



Public service innovation free medicine program for disadvantage communities in Pasaman Barat District

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ABSTRACT

This study aims to explain a public service innovation in the health sector in West Pasaman district. This research is important so that readers can obtain information related to the existence of public service innovations in the form of free medical treatment for underprivileged people in West Pasaman Regency. This study uses a qualitative-descriptive approach. This free medical treatment program is intended for underprivileged people who do not have BPJS. This program is a collaboration between the government and health services in West Pasaman district. The innovation in this service is due to its uniqueness with the free medical treatment system for the people of West Pasaman who do not have BPJS. The purpose of this public service innovation, especially in the health sector, is to create a healthy community in West Pasaman district. The implementation of the free medical treatment program in West Pasaman district is said to be quite good, this is evidenced by the satisfaction of 95% of West Pasaman residents who have received medical treatment.

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INTRODUCTION

The performance of public service units is currently starting to show a positive "face" even though it has not yet been seen at all existing levels of local government, but efforts to improve services or achieve these positives have been seen. Public service innovation is needed by both the central and regional governments to carry out decentralization which seeks to increase the welfare, prosperity and independence of the people and their regions. Innovation is the process and/or result of developing and utilizing pre-existing products or resources, so that they have a more meaningful value to increase efficiency and effectiveness (Hidayat, 2022)(Sururi, 2017).

Innovation is the process of applying new technology to products to make products have added value. Innovation can be done on an item, service or idea that someone accepts as something new(Kurniawan, 2017). So, if an idea has existed in the past, it could be considered innovative to consumers and service providers who are not familiar with it.

Provision of public services is an interesting topic to be discussed in West Pasaman district. A hotly debated topic is public service innovation in the health sector. Health service is a concept

that is used to provide health services to the community with the main objective of providing preventive (prevention) and promotion (invitation to improve health) services with individual or collective efforts to maintain and improve health, prevent and treat disease, and restore individual health, family, and community to community members from various backgrounds, and within an organization (Sakti Herwanto, 2015)(Elsi et al., 2020)(Yusedian, 2007).

Thus the West Pasaman district government implemented a free medical program for the underprivileged through public service innovations. In this case, the government hopes that there will be no more public complaints about access to health services.

Innovation is one of the influential aspects in the development and advancement of an organization. Innovation can be interpreted as a change in both technology and ideas that can be used in the government environment (Hendrayady, 2020)(Marom, 2015). Innovation also has a broad meaning so that this innovation is not only limited to updating but also utilizing and creating a new service (Hidayat, 2022)(Saputra et al., 2018){Formatting Citation}.

Innovation not only reviewed in the range of products and services or services. Product and service innovation includes changes in the form and design of products or others. Innovation is inseparable from the quality renewal process with the ultimate goal of creating quality and policies that are in accordance with procedures. (Tui et al., 2022)(Sukmana, 2022) suggests at least there is five (5) types of innovation in public sector organizations namely as the following. First, product innovation. This innovation departs from a change in the design and product of a service which differentiates it from previous or previous service products. Second, process innovation. This innovation focuses on the procedures carried out in implementing an innovation. Third, service method innovation. This service method innovation is the existence of a method or change made in providing services to customers. Fourth, strategy or policy innovation. This innovation refers to aspects of the new vision, mission, goals and strategies and also concerns the actual reality that emerges so that a new strategy and policy is needed. Fifth, system innovation. This innovation is related to the context of interaction relationships in order to get change in an organization.

Based on the five types of innovation described above, it can be concluded that innovation has various types. Innovation does not only refer to a new product and service, moreover innovation is only understood as the use of technology in the administration of public sector organizations.

Public services are defined as the main foundation in the government environment (Apriliani, 2021). It is said to be the main foundation because the government is a provider of public services for its people. According to experts, there are several definitions of public service, including according to Pasolong. According to (Yogi Suwarno, 2020)(Andhika, 2019) service is defined as the behavior of a person or group of people interacting directly or indirectly. Furthermore, (Papilaya, 2020)(Pananrangi, 2019) provides a definition of public service as a service provided by the government to every citizen, either directly or indirectly. According to Law Number 25 of 2009 concerning public services, public services are activities of providing services to every citizen and resident in the form of goods, services and administrative services provided by public service providers.

In implementing public services, there are several reference standards that must be carried out by public service providers. According to the Decree of the Minister of Administrative Reform number 63/KEP/M.PAN/7/2003 concerning General Guidelines for the Implementation of Public Services, the service standards referred to as Minimum Service Standards (SPM) include the following. First, service Procedure. Second, completion time. Third, service fee. Fourth, service Products. Fifth, facilities and infrastructure, and finally competence of service provider officers.

With the implementation of these six service standards, it is expected that public service providers can provide maximum and quality services. In connection with the research that the author conducted and in accordance with the findings in the field, the six service standards have been implemented by the West Pasaman Regency government to provide good service to its people.

RESEARCH METHOD

This research is a descriptive research with a qualitative approach. Moleong (2005) explains that a qualitative descriptive approach is a research approach where the data collected is in the form of words, pictures and not numbers. The data in this study were obtained by conducting field observations, interviews, photographs and documentation. Descriptive research aims to make systematic, factual, and accurate descriptions, drawings or drawings regarding the facts, characteristics and relationships between the phenomena investigated (Nazir, 2005). The data collection steps that have been done by the author are as follows. First, the authors make field observations first. Second, conducting interviews with the public and government officials. Third, documentation of free medical services at the hospital. The focus of this research is to explain public service innovation in the health sector in West Pasaman district.

RESULTS AND DISCUSSIONS

According to the research steps, the first thing the writer did was field observation. The results of field observations found that free medical treatment services in West Pasaman had been running as expected. This is evidenced by the results of interviews with several community leaders and the Regent of West Pasaman during an inspection at the Ibnu Sina Simpang Empat Hospital, West Pasaman Regency. The results of the interviews showed that since the enactment of the free medical service policy on January 1, 2023, the community has been able to use these service facilities, both at the health center and private and regional hospitals in West Pasaman Regency. The following is the documentation in the field.



Figure 1. Interview with the district head during a visit to the hospital and patients seeking free treatment

Pak Munawar (65), a West Pasaman resident in this study, has enjoyed the government's policy of providing free medical treatment for the underprivileged. He has complications and does not have BPJS. With the existence of this free medical treatment program, he obtains health services so that he is no longer constrained by costs.

Free Medicine Public Service Innovation

Free medical treatment services in West Pasaman district are health services that are the result of cooperation between the West Pasaman district government and the health office. Community health services are the main concern of the West Pasaman district government. This seriousness was marked by the signing of a *Memorandum of Understanding* (MoU) or the UHC collaboration agreement with the Bukittinggi Branch of the Social Security Administration Agency (BPJS).

The regional government has actually planned this free medical treatment program for a long time, but the realization of this program has only been carried out as of January 1, 2023. The implementation of the initial stages of public service innovation in the health sector was directly

monitored by the Regent of West Pasaman. This program is a clear proof of the seriousness of the District Government in improving the welfare of its people by providing free medical treatment for West Pasaman residents, especially those with West Pasaman.

Mechanisms for Using Free Medical Treatment Services

If there are family members or individuals who need health facilities but are constrained by medical expenses, then they are entitled to get first aid and these individuals must also be prioritized as well as the general public by registering directly at the nearest health facility.

After carrying out the registration process, the medical personnel then takes action by examining the patient's condition and administering the drug. The action given by the medical team to the patient is free of charge. If a patient is required to perform an operation, as we know, the cost of performing an operation is very expensive if they don't have BPJS, then with this free medical treatment program, patients don't need to think about these costs. This is one proof that West Pasaman residents get relief from treatment without exception.

Based on the author's findings, starting from March 23, 2023 to April 5, 2023 regarding the effectiveness of free medical services programmed by the West Pasaman district government through direct interviews with various parties, satisfactory results were obtained. This means that some people have used this service well and the services provided by health workers in various health facilities are also good. Policy innovations in the health sector in West Pasaman district can indeed help in efforts to solve health problems that occur in poor and underprivileged communities.

Quality of Free Medical Treatment Services in West Pasaman District

The quality of services, especially public services, is a very difficult thing to measure compared to measuring a product because public services are related to the provision of services. Based on the results of an interview with Mr. Hajran Huda as the head of the West Pasaman district health office, it was found that $\pm 95\%$ of the people of West Pasaman who had received free medical treatment were satisfied. This is evidenced by the dexterity, seriousness, responsiveness and professionalism of the medical team in providing first aid to patients. Thus, the quality of free medical services is said to be quite good.

CONCLUSION

From the results of the discussion it can be concluded that the free medical treatment program is a health service that prioritizes the right of every community to live healthily. This program provides health services to poor and underprivileged patients free of charge with the condition that they have a West Pasaman ID card. Public Service Innovation in the health sector in West Pasaman Regency has a fairly good quality. In this case, the advantage of free medical services is the convenience that the poor and less fortunate who are constrained by costs can obtain the right to be healthy like other people. The services provided by the medical team are no different from general patients. With this free medical treatment program, it is hoped that all the people of West Pasaman district can enjoy the convenience of health services and live a healthy and prosperous life. This research is also expected to be input for other regions to provide an innovative public service in the health sector. For future researchers, this research can be taken into consideration in the hope of providing constructive and positive improvements.

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