ABSTRACT

Innovation in healthcare services serves as a crucial strategy for establishing a competitive advantage among healthcare facilities in Indonesia. Pharmacy services are integral to hospital operations and represent the most complex services within the institution. This research aims to identify the disparity between the characteristics of pharmacy service users and the services offered, to ascertain the value proposition of pharmacy services, and to formulate a business model for these services.

The research methodology employed is qualitative, utilizing a case study strategy alongside an abductive development approach. Data were collected via in-depth interviews with six patients possessing outpatient insurance coverage and six pharmacy staff members. The data collection results included data reduction and analysis, which produced ideas utilized as value propositions in the development of the business model canvas, to be presented as the concluding aspect of the research objectives. The business model canvas was evaluated for desirability, feasibility, and viability with five patients and five pharmacists.

The research findings reveal two primary gaps: prolonged waiting times in pharmacy services and insufficient information regarding queue status in these services. Four value propositions for pharmacy services have been identified: enhancements in service speed, increased transparency of service information through a notification system, assurance of stock availability, and an improved patient experience characterized by a prompt and clear service approach. The research aims to offer practical recommendations for hospital management and can be conducted more efficiently through the use of a developed prototype, allowing for the testing of ideation outcomes.

Keywords: Business Model Canvas, Value Proposition Canvas, Business Process Innovation, Hospital Pharmacy Services