

Implementation of Hospital Health Promotion at PKU Muhammadiyah Wonosobo Hospital: A Qualitative Study

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ABSTRACT

Management policy is the most significant hospital health promotion standard, and it also influences other standards. Health promotion in hospitals that is not implemented will cause problems for the community. Information that is not conveyed makes one's understanding and knowledge worse. Therefore, this study aims to evaluate of implementation of hospital health promotion in PKU Muhammadiyah Wonosobo Hospital. This qualitative research uses a case study design. As many as 7 respondents including officials, health workers, staff, patients, and families of patients have conducted in-depth interviews. According to the findings of this study, hospital health promotion at the institution in issue is poorly managed. Therefore, hospital policymakers must pay greater attention to preparing competent budgets and human resources to support maximum hospital health promotion.

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1. INTRODUCTION

The main pillar of health development is health promotion. Health promotion is important in increasing awareness, willingness, and ability of individuals to live a healthy life and achieve a high degree of health [1]. The Indonesian government's strategy for dealing with public health problems such as non-communicable diseases due to unhealthy lifestyles is health promotion. Several health promotion approaches that can be taken include individual, family, and community approaches in general [2]. Even though it has developed over time, the development of the hospital health promotion network is still slow in developing countries and of course, the idea of health promotion is still not seen as part of health system reform in these countries [3]. Hospital health promotion is a process of empowering the community to actively and independently maintain and improve its health status [4]. It is specifically for patients, patient families, hospital human resources, hospital visitors, and the community around the hospital, as stated in Permenkes No. 44 of 2018 concerning the Implementation of hospital health promotion.

The benefits of implementing hospital health promotion can have a positive impact on increasing the literacy, satisfaction, and health status of patients, patient families, community resources, and communities around the hospital, as well as providing high-quality and safe services [5]. In addition, it can reduce the readmission rate, which is the incidence of patients being readmitted to the hospital, and is an indicator of the quality of service at the hospital [6]. Conversely, if it has not been implemented, the community will lose its right to receive balanced and responsible health information and education.

Through the theory of Edwards III (1980) in Wael, B., and Laurens (2015), the factors that influence the successful implementation of hospital health promotion are communication, resources, the attitude of the executor or disposition, and bureaucratic structure [7]. In the research that has been carried out before, including communication factors, support factors, commitment factors,

implementer attitude factors and resource factors that can become obstacles to the implementation of hospital health promotion [8]–[10].

The most important standard of hospital health promotion is management policy, and it also influences other standards [11]. However, based on observation, it was found that the implementation of hospital health promotion at the PKU Muhammadiyah Wonosobo Hospital had not run optimally. These problems include the unavailability of hospital health promotion guidelines, and hospital health promotion officers who still have multiple jobs, and have not carried out regular monitoring and evaluation. Therefore, the purpose of this study is to evaluate the implementation of hospital health promotion at the PKU Muhammadiyah Wonosobo Hospital.

2. METHOD

In this study, researchers used a qualitative approach with design a case study. This research was conducted at PKU Muhammadiyah Wonosobo Hospital in March - April 2023. Some of the instruments needed to support this research are the researchers themselves as the main instrument supported by several other instruments including in-depth interview guides and observation checklists based on "Regulation of the Minister of Health of the Republic of Indonesia Number 44 of 2018", photo cameras, paper and tools recorder, and voice recorder. To prepare a study design, a draft of research results or results of interviews and research reports, a set of computers and laptops is needed.

The informants in this study consisted of Key informants (hospital health promotion Chair, hospital health promotion secretary, hospital health promotion treasurer, SDI & General Affairs Sub-Sector, Accreditation Preparation Sub-Sector) and supporting informants (PPA Units and Patients) (totally 7 participants). The inclusion criteria for key informants are employees who work at PKU Muhammadiyah Wonosobo Hospital with a minimum limit of one year and understand and are involved in the implementation of Health Promotion at PKU Muhammadiyah Wonosobo Hospital, Central Java. The inclusion criteria for supporting informants were patients who already had medical records at PKU Muhammadiyah Wonosobo Hospital, had received inpatient care for at least 24 hours, and were outpatients. and is still an active patient at PKU Muhammadiyah Wonosobo Hospital.

After obtaining the results of the interviews, the data will be processed in the following stages; shorting data, classifying data, and content analysis data. Then the results of processed data obtained from in-depth interviews and observations were concluded and presented according to the research objectives. Examination of data in research is to use triangulation which utilizes one thing with another. Outside of that data is for checking purposes or as a comparison against that data.

3. RESULTS AND DISCUSSION

The results of this study will be discussed using 4 points from Edwards III's theory which develops health services with an integrated system towards health promotion, namely communication, resources, attitude of implementers/dispositions, and bureaucratic structure.

Table 1. Matrix result of the inept-interview

Shorting data	Classifying data	Content analysis data
The number of informants is 7 people. They were interviewed using an interview guide according to their respective roles. Informants A, B, C, D, E, F, and G have different positions. On the results of the interview, in the form of translating words that were translated from the interview results to the informants. In the process of shortening this data, only a few quotations of	The results of the interviews that have been shaped in data shorting are then carried out by classifying the data based on the theory used to analyze the results of the research. These results are grouped into 4 important points,	Communication "We have had several meetings, yes, but not with hospital health promotion alone..." (Informant A). "Sometimes a month there can be several meetings, so it exceeds the minimum limit, right..." (Informant C). "For example, there is a meeting regarding geriatric education, apart from inviting us from that unit, we also invite management, as well as from the directors. In order to run the program from the hospital like what, not then hospital health promotion has its own program

sentences were taken according to the purpose of this study. From each of these results grouped based on the character of each respondent such as patients, hospital officials, hospital leaders, health workers and the community. After the data is well collected, it is continued to the stage of classifying data.

namely: Communication, Resource, Executor's attitude, and Bureaucratic structure. From this classification, content data analysis is carried out which intends to retrieve the sentence content that will be discussed in this study in accordance with the classification that has been carried out.

and then educates itself. So, adapting it to the needs of the hospital like what..." (Informant A).

"The communication is direct, for example when we have difficulty running a project, we convey it to the directors..." (Informant F).

Resource

"So, there was effective communication training, at that time there were two staff carried it out..." (Informant A).

"Now it's appropriate, because in hospitalization it's usually collaborative education and integrated education" (Informant C).

"Every year we always submit requests for training, but the training provided is sometimes almost the same theme from time to time, so we try to find training that, even if it's a little, has a different theme or we do a comparative study" (Informant F).

"Because in this hospital health promotion there is no one who doesn't take care of, all of them take care of" (Informant E).

"There are no problems inside, but sometimes we are constrained to get out because first, limited mobility of vehicles because we have to book two to three days to go out. But, during this time when there were no vehicles, we used private vehicles for us to use out of the hospital, like that" (Informant A).

Executor's attitude

"That's us under the directors. First, as chairman I am responsible for the board of directors, like that. Then, assisted by two secretaries, the 1st secretary and the 2nd secretary" (Informant A).

"For the implementation of hospital health promotion in this hospital, the organizational structure is in the form of committees, hospital health promotion committees. So, in this committee there are guidelines, guidelines, and policies so that in its implementation the hospital health promotion has been assisted by the hospital health promotion committee" (Informant B).

"That commitment needs to be moved. Indeed, there are some who have the awareness to move, but there are also those who must be invited several times, like that. Yes, that's it, understand because while doing other work" (Informant A).

Bureaucratic structure

"We also have standard operational procedures

related to education. There is education through various media, there is also education to the community, there is also education to receive input from the community" (Informant A).

"The standard operational procedures is made specifically for hospital health promotion, we made it or based on the information from the related unit, so the one who ratified it from hospital health promotion was addressed to which unit or part of the profession needed it" (Informant C).

"It's clear, it's written in the job description in decree". (Informant B).

Communication

Based on the results of observations made by researchers in the communication aspect, it is proven by the existence of evidence of meetings, and the existence of medical communication in conveying hospital health promotion through the web, and social media of the hospital. Meanwhile, based on the results of interviews with informants, information was obtained that communication was carried out by holding meetings which were held several times with the hospital's health promotion team, if there were internal activities, the meetings were with related units.

"We have had several meetings, yes, but not with hospital health promotion alone..."

(Informant A).

"Sometimes a month there can be several meetings, so it exceeds the minimum limit, right..."

(Informant C).

Frequent and structured meetings are recommended to improve public health [12]. In theory, communication to improve public health status has been carried out well. With good communication, people tend to like to take advantage of health services [13]. According to the explanation of the informant so that the work program runs well, in every meeting, management and directors are always involved, adjusting to the needs of the hospital.

"For example, there is a meeting regarding geriatric education, apart from inviting us from that unit, we also invite management, as well as from the directors. In order to run the program from the hospital like what, not then hospital health promotion has its own program and then educates itself. So, adapting it to the needs of the hospital like what..." (Informant A).

Based on another informant show the information that the flow of communication to be carried out directly, when carrying out a work program, we convey it to the directors.

"The communication is direct, for example when we have difficulty running a project, we convey it to the directors..." (Informant F).

This proposal could not be implemented because effective communication is essential to get the support and approval of the board of directors. Tailor your message to their interests and priorities, and be prepared to adapt your approach based on their feedback and reactions. Such as the need for stages of good management if you want to involve the board of directors [14].

Meetings are also a form of communication in the hospital to convey the results of reports or aspirations. The hospital has made a policy so that reporting can be routinely done every quarter, but this has not been implemented by the hospital health promotion committee. Not only focused on promoting the flow of communication to the hospital health promotion committee but for other teams in the hospital. Poor health promotion management in hospitals can have several negative impacts, affecting both the hospital's operations and the health outcomes of patients [15]. One of the key

consequences of inadequate health promotion management is reduced patient awareness [16].

Resource

Based on the results of observations made by researchers in the communication aspect, it was proven by evidence of the competence of the implementation of hospital health promotion management staff, which had been stipulated in the implementation of the hospital health promotion Committee Decree. That is evidence of the implementation of hospital health promotion management training for the health promotion staff and the existence of a financing budget plan for implementing hospital health promotion. Besides that, it is also equipped with facilities and infrastructure to support the implementation of hospital health promotion, the existence of information communication media, and tools of promotion both inside and outside the hospital environment.

Based on the results of interviews with informants, information was obtained that the human resources involved in the hospital health promotion team, such as the head of hospital health promotion, had a minimum education of a bachelor's degree in health and had been provided with effective communication training.

"So, there was effective communication training, at that time there were two staff carried it out..." (Informant A).

"Yes, the current head of hospital health promotion is a dentist..." (Informant B).

In conducting health worker training, special competence is needed for the health workers who are trained and the position in which they work also determines the effectiveness of health promotion carried out in hospitals [17]. As an example of the necessary training for nurses caring for geriatric patients. This is crucial because ineffectual communication can cause the elderly to feel helpless, incapable, and powerless [18].

The number of human resources for hospital health promotion activities in inpatient care is currently appropriate because, in hospitalization, collaborative education and integrated education are usually done by one person.

"Now it's appropriate, because in hospitalization it's usually collaborative education and integrated education" (Informant C).

Besides that, the hospital also has a competency improvement program for hospital health promotion managers where a training program has been submitted annually but sometimes the training given is almost the same theme from time to time.

"Every year we always submit requests for training, but the training provided is sometimes almost the same theme from time to time, so we try to find training that, even if it's a little, has a different theme or we do a comparative study" (Informant F).

For the success of implementing health promotion in hospitals, creativity in the type of training that is tailored to the needs of the hospital is needed and is carried out based on the findings of a study or internal observations of the hospital [4]. However, according to the informant's statement, the hospital health promotion Team at PKU Wonosobo Hospital were not full-time workers, because all hospital health promotion officers had other assignments or double jobs.

"Because in this hospital health promotion there is no one who doesn't take care of, all of them take care of" (Informant E).

Due to heavy workloads, hospital healthcare employees are exposed to high levels of occupational stress, which has a negative effect on work that is not optimal in one field [19]. The implementation of hospital health promotion at PKU Wonosobo Hospital in carrying out activities in terms of facilities and infrastructure for activities in our hospital has no problems, but sometimes it is constrained for activities outside the hospital.

"There are no problems inside, but sometimes we are constrained to get out because first, limited mobility of vehicles because we have to book two to three days to go out. But, during this time when there were no vehicles, we used private vehicles for us to use out of the hospital, like that" (Informant A).

Executor's attitude

Based on the results of observations made by researchers in the communication aspect, it was proven by the existence of a Decree on the appointment of the Director of the hospital health promotion Committee organizational structure and evidence of the SK hospital health promotion. Meanwhile, based on the results of interviews with informants, information was obtained that the hospital has an organizational structure in the form of a hospital health promotion committee consisting of a Chair, Secretary, Treasurer, and Members. There are already guidelines, guidelines, and policies. So that in its implementation hospital health promotion has been assisted by the hospital health promotion committee. Determination of the organizational structure is stipulated in the decree.

"That's us under the directors. First, as chairman I am responsible for the board of directors, like that. Then, assisted by two secretaries, the 1st secretary and the 2nd secretary" (Informant A).

"For the implementation of hospital health promotion in this hospital, the organizational structure is in the form of committees, hospital health promotion committees. So, in this committee there are guidelines, guidelines, and policies so that in its implementation the hospital health promotion has been assisted by the hospital health promotion committee" (Informant B).

According to the informants, commitment in carrying out health promotion is very necessary, because there are some who have the awareness to move, but there are also those who have to be invited several times.

"That commitment needs to be moved. Indeed, there are some who have the awareness to move, but there are also those who must be invited several times, like that. Yes, that's it, understand because while doing other work" (Informant A).

The commitment of health workers in carrying out health promotion in hospitals is largely determined by the leadership style that lasts a long time [20]. While health workers are only executors who have been paid so that all instructions that do not exceed the workload and are in accordance with professional standards will be carried out to the fullest [21].

Bureaucratic structure

Based on the results of observations made by researchers in the communication aspect, it is proven by the existence of a standard operational procedure for hospital health promotion implementation. Bureaucratic and financial constraints, low intersectoral cooperation, staff shortages, and capacity issues impact public health, which is highly dependent on the political will and ability of the government to implement health policies [22]. Meanwhile, the results of interviews with informants obtained information that there was already a standard operational procedure related to hospital health promotion Education activities through various media, both print and electronic media.

"We also have standard operational procedures related to education. There is education through various media, there is also education to the community, there is also education to receive input from the community" (Informant A).

"The standard operational procedures is made specifically for hospital health promotion, we made it or based on the information from the related unit, so the one who ratified it from hospital health promotion was addressed to which unit or part of the profession needed it" (Informant C).

According to the explanation of the informant in delegating tasks, there is already a decree of hospital health promotion written in the job description.

"It's clear, it's written in the job description in decree". (Informant B).

Even though the hospital already has standard operational procedures, it is still necessary to educate patients and their families about standard operational procedures in applicable hospitals. Because there are still many patients and their families at the hospital who do not know the standard operational procedure of the hospital they are going to [23].

4. CONCLUSION

The results of this study indicate that hospital health promotion in this study has good regulation. However, implementation still depends on existing leadership regulations. If the attention of the leadership is good then the implementation of health promotion activities will be carried out well too. Therefore, more attention is needed for hospital policy makers to prepare budgets and human resources that are competent, have integrity and idealism to support maximum hospital health promotion.

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