

ABSTRACT

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THE MANAGEMENT STRATEGIES OF THE MEDICAL RECORD SERVICES AT THE SOCAH HEALTH CENTER USING THE SWOT METHOD

ABSTRACT

The Socah Health Center showed problems in medical record management, such as hybrid registration that slowed down services, the absence of index cards for old patients, and medical coding by nurses that did not comply with regulations. Limited storage space causes files to be scattered and difficult to find. Indexing activities are not carried out, hampering data searches, and reporting is still limited, thus reducing the effectiveness of evaluation and achievement of accreditation standards. This study aims to determine the management strategy of medical record services at the socah health center using the SWOT method..

The research method used in this study was qualitative research with data collection through interviews and observations, while the research object was medical record service management using the SWOT method. Data collection methods included observation and interviews.

Medical record management at the Socah Health Center was not yet optimal due to a lack of Medical Recorders officer, limited SOPs, and equipment and network constraints. Storage space was limited, and the system frequently malfunctions without expansion plans. Although management sufficiently supports services, improvements were still needed through staff training and technical support. Regular socialization was important for policy adaptation and enhancing technological understanding, although the shortage of human resources remains a barrier. Based on the SWOT analysis, the health center was positioned in Quadrant I (aggressive), thus having the potential to develop strengths and Opportunities to address existing challenges.

The Socah Community Health Center has demonstrated was readiness to face policy changes through socialization and training, but medical record management was still hampered by limitations in human resources, standard operating procedures, infrastructure, and technological support. Efforts to improve quality have been made, but their effectiveness has not been maximized, placing the organization in a defensive position with internal weaknesses that were vulnerable to external pressures.

Keywords: Health Center, Management, Medical Records, SWOT