

## ABSTRACT

Nowadays, impact of the rapid business competition demanding firms and companies to maintain their competitiveness by conducting continuously improvement. Instalasi Gawat Darurat Rumah Sakit Sidoarjo (Emergency Room of Sidoarjo Country Hospital) is one of health care institution, so that customers satisfaction become key factors since most of business processes done in regarding hospital related directly to the customer.

Although there had been no written complaints from customer, but as a service company which aim is to provide the best care towards costumers and to overcome the competition, moreover it requires such continuous improvement.

To gather the whole description and weakness from existing business process, the mapping of customer care business process was conducted and supported by data collection of man power availability, technology, and other supporting materials. Business process improvement was established based on time criteria. Analysis was taken per activity of regarding process using value added assessment approach to gain a more effective and efficient business process and it was more completed by the making of customer database information system. From the mapping and the time measurements of existing business process, we have found that there were several processes which feasible to be improved in the terms of effectivity, efficiency, and process adaptability. Mapping results of existing process show that there are 56 activities existing business process improvements is done using business process improvements and it successfully reduced the prior activities become 54 activities. The following data are result of existing time measurement and its proposal for each type of service.

New customer registration service: cycle time efficiency existing 0,67 and final improvement proposal 0,77; Current customer service: cycle time existing 0,70 and final improvement proposal 0,92; Stay patient registration: cycle time existing 0,52 and final improvement proposal 0,75; Emergency care patient : cycle time existing 0,53 and final improvement proposal 0,77; Light care patient : cycle time existing 0,11 and final improvement proposal 0,88; Dead patient care : cycle time existing 0,79 and final improvement proposal 0,94; Cashier service : cycle time existing 0,63 and final improvement proposal 0,81; Pharmacy Service : cycle time existing 0,75 and final improvement proposal 0,87