

## INTISARI

*Managed care* adalah suatu sistem yang mengintegrasikan sistem pembiayaan dan pelayanan kesehatan yang mampu menyediakan pelayanan kesehatan yang bermutu dan mudah diakses dengan biaya yang terkendali. Perkembangan program ini di Amerika Serikat mampu mengendalikan peningkatan biaya pelayanan kesehatan.

Gajah Mada Medical Center (GMC) Health Center UGM Yogyakarta yang mengelola program jaminan pemeliharaan kesehatan bagi pesertanya telah menerapkan konsep *managed care* dalam pengelolaan programnya. Melalui penerapan konsep *managed care* tersebut Gajah Mada Medical Center (GMC) Health Center UGM Yogyakarta mampu menyediakan pelayanan kesehatan dengan biaya terkendali bagi pesertanya. Untuk itu perlu diteliti bagaimana Gajah Mada Medical Center (GMC) Health Center UGM Yogyakarta menerapkan konsep *managed care* tersebut dalam pengelolaan programnya.

Jenis penelitian ini adalah penelitian survei deskriptif yang menggunakan pendekatan kualitatif dan kuantitatif, dengan rancangan penelitian *cross sectional*. Subyek penelitian terdiri dari manajemen Gajah Mada Medical Center (GMC) Health Center UGM Yogyakarta dan para Penyedia Pelayanan Kesehatan (PPK) seperti Dokter Umum dan Dokter Spesialis yang memberikan pelayanan kepada peserta. Alat penelitian melalui cara wawancara, mempelajari dokumen dan kuesioner terstruktur. Analisis yang dilakukan adalah dengan melakukan identifikasi prinsip-prinsip konsep *managed care* yang dilaksanakan dalam operasionalisasi program Gajah Mada Medical Center (GMC) Health Center UGM Yogyakarta.

Hasil penelitian menunjukkan bahwa belum semua prinsip dalam konsep *managed care* dilaksanakan oleh Gajah Mada Medical Center (GMC) Health Center UGM Yogyakarta. Prinsip-prinsip yang telah dilaksanakan meliputi: cakupan pelayanan yang bersifat komprehensif, kontrak kerjasama dengan provider, kajian pemanfaatan, kriteria mutu pelayanan kesehatan dan sistem pembiayaan prospektif. Upaya peningkatan kesehatan melalui promosi kesehatan dan prinsip *Risk and Profit Sharing* belum sepenuhnya dilaksanakan.

Disarankan kepada Gajah Mada Medical Center (GMC) Health Center UGM Yogyakarta untuk secara bertahap menyempurnakan penerapan konsep *managed care*. Melengkapi pelaksanaan prinsip kajian pemanfaatan yang bersifat prospektif, konkurensi maupun retrospektif, dan melaksanakan prinsip kriteria mutu. Demikian pula perlu diupayakan untuk lebih meningkatkan komunikasi dan hubungan dengan para Penyedia Pelayanan Kesehatan, sehingga mereka mengerti lebih banyak tentang program dan prosedur pelayanan bagi peserta termasuk sistem pembiayaannya.

**Kata Kunci:** *Managed care* – Asuransi Kesehatan – Pembiayaan Kesehatan

## ABSTRACT

Managed care is a system that integrates financing and delivery of health care services. It is able to delivering a qualified health service and easy to be accessed with controlled cost. The development of this program in the USA is able to curb the increasing of health service cost.

Gadjah Mada Medical Center (GMC) Health Center UGM Yogyakarta which managed health service program for its members, has applied the concept of managed care in managing its program. By applying the managed care concept on its program, Gadjah Mada Medical Center (GMC) Health Center UGM Yogyakarta is able to give the delivery of health service with controlled cost for its members. It is important to examine how Gadjah Mada Medical Center (GMC) Health Center UGM Yogyakarta applies the concept of managed care in managing ist program, and what kind of principles of managed care concept has been implemented.

The type of this survey was a descriptive survey using a qualitative and quantitative approaches with cross sectional design. The subject of this research consisted of management of Gadjah Mada Medical Center (GMC) Health Center UGM Yogyakarta and health care providers like General Practitioners and Specialist Medical Doctor who gave the health service to the members. This research used interview, assessed the document, and structured questionnaire. The analysis was conducted to identify the principles of managed care concept implemented in managing program of Gadjah Mada Medical Center (GMC) Health Center UGM Yogyakarta.

The result of this research showed that not all of the principles of managed care concept had been implemented in the program. The principle of comprehensive benefit package, delivery services by selected provider, the principles of utilization review and utilization management, prospective pricing and prospective payment were already implemented. Health promotion and the principle of Risk and Profit Sharing were implemented partially.

It is suggested that Gadjah Mada Medical Center (GMC) Health Center UGM Yogyakarta apply all principles of managed care concept to its program, especially on the principle of utilization review, quality criteria and health promotion to its members. It is also suggested to improve communication and relation with its providers. Is is important to suggest Gadjah Mada Medical Center (GMC) Health Center UGM Yogyakarta to enhance the knowledge and understansing of Gadjah Mada Medical Center (GMC) Health Center UGM Yogyakarta program, pricing system, payment and procedures of health services for the health providers.

*Keywords : Managed Care – Health Insurance – Financing Health Service*