

ABSTRACTS

Technology that grows quickly and people whom more conscious the healthiness, makes the people expecting the carefulness of diagnoses and also the response of the medical service, which is related to the healing time of the patient. Therefore, the radio diagnostic unit of Dr. Soetomo Surabaya Hospital restores its infrastructure and equipment. One of these activities was adding MRI (Magnetic Resonance Imaging) at 1999. In deciding the price, the hospital always uses reference. That is “*Peraturan Propinsi Daerah Tingkat I Jawa Timur Nomor 7 Tahun 1998*” about “*Retribusi Layanan Kesehatan di Rumah Sakit Daerah yang Dikuasai oleh Pemerintah Propinsi Daerah Tingkat I Jawa Timur.*” But, when the rule was stated, the hospital didn’t have MRI service yet. So that, the Head of Dr. Soetomo Hospital’s radio diagnostic was helped of his staff made the draft of *MRI* price. This price was renewed at 2003 with the same format last year. The cost for the equipment is taken from the operational cost, while the cost for service is taken maximum 40% from cost per unit (cost of equipment). But in the implementation, some of service’s cost is over from the certainty. That certainty of this price reflects that it’s not well planned. The hospital reduce the unit cost of MRI service without “*kontras*” for 3rd class and 2nd class and the unit cost of MRI service with “*kontras*” for 3rd class without clear certainty. This price reduction must be paid by the other classes. Otherwise, because of Strategic Action Plan Dr. Soetomo Hospital from 2006 until 2010 and make the price re - calculation and because of BBM’s price rose at 2005. The rose of BBM’s price impact to the rise of others goods price. So, the Head of Dr. Soetomo Hospital publish “*Kebijakan Dasar Penghitungan Unit Cost Tarif Pelayanan di RSUD Dr. Soetomo.*” So that, it needs a re – calculation about certainty of appropriate MRI service price based on Cost Based Pricing, Demand Based Pricing, and Competitor Based Pricing.

To make a considerable price draft, the first step is collecting the information about investment cost and the information about operational cost. This information used to calculate the cost of production. This cost of production divided with the result of patient’s forecast. This calculation is used to get unit cost. And the unit cost is used to know the service price based on *Cost Based Pricing*. The recommendation of that price will be combined with Demand Based Pricing and Competitor Based Pricing, and the profit that expected by the hospital and it must consider the decision made by Dr. Soetomo Hospital. Meanwhile, the existing price is used to identify the problem that happen in the existing management, so we can solve the problem. So, the solution can be used by the next management.

According to the result, unit cost for MRI service without “*kontras*” are 3rd class is Rp 637.048,20; 2nd class is Rp 1.212.595,68; 1st class is Rp 1.212.595,68; VIP class is Rp 1.330.302,68 and for MRI service with “*kontras*” are 3rd class is Rp 938.096,76; 2nd class is Rp 1.513.644,24; 1st class is Rp 1.513.644,24; VIP class is Rp 1.631.351,24. And the MRI service price that is as well as decided by the hospital for MRI service without “*kontras*” are 3rd class is Rp 765.000,00; 2nd class is Rp 1.460.000,00; 1st class is Rp 1.580.000,00; VIP class is Rp 1.690.000,00 and for MRI service with “*kontras*” are 3rd class is Rp 1.130.000,00; 2nd class is Rp 1.820.000,00; 1st class is Rp 1.970.000,00; VIP class is Rp 2.125.000,00.

After these prices legalized, the format of the “cross subsidy” has changed in to the elimination of depreciation cost for 3rd class and subsidy for depreciation, linen cost, and telephone cost will be changed in to the purchase of the other medical equipment.

Keywords : *MRI*, price, *kontras*, 3rd class, 2nd class, 1st class, VIP class.