

ABSTRACT

The growth of the healthcare industry in Indonesia encourages new clinics to deliver more relevant and competitive services. XYZ clinic, located in Hegarmanah Village, Cianjur regency, is a new clinic that faces the challenge of understanding the specific needs of its customers and competing with existing health facilities. This study aims to design a value proposition canvas to provide services in accordance with the expectations of the surrounding community. Data collection in this study includes in-depth interviews to prospective users of the service to map the customer profile followed by the identification of competition factors, where these factors are then used in drawing up a strategy canvas. The Value proposition canvas is designed by performing an ERRC analysis by considering the current strategy canvas, customer profile and value proposition canvas. The resulting design maintains the main services such as outpatient, inpatient, emergency services, internal pharmacies and laboratories, but is now supported by pain relievers such as an efficient administration system, cost transparency, and cooperation with BPJS. On the other hand, gain creators is designed to include the comfort of the clinic environment, speed of Service, staff friendliness, and digital innovation through an online registration system.

Key words: XYZ Clinic Hegarmanah Village, Value Proposition Canvas, Customer Profile, Value Map, Health Services.