

## ABSTRACT

Name : *Devi Yanti Sihombing*

Study Program : *Medical Records and Health Information*

Title : *Review of Use of Medical Record Information for Planning Selection of Featured Services in Tangerang District General Hospital Marketing Implementation in 2018.*

*6 Chapter, 76 Pages, 12 Table, 6 Images, 9 Attachments*

*This Scientific Writing is based on the feasibility of superior services in the hospital that have not been realized until now, in carrying out hospital marketing activities, hospital information is needed namely internal and external reports. The scope of research in medical record units, hospital marketing units and heart clinics. This study aims to identify the medical record unit report that can be used in determining superior services in the implementation of marketing, this research is descriptive, namely reviewing the implementation of medical record reports in determining superior services. The data collection technique of this research uses observation and also interviews with PPE marketing officers, clinical coordinators, medical record managers and medical record unit reporting coordinators. The results of this study indicate that the needs and desires of patients were so high and from reports given by another installation. including the medical record unit report is a heart clinic that deserves to be a superior service. Then the results of the fish bone from the 5 factors that influence the factor is the method, the PPE marketing wants superior service with methods to improve facilities and infrastructure, and the trend to be developed is the heart clinic. Researchers suggest that teams should be made in planning superior service so that they can be realized quickly and accurately.*

Reference : *16 (2006 – 2017)*

Keywords : *Medical record unit report, excellent service, heart clinic.*