhenjing, Chupradit, Ku, A.Nassani, & Mohammed (2022). Besides, a prior study has demonstrated that the elements that contribute to the formation of the work setting have an observable impact on employee performance. According to Edy Sutrisno (2013), the work environment encompasses the entirety of the work facilities and infrastructure that surround employees engaged in work that has the potential to impact their work performance. Consequently, an enhancement in the work environment will lead to a corresponding improvement in the performance of employees. Thus, it can be inferred that the workplace environment produces an impact and bears a notable relationship with the productivity of employees.

A good work environment can support an organization's competitiveness, and therefore, an effective managerial activity must be done to ensure the organization can achieve its goal. Based on my observation being an intern in Medical Records department, it shows there is a good working environment within the department. This is due to the fact that the superiors in this department portrays a good leadership skills especially in delegating the work task. For example, since there are three tasks that must be carried out through the process of transforming the company's system into Electronic Medical Records (EMR), the person in-charged has carefully determine and divide the work equally among the workers. Each month, the person in-charged will determine the employees task; either they will perform the sorting, scanning or filing task. This is done to ensure that the employee's task can be done effectively, as well as to potentially ensure that all employees possess a clear understanding of their respective job responsibilities.

Additionally, a regular supervision is conducted by both the head of department and person in-charged on a daily basis. This practise is implemented to oversee the job performance of employees and the work environment, and a short briefing will be conducted if there is an issue arises when the work task takes place. When it comes to the supervision activity that my superiors do in my current department, I think it is a good approach because it contributes to developing a more supportive and positive working environment by providing a space for regular communication, problem solving, and increased team working. Through the strength that the company posed will help in improving the effectiveness of the company's effort in converting into an electronic-based medical records.

## RECOMMENDATION:

In today's knowledge-driven economy, the significant impact of digitalization and globalisation has created opportunities for new ways of thinking that prioritize sustainable business practices over an extended time frame, thereby strengthening organisational capability. Finding and employing employees' strengths is crucial to the success of any business, and at the same time, staff members need to see proof of professional growth and improvement. Hence, such opportunities to improve one's intellectual abilities can be found in the form of helpful **feedback and participation** in the company's corporate culture. As according to Mamula, Perić, Bovan (2020), feedback is one, and should always be conducted as a dialogue and must be done in two way process. This is due to the fact that when feedback culture is being implemented in an organizational setting and operating consistently will help in improving the process of developing people and businesses. Besides, Mamula, Perić, Bovan (2020) noted that effective feedback relies on two-way communication, which not only fosters positive relationships between managers and employees but also serves as a motivational factor for employees to strive for their best performance.

Based on my understanding, feedback plays a crucial role in personal and professional development. When employees receive constructive feedback from their managers or colleagues, they gain valuable insights into their strengths and areas for improvement. This is because feedback acts as a catalyst for growth, as it provides guidance on how to refine skills, overcome challenges, and achieve better outcomes. By actively seeking and accepting feedback, employees can broaden their perspectives, adapt their approaches, and continuously enhance their intellectual abilities. Even though short briefing are always done by the person in-charge, however it would be more effective if feedback activity is done with the employees itself. Mamula, Perić, Bovan (2020) noted that providing feedback in a timely manner is essential for facilitating employee success by offering them timely guidance and insights. This is due to the fact that employees should have the freedom to openly talk about any potential barrier when performing their work task, and therefore it crucial for Putra Specialist Hospital to establish a work environment centred on trust, which empowers employees to proactively seek feedback and openly communicate any challenges or problems they encounter while performing their tasks.

For example, implementing a **weekly evaluation process** can be a valuable way to assess the performance of employees and identify any challenges they may be facing during their work tasks. During these evaluations, the person in charge or the head of department can have one-on-one discussions with each employee to review their progress, address any concerns, and provide feedback on their performance. This regular check-in allows the person in-charge to gain insights into the employee's work process, identify potential issues, and

offer guidance or support as needed. By conducting these evaluations on a weekly basis, managers can stay informed about the ongoing work tasks, monitor the employee's progress, and proactively address any emerging problems. This timely feedback enables them to identify any gaps in knowledge or skills that may be hindering the employee's performance. Through this awareness, the person in-charge can provide targeted support, training, or resources to help the employee overcome challenges and improve their effectiveness.

Moreover, as according to Onore (2019), during feedback activities, it is crucial for the manager or person in charge to set clear objectives that justify the need for change. This provides cognitive benefits as it helps individuals understand areas of improvement in their behavior and demonstrates corrective approaches. For example, based on my observation as an intern in Medical Records department, employees need to be aware of the monthly KPIs for each Electronic Medical Records (EMRs) activity; otherwise, the department will fall behind and the process of integrating to Electronic Medical Records (EMRs) within the company will take longer than necessary, and thus, there needs to be constant feedback from the supervisor. This means, a good leader must possess a good coach in work setting. Onore (2019) cited an article by Silverman (1991) that provides managers with a guide that is specifically tailored for them, and some of the examples include helping the employees in identifying the causes to their poor performance. Engaging in self-appraisal helps individuals steer clear of defensive attitudes and gain a clear understanding of the specific areas where change is necessary.

Furthermore, the weekly evaluation process promotes effective communication between the person in charge and employees. This is because it establishes a dedicated time for open and honest discussions, creating a supportive and collaborative working relationship. For instance, the employee may share their opinion and thoughts to effectively improve the efficiency in scanning process within the department, and if their viewpoint is taken into account, it will then be used throughout the process of ensuring the efficiency of Electronic Medical Records (EMRs) system in the company takes place. Through such approach, employees feel empowered to share their thoughts, concerns, and ideas, knowing that their feedback is valued and will be taken into account. This open communication fosters trust, enhances engagement, and strengthens the overall working environment.

### **5.1.3 Strategic Location**

According to Perez-Benitez, Gemar, & Hernández (2021), the process of choosing an appropriate business location holds great strategic importance, as it has a profound influence on a company's ability to survive and achieve desired performance outcomes. Having a good location strategy allows an organization to obtain the optimal location that is aligned to the company's needs and objectives. Although business and economic incentives serve as important considerations for choice of the location, an extensive location strategy encompasses much more than just those aspects. Identifying the most suitable location is an important consideration in achieving success in the field of business operations. If the company chooses the unsuitable location, it may experience insufficient accessibility to customers, employees, transportation, materials, and other relevant resources.

As from my observation, it shows that Putra Specialist Hospital is located in a strategic location, since the company is known as the most famous hospital that is centrally located in the heart of Melaka. Being centrally situated, the hospital attracts patients not only from within Melaka but also from neighboring areas. Its advantageous location makes it convenient for patients to access the hospital's services, ensuring that individuals from both inside and outside of Melaka can receive the necessary medical treatment without difficulty. Moreover, the overriding importance of convenience is a prevalent factor in the decision-making process for many healthcare institutions. The Putra Speciality Hospital's emphasis on facilitating patient access to their facilities is proof of its commitment to enhancing the overall patient experience, thereby increasing the probability of returning patients and referrals from other people.

Putra Specialist Hospital's strategic location in the heart of Melaka has contributed significantly to its popularity and accessibility. This accessibility is particularly beneficial for individuals residing in Melaka, as they can conveniently access the hospital's services without having to travel long distances. Furthermore, patients from nearby regions find it convenient to travel to the hospital, thanks to its central location, which reduces travel time and ensures prompt medical attention. In summary, the strategic location of Putra Specialist Hospital in the heart of Melaka plays a vital role in its reputation and accessibility. Patients from both within and outside of Melaka are able to receive top-quality medical care at the hospital due to its advantageous location. The central positioning not only eliminates geographical barriers but also provides convenience, easy transportation access, and proximity to other amenities, making it a preferred choice for patients seeking healthcare services in the region.

## RECOMMENDATION:

Merawati, Derriawan, & Supriyadi (2021) mentioned that an efficient and effective healthcare system relies on a network of interconnected healthcare facilities and professionals working together to make full use of their combined strengths. Other than selecting a strategic location, an important element that needs to be considered in providing the best quality of services to the customers is the level of healthcare facility and infrastructure. This is because, according to Merawati, Derriawan, & Supriyadi (2021) the presence of a well-established infrastructure is crucial in ensuring customer satisfaction. Selecting a strategic location in the healthcare industry is a critical decision that directly impacts the accessibility and quality of care provided to patients. By considering factors such as accessibility, quality of care, demographic characteristics, regulatory compliance, operational efficiency, and community engagement, healthcare organizations can make informed decisions that optimize healthcare delivery and improve patient outcomes.

As was stated, Putra Specialist Hospital is located in a strategic location, and due to this has provide advantage to the company in providing the best quality possible to its client. Nevertheless, considering the advantages that the company possesses, there are actionable recommendations available to enhance patient satisfaction, such as **improving the company's infrastructure and facilities**. Based on my opinion, there is a need for improvement in the accessibility of parking area at Putra Specialist Hospital for both its employees and its patients. Due to its central location in Malacca, Putra Specialist Hospital is likely to encounter challenges related to parking availability. The high concentration of vehicles parked around the hospital premises is a common issue that arises from being situated in a bustling urban area, and such situation can present difficulties for patients, visitors, and staff members in finding suitable parking spaces. The central location of the hospital often attracts a large number of people seeking medical care or visiting the facility. As a result, the demand for parking spaces exceeds the available capacity, leading to limited options and potential congestion in the surrounding area. The shortage of parking spots can cause inconvenience and frustration, as patients and visitors may have to spend considerable time searching for suitable parking or resort to parking in less convenient locations.

To address this issue, Putra Specialist Hospital can explore various strategies. This include **expanding its parking capacity** to accommodate both employees and visitors. This would eliminate the need for individuals to park at distant locations in order to access the facility. Based on an interview session with Mr. Kamarul Ariffin, the person in-charged, he said Putra Specialist Hospital had its own land that is located nearby the hospital, and from my perspective, one of the measures that can be taken to expand its parking capacity is by building a multi-story car park where staff and visitors can park there. By expanding the size

of the parking lot, the company demonstrates its commitment to enhancing the overall experience for individuals arriving at the facility. This recommendation can be supported by Mr. Kamarul Ariffin, who stated that “there is a need to expand the parking capacity at Putra Specialist Hospital despite its strategic location, since it can provide a more positive experience for patients, staff, and visitors, ultimately contributing to the hospital's reputation and success”.

The expansion not only addresses existing parking challenges but also sets the foundation for providing patient-centered care and creating a positive first impression of the hospital. From on my point of view, the hospital's health services process should be designed to effectively support the physical healing of patients. This is because, Merawati, Derriawan, & Supriyadi (2021) noted that the degree of comfort offered by service providers significantly influences an individual's level of satisfaction or dissatisfaction with the service process.

## **5.2 Weaknesses**

### **5.2.1 Space Constraint**

According to Green (2019), healthcare facilities that employ paper-based medical records need to acquire appropriate filing equipment to store the records. When selecting such equipment, the location of the records should be taken into consideration. Storage spaces that are authorized for records storage must possess physical security measures and environmental control systems to secure the records from unauthorized access and potential harm caused by temperature variations, fire, water damage, insects, and other hazards. Regardless of the formats in which they are retained, medical records have to be kept in an area that is both safe and secure in order to maintain both the physical and logical integrity of the records as well as their confidentiality. Oghenetega and Oghenovo (2016) conducted a survey in Nigerian public hospital with a result of over 80% of the respondents agreed that inadequate storage facility was one of the most significant obstacles to the effective administration of patients' medical information.

Despite Putra Specialist Hospital's effort in converting its system into Electronic Medical Records (EMRs) systems, the department of Medical Records face serious space constraints due to the storage of physical patients files. Since Putra Specialist Hospital is in the midst of converting into electronic paper-based system, the company still adopting a traditional medical record keeping. However, the growing amount of patient information on physical medical records has resulted in an increased number of paper files, which has consequently led to a lack of centralised storage systems within hospital settings. Figure 9 below shows the statistics on the total number of outpatient and new patient in Putra Specialist Hospital. Based on statistics provided by the department of Medical Records, as of 2022, the total number of new patient shows a rises at 16,788 as compared to in 2021 which is at 16,284. This suggests that as the number of new patients increases, there is a high probability of the department of Medical Records facing space constraints for storing the patient folders in the designated shelves. In some cases, since there is insufficient filing shelves has resulted to patients' folders are placed in a box or either stacked at the top of other folders that have been filed, thereby subjecting them to the risk of misplaced folder. Inadequate storage space is a challenge for Putra Specialist Hospital, which might cause it more difficult to retrieve patient files in the future if corrective measures are not done.

PUTRA SPECIALIST HOSPITAL (MELAKA) SDN BHD  
MEDICAL RECORDS DEPARTMENT

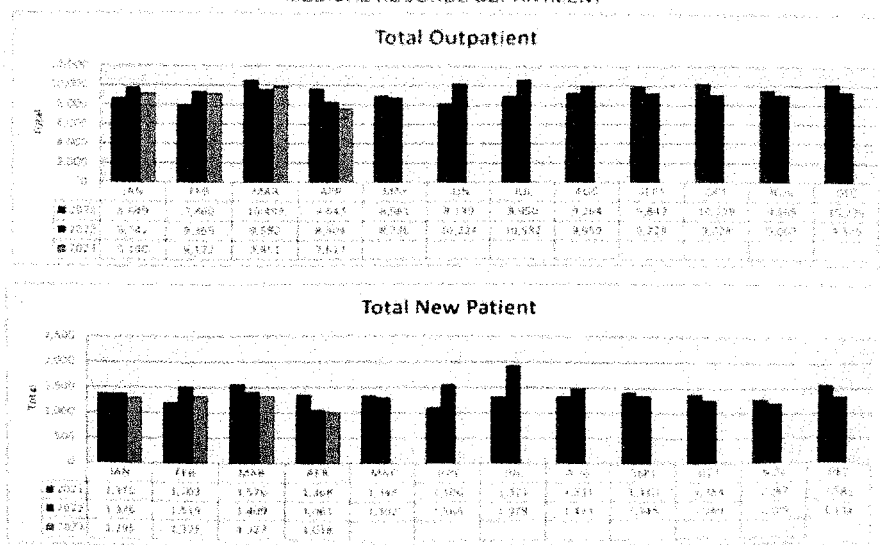


Figure 9: Statistics on the total number of outpatient and new patient

**RECOMMENDATION:**

Ensuring the accurate filing of patients' medical records plays a crucial role in facilitating easy retrieval, minimizing patient waiting time, and promoting continuity of care within the healthcare facility. Therefore, it is important to maintain medical records in the best interest of both healthcare providers and patients. The limited space available in the Medical Records Department poses a significant challenge for Putra Specialist Hospital, hence, a proper decision is necessary to ensure that patients data can be stored in a large volume, while also ensuring their security and accessibility. As was noted by Mohamed & Bunawan (2022), in situations where healthcare institutions face space constraints for record management, the lack of necessary resources to facilitate proper records management procedures can lead to shortcomings and inefficiencies in the management of records. As Putra Specialist Hospital has experienced a growing number of patients seeking medical treatment, it has resulted in a strain on the available space to store the patients folder within the department of Medical Records. This statement can be supported by Obotu, A., & Ogenzi (2018), who stated that when dealing with manual records, the primary challenge that arises is the insufficient space to accommodate the growing volume of health records.

One such recommendation that can be taken by the company is by implementing an efficient filing system, and this can be done through establishing an effective record retention policies through an **effective records management programme**. Within an organization, records management involves the classification, organization, and administration of records, regardless of their active, semi-active, or inactive status (Mohamed & Bunawan, 2022), and it



is important to emphasize the need for standardizing records management practices to ensure effective management of records. One of the strategies that Putra Specialist Hospital can implement to effectively managing patient records is through **quicken the process of disposing of the patient medical folders**. According to Amin, et. al. (2020), during the life cycle of records, there is a stage called records disposal, which involves moving the record to a designated repository for safekeeping for a predetermined period of time. The process of disposing records involves a crucial step called appraisal, where this appraisal system helps assess the value and significance of the records before deciding either to transferring the records to archives for safekeeping or permanent destruction.

Based on the current situation, the company has implemented a practice of permanent destruction for patient folders that have remained untouched for more than 7 years. To facilitate this process, if a folder has been stored in the Medical Records Department for more than 4 years without any recent patient visits, it will be transferred to a storehouse. This storehouse serves as a temporary storage facility specifically designed to accommodate folders that are designated for disposal, with the primary objective is to provide an intermediary space where these folders can be stored before their eventual disposal. By storing those folders in the storehouse, the company ensures a systematic and organized approach to managing the process of discarding patient records that are no longer actively required.

Furthermore, as stated by the person in-charged, Mr. Kamarul Ariffin during an interview session, it is anticipated that the full implementation of the Electronic Medical Records (EMRs) system in Putra Specialist Hospital will take place within a span of three more years. As a result, there is a likelihood of a reduction in the number of employees within the Medical Records Department. However, in my perspective, instead of downsizing the workforce, there is an alternative approach that the company can consider. One such measure is to **involve the existing employees in the process of disposing patient folders**. By assigning them to this task, the company can capitalize on their expertise and experience in handling medical records. Besides, by actively involving the employees in the disposal process, the time taken for each folder to be disposed would be notably reduced. Consequently, this would free up a significant amount of space within the department, providing ample room for storing the patients' folders. Therefore, the enhanced storage capacity would facilitate better organization and accessibility of active records, allowing for smoother retrieval and improved efficiency in daily operations.

### 5.2.2 Human Error

Medical records are kept for many reasons to meet a variety of purposes, such as for the purpose of communication while providing treatment to the patient, for the continuity of patient care over the course of the patient's life, for evaluating patient care for medico-legal purposes, for using as a source of health statistics, for research, education, and planning purposes. Proper medical recording requires involvement, effort, and communication from a number of health care providers (Shahedul, Chowdhury, & Habib, 2015). However, human error may appear in many different forms. Mistakes can be either slips, whereby the action taken is different from the intended one, or errors, in which the mind simply fails to recall or act upon anything.

In the healthcare industry, the medical records are used to continue the patient's treatment once they have been handed over to another provider, and the unavailability of medical records may potentially result in inadequate patient care as crucial information necessary for the maintenance of continuity of care may be absent, leading to incorrect treatment (Shahedul, Chowdhury, & Habib, 2015). This is because medical professionals, such as doctors and nurses, and others, use medical records to ensure that the medical history of patients is accessible whenever the patient returns to the healthcare institution from which they previously received treatment. Being an intern in Medical Records Department, human error are typically normal to be occurred in daily task, especially since the department must handle thousands of patients folder. Wrong filing are the most common mistake that occurred, and one of the reason for this could be due to the wrong MRN's labelling.

In every patient's folder, Medical Record Numbers (MRNs) will be assigned by the company's system that manages demographic data, and is primarily used as an identifier for electronic healthcare systems. Medical Record Numbers (MRNs) are used to access and update a patient's health information across different healthcare interactions and visits. The use of MRNs numbers serves to improve the process of locating and replacing folders on its assigned shelves. Within the medical record department, a specific shelf is allocated for the purpose of storing patient files. Nevertheless, since there are so many files in existence, there is a possibility that the MRNs sticker may be peeled off, which will improve the risk of wrong filing which will make the process of looking for the file take far longer. Mistakes or missing information in a patient's medical record can have significant consequences, as these records are used to evaluate cases, analyse patients' profiles, and construct approaches to treatment.

## RECOMMENDATION:

Human error in every organization is commonly described as an issue stemming from mistakes or oversights made by human end users. It refers to situations where individuals deviate from established procedures, make incorrect decisions, or unintentionally overlook critical details, leading to undesirable outcomes or errors. Moreover, human error can occur for various reasons, such as distractions, multitasking, miscommunication or fatigue which will result to error in every aspect of business operation. Based on my internship experience in Putra Specialist Hospital, being in the department of Electronic Medical Records (EMRs) involves 3 kinds of work task; sorting, scanning and filing. Following the completion of the scanning process for the patient folder, it is important for the employees to appropriately keep the folder on the designated shelf, thereby ensuring a careful and systematic filing process. The purpose of this measure is to prevent misplacement of the folder, thereby minimizing the problem of locating and retrieving the folder for movement to the clinic. Nevertheless, the presence of a number of misfiled folders indicates a weakness that the company faced: a tendency to human error resulting from the incorrect placement of patient records.

As was stated, some of the mistakes that occurred among the employees in handling the patients record are filing the medical records. The errors in filing patient records can have far-reaching consequences, directly impacting the efficiency and accuracy of record management within the organization. However, their implications extend beyond the confines of the medical record department, ultimately affecting various aspects of overall operations, including the entire journey from locating the folder to patient consultation with the doctor. This statement can be supported by an article by Osundina and Azeez (2020) conducted a study on the effect of mislaying and misfiling of patient records, where the majority of respondents (81.3% and above) acknowledged that these errors occur and can have significant consequences. The research showed that improper filing of patient information may disrupt clinical research operations and cause incorrect patient care or diagnosis.

One such strategy that the company can use to improve the company's ability in handling the human error is strategically **delegating the filing task to the specific employee**. This approach ensures a well-coordinated and efficient filing process, as it allows for focused attention and accountability among the assigned employee. Limiting the number of employees involved in the filing activity helps to minimize any potential errors or misplacement of records. It streamlines the workflow and reduces the risk of confusion, as the assigned employee can focus on specific tasks and responsibilities, leading to greater precision and speed in handling the filing process. Besides, by instructing a smaller group of individuals, the person in-charge can closely supervise the filing process and ensure that it adheres to established protocols and standards. The assigned employee may possess the necessary expertise or experience

in managing medical records, ensuring that the filing is accurate, organized, and easily retrievable when needed.

Hence, through such approach might promotes a sense of ownership and accountability among the designated team members, contributing to an organized and compliant filing system that ultimately benefits both the healthcare organization and, most importantly, the patients. This recommendation can be supported by the person in-charged, Mr Kamarul Ariffin who stated that every morning, he is in charge of overseeing the filing activities within the department, and according to him, he currently faces challenges with maintaining the organization of files as well as a great number of misfiling of patient folders, and by assigning the filing responsibility to a specific employee, Mr. Kamarul Ariffin believes that there will be a more consistent and systematic approach to filing activities. This will eliminate the need for him to perform daily inspections, allowing him to focus on other essential duties. Proper filing of patient's filing of patient's medical records ensures easy retrieval and contributes to decreased patient waiting time at the hospital and ensures continuity of care. It is therefore, imperative, that medical records are always kept in the interest of both the clinician and the patient.

### **5.2.3 Outdated Hardware Equipment**

The implementation of an Electronic Medical Records (EMRs) can be a challenging task for Putra Specialist Hospital, and therefore, a proper preparation for the process is very important in order to reduce the risk of making mistakes. The most important consideration that needs to be aware when implementing an Electronic Medical Records (EMRs) is the uses of hardware equipment, especially the computer and scanner. In order for the scanning process to be efficient, the equipment used within the process needs to be fast and efficient, as this will help in reducing the time taken for the employees in scanning the patient's folder. Several studies have highlighted various challenges that hinder the implementation of an Electronic Medical Records (EMRs) system. These obstacles primarily revolve around inadequate human resources, hardware and software failures, resistance from users, limited computer literacy, insufficient technical expertise, lack of awareness, inadequate understanding of stakeholder demands, and the absence of suitable ICT infrastructure, facilities, and equipment (Bisrat, Minda, Assamnew, Abebe, & Abgaz, 2021).

Based on my observation, it shows that the Putra Specialist Hospital is lack of readiness in carrying out the scanning process due to the use of outdated hardware equipment. Currently, the employees are facing a problem when conducting the task due to the outdated computer and scanner in scanning activity. Scanning activities are likely an essential part of the employees' tasks in the department of Electronic Medical Records (EMRs). However, using outdated computer systems and scanners can lead to various problems and hinder the efficiency and effectiveness of these tasks. During the task performance, the patient documents will be scanned in the scanner provided with different sizes. For instance, one of the documents that can be found in the patient's folder is "Pre-Operative Checklist" note that must be scanned in A3 format. This require the employees to manually change the setting to A3 and adjust the setting back to A4 format once it has been scanned. In addition to that, it was observed that the scanner often become stuck while the scanning process of patient's document. Consequently, the employee has to reopen the scanner and reinsert the document, thus allowing the continuation of the scanning process. Situations like this has resulted in disruptions in completing the scanning of a single folder by the employees.

The importance of scanning documents in a process of Electronic Medical Records (EMRs) setting can not be overstated, especially since Putra Specialist Hospital is in the midst of integrating to an electronic-based system. However, when the equipment used for scanning is outdated, it can hinder the efficiency and effectiveness of the entire process. The employees may struggle to handle large volumes of documents, resulting in slow scanning speeds and lead to employee dissatisfaction in performing the task.

## RECOMMENDATION:

Putra Specialist Hospital relies on computers for various tasks, including the scanning process of patient folders. According to Bisrat, Minda, Assamnew, Abebe, & Abgaz (2021), the successful implementation of Electronic Medical Records (EMRs) within a healthcare facility was facilitated by the supportive ICT infrastructure and the availability of other equipment and facilities. The scanning process is crucial for maintaining accurate and accessible patient records, and therefore, the use of computers and scanners streamlines this process and allows for efficient data management. However, the outdated computer equipment poses challenges and hampers the efficiency of the hospital staff, and it shows that Putra Specialist Hospital is currently facing this issue in integrating to an electronic-based system.

To address the challenge of using outdated computer equipment in the scanning process, Putra Specialist Hospital may consider **leasing the hardware equipment**. According to Bushnell (2023), leasing is a form of financing in which a business rents equipment instead of purchasing it directly. Once the period of the lease ends, the business can choose to either return the rented equipment, extend the lease for a longer amount of time, or acquire the items entirely. Based on my opinion, by leasing the hardware may allow the hospital to avoid large upfront costs associated with purchasing new equipment. Besides, the typical equipment leasing durations are usually three, seven, or 10 years, varying based on the specific type of equipment (Bushnell, 2023). The author also stated that leasing is the most cost-effective option for a short-term equipment use. As was said by Mr. Kamarul Ariffin, the person in-charged during an interview session, the full implementation of Electronic Medical Records (EMRs) system in Putra Specialist Hospital will take place within a span of three more years and based on my opinion, the company may consider leasing the computer and scanner for three years.

When Putra Specialist Hospital enters into an equipment leasing arrangement, the lessor (the equipment leasing company) will offer various maintenance and support provisions to ensure the leased equipment remains in optimal working condition throughout the lease duration. Routine maintenance is a fundamental aspect of the lessor's commitment to maintaining the equipment's functionality and longevity. This includes regular inspections, cleaning, and servicing of the leased equipment to prevent potential issues and ensure it operates efficiently. By conducting routine maintenance, the lessor aims to mitigate any performance-related problems and prolong the equipment's operational life. During the lease time period, the lessor is usually responsible for fixing any problems with the leased equipment, such as breakdowns, or technical glitches. The repair services are important for quickly fixing any problems with the equipment. Therefore, through such implementation will

ensure that Putra Specialist Hospital can run the process of integrating to electronic based-system without any issue in terms of hardware equipment. This recommendation is supported by Mrs. Nur Fatehah, one of the employees who works under this department. She stated that “hardware equipment’s serve as the foundation for accomplishing daily tasks, meeting deadlines, and achieving departmental goals. In the absence of reliable hardware equipment, the efficiency and effectiveness of the department's operations could be compromised, leading to potential delays and setbacks, especially since the company is in the midst of integrating into an electronic version of a patient health records”.

## **5.3 Opportunities**

### **5.3.1 Technological Advancement**

According to Begum (2018), technology encompasses the utilization of tools, machines, materials, techniques, and power sources to enhance work efficiency and productivity. In contrast, science focuses on comprehending the principles and reasons behind occurrences, while technology concentrates on the practical implementation to achieve desired outcomes. Technological advancement involves the creation or acquisition of knowledge that enhances our comprehension of science or technology. Over time, there has been a noticeable increase in the pace of technological progress, driven by society's need to develop and discover more efficient methods of enhancing the quality of life and extending human longevity (Begum, 2018). In healthcare industry, the potential benefits of managing health information effectively and sharing it efficiently between service providers have led to the advancement of widespread adoption and improved use of information technology.

The advancement use of technology has notably provide an opportunity for Putra Specialist Hospital to improve its quality as a service provider, and based on my observation, it shows that the company has undergone a number of achievements due to the technological advancement. For instance, the implementation of Electronic Medical Records (EMRs) shows a great effort in proving the company's vision to become an excellent health care service provider and as well as the impact from the technological advancement. The movement of health information in an electronic setting is fundamental to the development of new information technologies (IT), and since patient health records are increasingly being stored and exchanged digitally, it is crucial that every necessary measure be taken to protect the confidentiality of this private data.

In addition, according to Mohd Salleh, Abdullah & Zakaria (2020) the achievement of a successful Electronic Medical Records (EMRs) implementation is determined by how well the technology is executed and how effectively it enhances the performance of healthcare providers and hospitals. The adoption of Electronic Medical Records (EMRs) in Putra Specialist Hospital provide an opportunity for the company to potentially enhance the patient care, by reducing medical errors, while improving the accuracy and comprehensibility of medical records. Moreover, the adoption of Electronic Medical Records (EMRs) has undergone a significant transformation, making them more accessible and affordable for healthcare practices of all sizes. This positive shift has been driven by the availability of low-cost options in the market, enabling healthcare providers to embrace the benefits of Electronic Medical Records (EMRs) system.



## RECOMMENDATION:

The development of technology has a direct impact on all aspects of people's life; hence, it is imperative that every company see this as an opportunity to enhance its business productivity. The technological advancement has provide an opportunity for Putra Specialist Hospital to improve its performance as a service provider, and this can be seen through the current process of integrating the system towards digitalization. The adoption of technology within the healthcare industry covers a wide range of aspect; including the use of advanced technology for patient treatment and streamlining administrative processes such as finding patient folders. Hence, it is crucial for Putra Specialist Hospital to proactively stay aware of the latest advancements in technology within the healthcare industry.

Indeed, based on the technological advancements we see today, it is an opportune time for Putra Specialist Hospital to consider developing its own **mobile access app**. Medical Health Apps or known as mHealth Apps is a patient's apps under healthcare provider that allow them to access to their medical follow up, where patients with chronic illnesses may benefit from mHealth services as an additional component of their overall medical treatment (Zamri & Syed Mohideen, 2021). The utilization of mobile apps enables healthcare professionals to enhance their decision-making process with higher accuracy, resulting in improved consistency and usability of medical data processing. As a result, productivity and expertise in clinical practice are enhanced (Zamri & Syed Mohideen, 2021). Based on the mHealth app, the company can include such information as personal health records that include patient's medical history, allergies and medications, appointment scheduling and reminders, telehealth and remote consultations and secure messaging and communication; secure messaging between users and healthcare providers for non-urgent inquiries, appointment requests, or follow-up questions.

Furthermore, given the company's ongoing implementation of an Electronic Medical Records (EMRs) system, it may be beneficial for the company consider the integration of Mobile Health (mHealth) functionalities within the Electronic Medical Records (EMRs) system. This would require including relevant information from mHealth applications into the mobile apps associated with the Electronic Medical Records (EMRs) system. The utilization of the MySejahtera application during the COVID-19 pandemic is a clear example of how it has enhanced healthcare accessibility, optimized in-hospital practice workflows, and streamlined the public health system. By having a specialize mobile access app can enhance Putra Specialist Hospital's brand image and reputation as a technologically advanced healthcare provider. It showcases the hospital's commitment to delivering modern and patient-centric care, giving it a competitive edge in the healthcare industry. This recommendation is supported by the person in-charged, Mr Kamarul Ariffin who stated that "the adoption of a mobile access

app in Putra Specialist Hospital holds great promise for improving patient care, enhancing communication, and optimizing hospital workflows. Embracing this technological advancement can lead to a more efficient and patient-centred healthcare environment”.

### 5.3.2 Medical Tourism Destination

Medical tourism has been defined by several scholars, as the act of travelling to foreign countries to receive medical, dental, and surgical treatments while taking advantage of the opportunity to explore the tourist attractions of the destination. According to Chandran, Mohamed, Zainuddin, Puteh & Azmi (2017), India and Thailand are two of the most popular destinations for medical tourists, along with Singapore and South Korea. In the past year, Malaysia has also emerged as an attractive choice among people seeking medical care abroad. Malaysia has demonstrated significant potential in the field of medical tourism and is widely regarded as an excellent choice for fulfilling healthcare standards.

Renowned for its excellence in diverse medical specialties, Malaysia has garnered numerous international accolades. The country delivers top-notch healthcare services to patients worldwide, combining world-class quality with competitive affordability and exceptional accessibility (Kadir & Nayan, 2021). One such factor that contributes to the increasing number of medical tourists in Malaysia is due to the high quality and recuperation services provided. Malaysia's medical facilities provide a comprehensive range of services for medical tourists, covering pre-operative consultations, post-operative rehabilitative treatments, and medical services to support patients. These facilities offer recovery and rehabilitation services of the highest quality by employing a variety of approaches, including care, proximity, and technology.

Putra Specialist Hospital's strategic location also makes it an attractive choice for medical tourists seeking specialized treatments. Melaka's status as a popular tourist destination combined with the presence of a renowned medical facility like Putra Specialist Hospital creates a unique advantage. Patients from outside of Melaka, including both domestic and international visitors, can access high-quality healthcare services while enjoying their stay. This unique combination of healthcare services and tourism experiences provides a holistic and enriching experience for medical tourists, allowing them to combine their treatment with a memorable visit to Melaka. Besides, another opportunity that the company may gain by being a medical tourism destination is learning and embracing diverse cultures with patients across various countries. For example, based on my observation, it shows that among patients from other country that has mostly visited Putra Specialist Hospital to seek medical treatment is Indonesian. Cultural affinity between Indonesia and Malaysia has contributes to the preference for Putra Specialist Hospital among Indonesian patients. The shared language, similar cultural values, and historical ties between the two nations create a sense of familiarity and comfort for Indonesian patients when seeking healthcare services in Melaka.

## RECOMMENDATION:

The growth and development of medical tourism industry in healthcare industry has notably provide a huge impact towards the healthcare facility. The destination countries have been focusing their attention on medical tourism, recognizing it as a dynamic driver for rapid economic growth (Tang & Abdullah, 2018). This growing attention reflects an understanding that medical tourism can significantly contribute to a country's economic prosperity in various ways, as well as to the organization. The strategic location of Putra Specialist Hospital presents a unique opportunity for the company to establish its capabilities and services on a global scale. From my perspective, in order for the company to improve its position towards a patient-centric healthcare facility, it is essential for the hospital to prioritize not only the comfort of the patient but also the well-being and satisfaction of the patient's family.

For example, National Health Institute (IJN) provides a dormitory facility for the patient's family members. This thoughtful provision ensures that family members who accompany patients to the hospital have a comfortable and convenient place to stay during the patient's treatment and recovery period and due to this, Putra Specialist Hospital may take this as an initiative to provide a valuable accommodation to the patient's families. However, while Putra Specialist Hospital may face space constraints for building its own dormitory, there are alternative solutions that the company can explore to address the accommodation needs of patients' families. One such recommendation is for the hospital to **collaborate with hotels in Melaka**, like Bayview Hotel, to offer special arrangements for patients' families. During an interview session with Mr. Kamarul Ariffin, he stated the hospital has not engaged in any previous collaborations with other hotels in Melaka or elsewhere. While the hospital has been providing exceptional medical care to patients, it has yet to explore the potential benefits of partnering with hotels to enhance its medical tourism services and overall patient experience. By partnering with other hotels in Melaka, Putra Specialist Hospital can offer a comprehensive and seamless experience to patients and their families visiting the city for medical purposes.

For instance, Putra Specialist Hospital can work closely with Bayview Hotel to create a personalized accommodation package, catering to the unique needs and preferences of the patient's family. This package can include a range of options, such as room types, duration of stay, and amenities to ensure utmost comfort and convenience. In my opinion, this may potentially give a benefit to Putra Specialist Hospital in so many ways, such as establishing a strong brand loyalty among the patients, as well as extended partnership with Bayview Hotel. A successful collaboration between the hospital and Bayview Hotel can open doors to an extended partnership. The two entities may explore the possibility of including more hotels in the package or creating additional joint ventures to enhance the overall medical tourism experience in Melaka.

### 5.3.3 Improving Brand Loyalty

Brand loyalty, according to Jacoby et al (1978) can be described as nonrandom and biased behavioural of a group of people who make decisions over time towards one or more specific brands from a set of options, and is typically influenced by the psychological processes (Shin, Amenuvor, Basilisco, & Owusu-Antwi, 2019). As noted by Shin, Amenuvor, Basilisco, & Owusu-Antwi (2019), building a strong and positive brand identity typically results in customers preferring the company's products which in turn leads to brand loyalty. Branding in the healthcare industry, particularly for healthcare institutions, differs significantly from other industries due to its heavy reliance on the trust of patients (Ackovska, Grozdanova, Sterjev, Ribarska, & Netkovska, 2020).

Recognising that customers have different tastes and objectives than one another is crucial in the field of customer loyalty. Besides, given there are various options for access in health services, patients can pick and choose among providers to determine the most suitable option for their situation. When applied in this setting, a valuable strategy has the potential to significantly improve consumer loyalty to a particular healthcare provider. For instance, since there are few number of private specialist hospital located in Melaka, patients may choose which of the among hospital that provide the best service provider to its customers. A strong brand image in the healthcare industry plays a pivotal role in attracting and retaining patients. From my point of view, in order for Putra Specialist Hospital to establish its brand image among the customers, it is always important for the company to offer a unique service to the customers, since customer's behaviour towards choosing a brand is an external factor that the company may not be able to control. This statement can be supported by Ackovska, Grozdanova, Sterjev, Ribarska & Netkovska (2020) who stated that the healthcare providers should prioritize in addressing the patient needs by offering a distinct and unique services which are different from the competitors.

Based on my valuable internship experience at Putra Specialist Hospital, I have seen several indicators that highlight the company's potential to enhance its brand loyalty among customers. For instance, during an interview session with Mr. Kamarul Ariffin, he stated that "the Putra Specialist Hospital can be recognised as one of the hospitals that provides medical treatment at an affordable price to the patient". From my perspective, this shows that the company is committed in promoting the improvement of brand loyalty among the customer through providing the customer with cost-effective in terms of healthcare solutions. The emphasis on cost-effective healthcare solutions is a strategic approach that aligns with the hospital's goal of building long-term relationships with its customers. Besides, when patients perceive that the hospital is genuinely invested in their welfare and strives to alleviate financial burdens, they are more likely to develop a sense of trust and loyalty towards the brand.

## RECOMMENDATION:

According to by Ackovska, Grozdanova, Sterjev, Ribarska & Netkovska (2020), loyalty develops as a result of a strong and deep connection established between a consumer and a brand. These days, consumers place a significant emphasis on brand trust and credibility. Brands that are transparent, deliver on their promises, and demonstrate ethical practices earn the trust of consumers, fostering loyalty. One such recommendation that can be taken by the Putra Specialist Hospital in increase the company's opportunity to improve the brand loyalty among the customers is through the implementation of **loyalty programme**. Based on an interview session with Mr Kamarul Ariffin, Putra Specialist Hospital has not yet introduce any loyalty programme to the customer, and he further expressed agreement with the suggestion of introducing such a programme to enhance patient satisfaction, retention, and overall hospital reputation. As according to Gambarov, Samo, Hysa, Calabrese, & Bilotta (2017), loyalty programmes are specifically designed to encourage customer loyalty by offering beneficial services to customers, with the primary objective is to establish a long-term relationship with customers, turning them into loyal customers who, ideally, will consistently select the sponsoring company for their continuing needs for particular products or services.

Patient loyalty programmes, commonly supported by the use of loyalty cards, are widely acknowledged as effective tools for engaging patients and potentially enhancing the perceived quality of service in the health care industry, both on an individual and organisational scale, and this is achieved through patients' active involvement in co-creating value in the healthcare experience (Gambarov, Samo, Hysa, Calabrese, & Bilotta, 2017). Based on the loyalty card, the company may provide **rewards and incentives** which serves as a gesture of appreciation for patients' loyalty in choosing the the hospital as a healthcare provider. Some of the examples of rewards and incentives that can be included are providing a loyalty points and redemption system. Loyalty programs often include a points-based system, where patients earn points for each visit or engagement with the healthcare provider. As patients accumulate loyalty points over time, they have the opportunity to redeem these points for a range of rewards and benefits.

Besides, some of the key rewards that the patient can access through the redemption of their loyalty points are **discounted services**, where they can use their accumulated points to receive discounted rates on various medical services, treatments, diagnostic tests, and consultations. This not only motivates patients to maintain their loyalty but also incentivizes them to engage in preventive care and regular check-ups. Furthermore, as according to a study conducted by Gambarov, Samo, Hysa, Calabrese, & Bilotta (2017), when there is an increase in patient loyalty, the participation of loyalty programme increases which is at 71.6%,

and this means if the company continue to strive its commitment in building the patient loyalty, the implementation of loyalty programme will likely to be succeed.

## **5.4 Threats**

### **5.4.1 Privacy, Security And Confidentiality Issues**

However, despite Putra Specialist's effort in integrating into Electronic Medical Records (EMRs) system, there are few threats that the company may face, and the common issues that the company will be faced are privacy, security and confidentiality. Although security and privacy are closely related, they are completely different concepts. Privacy can be defined as an individual's right to have control over the situations, manner, and extent to which their personal information is disclosed or shared by external parties. Conversely, security refers to the degree to which access to an individual's personal information is restricted and allowed only to authorised entities. Transferring or sharing sensitive health information without a valid authorization can, in most cases, result in a data breach, according to Keshta & Odeh (2021). Privacy can be affected in many different circumstances due to unavoidable systemic identification processes within the overall electronic health infrastructure. Additionally, central technologies and entities that monitor the activities of healthcare professionals and patients can also contribute to privacy breaches.

In some cases, health care providers are usually concerned that unauthorized individual gain an access to the medical record system as this could result in the misuse of such information and subsequently lead to legal actions due to breaches in patient record confidentiality. Besides, the majority of health care providers in health care facilities that has developed Electronic Medical Records (EMRs) system stated that they are more prefer to use paper records more than Electronic Medical Records (EMRs) as they believe that paper records are much more secure and confidential (Keshta & Odeh, 2021). This situation indicates that privacy and security in developing Electronic Medical Records (EMRs) system in the health care facilities is serious, and can be considered as a threat for Putra Specialist Hospital in ensuring the privacy and security of patients data are kept securely. The challenges associated with medical record management are intricately connected to the potential misuse of patient information. Inadequate security measures in handling medical records can give rise to the risk of unauthorized access and improper use, ultimately jeopardizing patient privacy and the confidentiality of their medical records.

Based on my observation, cyberattack threat is far the major concern that Putra Specialist Hospital must always addressed. This is due to the fact that if cyberattack occurs within the process of integrating into Electronic Medical Records (EMRs) system may disrupt the entire network of medical providers. The healthcare industry has become an attractive target for cybercriminals due to the vast amount of sensitive patient data stored in Electronic Medical Records (EMRs) system. This data, including personal information, medical history,



and treatment records, holds significant value on the black market. A successful cyberattack can lead to data breaches, unauthorized access, ransomware attacks, and other malicious activities that can disrupt operations and compromise patient privacy. Being a healthcare provider, Putra Specialist Hospital may potentially face with cybersecurity threat, since Electronic Medical Records (EMRs) could become a huge target for hackers since medical records are rich in personal information. This is due to the fact that cybersecurity as well may lead to the decrease level of confidence among people.

## RECOMMENDATION:

As according to Supayah & Ibrahim (2016), cyber security can be defined as the implementation of measures to safeguard computer systems, networks, and information from any form of disruption, unauthorized access, use, disclosure, modification, or destruction. Cybersecurity threats in Malaysia have recently been increasing in terms of frequency and severity of attacks, as according to the Communications and Digital Deputy Minister, Teo Nie Ching. According to data collected by Cyber Security Malaysia (CSM), the number of reported cyber threats in Malaysia was 4,741 in 2022, while the number of reported fraud cases was 456 as of February 2023. Concerns regarding the confidentiality of medical records have been widely highlighted in surveys, Keshta & Odeh (2021) cited a study conducted by Win who stated that over two-thirds of clients were concerned about protecting the confidentiality of their individual health information, nevertheless, only 39% of them were confident that their records were secure. There were many cases in which the respondents were not concerned about the safety of their data and did not have confidence their data would be protected.

Ensuring the reduction of privacy, security, and confidentiality risks is of most significance during the implementation of Electronic Medical Records (EMRs) systems within the healthcare industry. The safeguarding of sensitive patient data and the assurance of the integrity of the Electronic Medical Records (EMRs) system are of the highest priority in maintaining patient confidence and adhering to data protection regulations, and therefore, one such measure that Putra Specialist Hospital can do to ensure a good ability in keeping the patient's data privacy and security is by **implementing stringent access controls** to restrict data access to authorized personnel only. Throughout my internship at Putra Specialist Hospital, I had the opportunity to observe the utilization of the Origin system within the organisation. The Origin system serves as a dedicated platform that enables employees and doctors to access patient data, enabling the obtainment of various information, particularly pertaining to the patient's personal details.

However, the uses of such system may potentially exposing the risk of cyberattacks or misused information from other unauthorized personnel. This is due to the fact that when an employee wants to access patient data, the username and password are readily available for input, requiring only the pressing of the enter key to gain access to the patient information. In order to reduce such risk, the company may consider implementing individual access IDs for each employee in the organization's origin system to bolster data security and ensure accountability. By providing unique usernames and complex passwords to staff members, Putra Specialist Hospital can enhance the overall integrity of their data access controls.

#### **5.4.2 Adhering To The Regulatory Frameworks And Compliance Standards Set By The Government**

Adhering to regulatory frameworks and compliance standards is of utmost importance in the healthcare industry, as it ensures that healthcare organizations operate ethically, legally, and in a manner that prioritizes patient safety and well-being. However, this aspect of healthcare operations comes with its potential threats that hospitals must address diligently. The changing of healthcare regulations presents a formidable challenge for hospitals and healthcare organizations. Adhering to these regulatory frameworks and compliance standards is crucial for Putra Specialist Hospital to operate legally and maintain its reputation as a reliable and trustworthy healthcare provider. However, it can also present potential threats for the hospital due to several reasons, such as the **changing of government regulations**.

Healthcare regulations encompass a wide range of laws, acts, and guidelines that are established at different levels of governance, including national, state, and local levels. One of the example of situation that can be seen as the potential threat by the company is adhering to the regulatory framework and compliance standards to protect the patients data by the government. This complexity is a result of the need to address diverse aspects of healthcare and ensure the safety, quality, and ethical standards of healthcare services provided to the public. For instance, one of the regulations that need to be followed based on Ministry of Health's (MOH's) instructions is that the patient needs to be notified via phone regarding infectious diseases within 24 hours, as stated by Mr Kamarul Ariffin in an interview session; if failure to do so, the hospital may be subject to follow-up action for non-compliance. Healthcare regulations are subject to continuous updates, amendments, and new additions in response to changing healthcare practices, and emerging challenges.

In Malaysia, The Malaysian Medical Council (MMC) is responsible for the oversight of medical practise and has established regulations regarding the confidentiality and protection of patients' medical records (Hadiyantina, Ayub, Cahyandari, Paramitha, & Yusoff, 2022). The impact of the MMC's regulations on confidentiality and protection of patients' medical records affects Putra Specialist Hospital and all other healthcare facilities in Malaysia. As a healthcare provider, the company is obligated to comply with the MMC's rules to ensure the privacy and security of patient information. As government regulations and healthcare laws can evolve over time, Putra Specialist Hospital must continually monitor and adapt to any updates or changes. Keeping up with these changes can be time-consuming and may require adjustments to policies, procedures, and technology systems. This means, the hospital's staff, including doctors, nurses, and administrative personnel, must strictly adhere to the MMC's regulations regarding patient data confidentiality. Any breach of confidentiality could lead to serious consequences, such as legal action or professional disciplinary measures.

## **RECOMMENDATION:**

According to Gutterman (2020), in order to fulfil the company's obligations and prevent the potential costs and consequences of violations, it is strongly recommended for them to actively implement compliance programs across various domains. Besides, the author also noted that companies need to recognize that effectively managing and reducing legal risks in their day-to-day business activities goes beyond having a compliance program, and therefore, it is essential to implement policies and procedures in all aspects of business functions and activities to ensure the company meets its legal and ethical obligations. To enhance the company's ability to effectively navigate the complex regulatory landscape imposed by the government, it is beneficial for Putra Specialist Hospital to consider **the establishment of a compliance officer or team**. This is due to the fact that through such implementation may reduce the potential risk that involves with the government regulatory, in which will bring a harm towards the overall business performance and reputation, while improving the business's ability in complying with the rules set by the government. Through the establishment of this dedicated team within the company's operational activity, it will play an important role in ensuring the company's operations align with the ever-evolving regulatory landscape and helps the organization maintain the highest standards of compliance and ethical practices.

Besides, in order to implement such strategy, it is necessary for the company to **appointed an expertise that possessed a specialized knowledge of healthcare regulation**. As the regulatory landscape is continuously evolving, with new laws, policies, and updates being introduced regularly, it would be beneficial for the company to appoint such team to ensure they stays informed about the changes to ensure the company remains compliant with the latest requirements. Moreover, understanding the implications of regulations is crucial to ensure that the hospital's operations align with legal and ethical standards. Thus, by appointing the compliance officer with a specialized knowledge may help the company in assessing how each regulatory change affects different aspects of the company's functions and make necessary adjustments that tailored to the hospital's specific needs. These strategies ensure that the hospital meets all regulatory requirements in a systematic and efficient manner.

Overall, the regulatory expertise of the Compliance Officer or Team is an invaluable asset to Putra Specialist Hospital. Their knowledge, attention to detail, and ability to navigate the complexities of healthcare regulations are instrumental in ensuring that the hospital operates in full compliance with legal and ethical requirements, safeguarding patient safety, data privacy, and the hospital's reputation.

### **5.4.3 Competing Private Hospital**

According to Arora-Jonsson, Brunsson, & Hasse (2020), competition takes place when people or groups like businesses to acquire something that is limited and highly desired, and those who are competing in this competition believe others want these limited resources as much as they do, which has led to relationships based on this shared goal. As the competitive environment evolves at an overwhelming rate and with more unpredictability, companies are emphasizing the development of new opportunities for competitive advantage. The most significant obstacle companies are experiencing while formulating and implementing strategies is competition. Managers in today's organizations face intense pressure to improve productivity, quality, and speed, however with the emergence of new rivalry at the same time may increase the company's threat in providing the best service possible to the customer. Despite the fact the hospital is considered to be one of the best-known medical facilities in Melaka, Putra Specialist Hospital may be confronted with challenges in terms of its ability to compete with other private hospitals. Among the challenges that Putra Specialist Hospitals might face from competing businesses involves the level of technological advancements, and organizational effectiveness in delivering effective medical treatment.

In Melaka, private hospitals like the Mahkota Medical Centre and the Pantai Specialist Hospital are examples of facilities that have already been acknowledged as being among the city's finest medical facilities, other than Putra Specialist Hospital. For example, the implementation of the Electronic Medical Records (EMRs) system at Mahkota Medical Centre undoubtedly represents a significant step forward in embracing technological advancements and optimizing patient care. However, this progression also brings about certain challenges and potential risks for other healthcare facilities, such as Putra Specialist Hospital, which is currently in the process of integrating into the system. One of the primary risks that Putra Specialist Hospital might face during this transitional period is the disparity in technology readiness.

As Mahkota Medical Centre advances with a fully operational Electronic Medical Records (EMRs) system, Putra Specialist Hospital may still be in the midst of its integration journey. This technological gap could lead to varying levels of operational efficiency between the two facilities. While Mahkota Medical Centre benefits from streamlined workflows and improved patient data accessibility, Putra Specialist Hospital may experience initial disruptions and face a learning curve as staff members adapt to the new system. As a result, Putra Specialist Hospital must determine competitive strategies that are unique and beneficial, and which are based on procedures and practises that are significantly harder to imitate; also, the company's competencies need to be distinguishable in order to establish key competitive differentiators among the competitors.

## RECOMMENDATION:

Competition in the healthcare industry plays a critical role in shaping the quality, accessibility, and efficiency of healthcare services. This is due to the fact that competition has a profound impact on the healthcare industry, influencing various aspects of healthcare delivery, quality of care, patient experiences, and the overall healthcare ecosystem. Based on the threat posed by competing private hospitals, it is essential for Putra Specialist Hospital to implement strategic measures to ensure its sustained competitiveness and success in the healthcare industry. By adopting proactive strategies, the hospital can maintain its position and overcome the challenges posed by the competition. Instead of competing with the other company, based on my perspective, one of the move that Putra Specialist Hospital can take is by promoting a healthy competition by **doing a collaboration with among other hospital**.

Collaboration among hospitals is a powerful strategy to foster knowledge exchange, drive innovation, and enhance overall healthcare practices. By coming together and pooling their collective expertise, private hospitals can create a dynamic environment for continuous learning and improvement. Kissimoto, Laurindo & Mattos (2019) noted that engaging in partnerships with external entities has emerged as a potent approach to accomplishing established goals with greater adaptability, broader reach, and accelerated progress. Besides, the author also noted that in the current dynamic business landscape, companies face environmental changes that demand a fresh approach to develop their business. Technological advancements, internet proliferation, technology convergence, and the rise of online communities are reshaping the way customers establish relationships with companies.

By means of collaboration among different private healthcare facilities, a wide range of efforts can be implemented to promote growth within the healthcare industry. The promotion of **Knowledge Sharing and Best Practises** is considered to be a highly significant and impactful undertaking. The implementation of this strategic approach enables private hospitals to form an effective network, fostering the exchange of knowledge and expertise among participating entities for the mutual benefit of all. This statement can be supported by Kissimoto, Laurindo & Mattos (2019) who stated that when collaboration takes place with the external environment, individuals from outside the organization actively participate and contribute their expertise to drive innovation within the company. Besides, Putra Specialist Hospital is still new in developing the Electronic Medical Records (EMRs) system, and through this collaborative venture, the company can engage in knowledge sharing and best practices discussions, where they can freely exchange information on system selection, customization, training methodologies, and post-implementation optimization. Other than that, valuable lessons learned from Mahkota Medical Centre's prior experience can guide the company in making well-informed decisions that is related to the current project they are working on.

## 6.0 CONCLUSION

To conclude, my industrial training experience at Putra Specialist Hospital has been immensely valuable and rewarding. Throughout this period, I had the privilege of gaining hands-on experience in various aspects of the healthcare industry, which has contributed significantly to my personal and professional growth. First and foremost, I was exposed to a diverse range of tasks and responsibilities, which allowed me to develop valuable skills and competencies. From managing patient records to understanding medical procedures and protocols, each task presented a unique learning opportunity. Additionally, I had the chance to witness the real-world application of theoretical knowledge gained during my academic journey. This bridging of theory and practice has enhanced my understanding of the healthcare ecosystem and prepared me for future challenges in the working field.

Furthermore, my industrial training experience has provided me with invaluable insights into identifying the strengths, weaknesses, opportunities, and threats that Putra Specialist Hospital faces. Through my time spent working in Medical Records Department, I have observed the inner workings of the organization, allowing me to identify its strengths and areas that require improvement. These strengths include patient medical folders are well standardized and organized in designated shelves, good working environment and strategic location. The SWOT analysis also highlighted certain weaknesses that require attention and improvement. These weaknesses include space constraint, human error and outdated hardware equipment. The SWOT analysis identified several promising opportunities that the organization can exploit to its advantage. These opportunities include technological advancement, medical tourism destination and improving brand loyalty. Other than that, the SWOT analysis also shed light on potential threats that the organization needs to address and mitigate. These threats include security, privacy and confidentiality issues, adhering to the regulatory frameworks and compliance standards set by the government, and competing private hospital.

Overall, my industrial training at Putra Specialist Hospital has provided me with a transformative experience that has enriched my professional development. I am sincerely grateful for the opportunity to be a part of this esteemed institution and for the support and encouragement I received from the entire team. I am confident that the knowledge and experiences gained here will serve as a strong foundation for my future undertakings. Lastly, I wish for Putra Specialist Hospital to forever uphold its commitment to providing exceptional and compassionate healthcare services.

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8.0 APPENDICES



Figure 10: Putra Specialist Hospital



Figure 11: Disposing Activity



Figure 12: Storing House



Figure 13: Filing Shelves