

CHAPTER 7

CONCLUSION AND RECOMMENDATION

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7.1. Conclusion

Results of this research are:

- Profit Center Report that had been developed from the current accounting system by adding location parameter to capture the information provided in the patient management system that was not captured previously as well as re-designs the format to provide more information to support investment/development decision.
- It is found that further information on referred patients are not collected.
- Combining this Profit Center Report with other data mining result will give better direction in choosing the most profitable area to be developed, i.e. specialty generate biggest revenue on most profitable servicing department.

7.2. Recommendation

Knowledge of cost data always provides a firm platform for decision making, including business development decision. Information system has an important role in the in providing accurate cost data. Several recommendations are proposed as follow:

- Information system is continuing explored to be used more extensively to support hospital management in making the decision to develop the business.
- Create additional discharge type for referral's reason such as unavailability of medical equipment or specialist doctors that will give a picture of market

demand to new equipment or specialist doctors that are not currently registered in the “Private” Hospital.

- Develop a Marketing Information System as a complement for the current applied information system will become additional input to the decision support system.
- It is proposed to include successful rate factor in the investment/development decision. In this research, average length of stay and discharge status is considered will represent successful rate. While short ALOS does not always reflect successful rate, this research is expected to improve healthcare service industry awareness of importance of specialty to sustain competitive advantage welcoming globalization era. Further research will be required to study further on factors influencing ALOS as well as on successful medical case criteria.

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