

Marketing Promotion Strategy for the Dental and Mouth Special Hospital, Faculty of Dentistry, University of Indonesia in the Adaptation to the New Normal Habits

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ABSTRACT

Dentists are a profession that has a high risk of contracting Covid-19 in providing dental health services. Concerns about contracting Covid-19 from dentistry are not only felt by dentists, but also by patients. This can be seen from the decline in the number of visits to the Dental and Mouth Special Hospital, Faculty of Dentistry, University of Indonesia (RSKGM FKG UI) since reopening services in June 2020. Therefore, this study aims to analyse the marketing promotion strategy of RSKGM FKG UI during this period, adapting new habits in order to rebuild patient confidence to seek treatment at a dentist without worrying about contracting Covid-19 and still choosing RSKGM FKG UI as their health service provider. This research method is descriptive qualitative with triangulation method techniques. The results of this study state that direct marketing methods to patients, marketing through social media, combination of space, launched a practice management book during the Covid-19 pandemic, and application of health protocols can increase patient visits again during the adaptation period of the new Covid-19 pandemic habits.

Keywords: Direct Marketing, Health Protocols, New Habits, Promotion Strategies

INTRODUCTION

Coronavirus is a virus from the Coronaviridae family which has a crown protrusion on its outer surface. The Coronavirus family has subgroups, namely alpha (α), beta (β), gamma (γ) and delta (δ), where members of the beta coronavirus group were reported to be the cause of the outbreak in Wuhan which then spread to almost the entire world. This virus is called Wuhan coronavirus or 2019 novel coronavirus (2019-nCov) or SARS-CoV-2 and the disease it causes is called Coronavirus Disease 2019 (COVID-19)(1).

The mode of transmission/spread of the SARS-Cov-2 virus from human to human can occur due to direct, indirect, or close contact with an infected person through infected secretions such as saliva and their respiratory secretions or respiratory droplets, which are released when an infected person coughing, sneezing, talking or singing(1,2); vomit; fecal-oral; blood flow; transmission from

mother to child (2); and respiratory droplets (droplets) or aerosols(1,2).

Airborne transmission is defined as the spread of infectious agents caused by the spread of droplet nuclei (aerosol) which remain infectious when floating in the air over long distances and time (World Health Organization, 2014) (2) Airborne transmission of SARS-CoV-2 can occur during aerosol-generating medical procedures (World Health Organization, 2020) (2), where a susceptible person can inhale the aerosol, and can become infected if the aerosol contains sufficient amounts of virus to cause infection in the person's body, which can then cause Respiratory illnesses range from mild illness to severe illness and death, and some people infected with the virus never show symptoms(2).

Dentists are a profession that works close to the patient's mouth and performs many procedures that produce aerosols through the mixing of water from high-speed dental tools with the patient's saliva

or blood (3). Having good knowledge about the spread of SARS-CoV-2 is very necessary to prevent its transmission in dental practice (4).

After Covid-19 was declared a pandemic by the World Health Organization in March 2020, Indonesia has now entered a period of adaptation to new habits. Adaptation to new habits is an effort by society to adapt to the environment in the form of changing personal behaviour to become more disciplined, maintaining cleanliness, and complying with health protocol regulations so that people continue to live productively while remaining safe from Covid-19 (5).

In this period of adapting to new habits, as a business sector in the health sector that has a high risk of Covid-19 transmission, the Special Dental and Oral Hospital, Faculty of Dentistry, University of Indonesia (RSKGM FKG UI) located in Salemba, Central Jakarta, started June 2 2020 reopened its services in stages after carrying out renovations and conducting in-depth studies by implementing health service procedures established by the government (6).

When services reopened, RSKGM FKG UI experienced a drastic decrease in the number of patient visits, from an average of 4092 visits/month to 1785 visits/month. Apart from service restrictions, based on a preliminary survey conducted by researchers by asking directly to patients who were currently seeking treatment, it was concluded that previously patients had chosen to postpone going to the dentist until they really could no longer endure the pain in their teeth. Patients are worried about being infected by Covid-19, especially during examinations where they need to open their mouths which will increase the risk of infection.

In order to overcome this, RSKGM FKG UI needs to have a special strategy to

prevent transmission from patients to dentists or vice versa, as well as restore patient trust by providing a sense of security for patients from worries about contracting Covid-19 after going to the dentist.

Therefore, this research aims to explain the marketing promotion strategy carried out by RSKGM FKG UI during the period of adapting to new habits in order to rebuild patient confidence in going to the dentist without worrying about contracting Covid-19, as well as maintaining patient confidence in continuing to choose RSKGM FKG UI as the health service provider.

METHOD

This research is a qualitative descriptive study using triangulation method techniques, namely observation of service activities carried out by RSKGM FKG UI, in-depth interviews with the deputy director of HR and general affairs as key informants, and review of hospital documents related to promotional activities. This research was located at the Special Dental and Oral Hospital, Faculty of Dentistry, University of Indonesia (RSKGM FKG UI) which took place during October 2020.

RESULTS AND DISCUSSION

FKG UI Hospital University of Indonesia based on the Decree of the Minister of Health of the Republic of Indonesia Number 1625/Menkes /SK/XII/2005.

As a class A specialty hospital, RSKGM FKG UI has quite complete specialised services in the field of dentistry and oral medicine. The RSKGM FKG UI specialty services include: Paediatric Dentistry Specialist, Oral Disease Specialist, Dental Conservation Specialist, Orthodontics Specialist, Prosthodontics Specialist,

Periodontics Specialist, and Oral and Maxillofacial Surgery Specialist. RSKGM FKG UI also has an HIV and infectious disease unit whose role is to provide services to PLWHA patients who are often rejected if they want to get dental services elsewhere.

RSKGM FKG UI also has several superior services such as Dental Conservation services, Integrated Implant services, TMD Treatment services, and Orthognathic Surgery services.

Apart from having the fairly complete services above, RSKGM FKG UI is also equipped with adequate facilities and infrastructure, such as a 24-hour General and Dental Emergency Room (IGD), ambulance, CSSD, radiology installation, and most importantly a surgical installation. centre that has provided the removal of multiple impacted teeth under general anaesthesia.

The availability of dentists from various specialties who are competent and experts in their fields and equipped with complete facilities, means and infrastructure is one of the strengths of the hospital. Hospitals will still be needed as advanced level health service facilities through tiered referrals. Class B hospitals that still have limited specialisation can make referrals to RSKGM FKG UI. Moreover, these specialist dentists are also educators, so it can be said that the service providers at RSKGM FKG UI are superior both in terms of theory and practice of dentistry.

Unfortunately, currently RSKGM FKG UI is not yet accredited so the hospital cannot collaborate with BPJS Health. Thus, patients participating in BPJS Health cannot yet be served at this hospital.

The presence of the name Universitas Indonesia used by the hospital increases public trust in the services provided by RSKGM FKG UI. Apart from that, the strategic location of RSKGM FKG UI in Central Jakarta so that the hospital is easy

to reach from various areas in Jakarta, especially and Jabodetabek. Generally, this increases the opportunity for the hospital to strengthen its position in providing dental and oral services.

The variety of specialties and facilities offered by RSKGM FKG UI also makes hospitals increasingly needed by all levels of society where these services cannot be found or obtained elsewhere. This is a huge opportunity considering that there are still many Indonesian people who do not receive adequate dental and oral health services, as per Riskesdas data in 2018 that only 16% of the proportion of the Indonesian population is free from cavities (7). This problem can be overcome by carrying out tooth fillings, which is a category in the field of dental conservation where RSKGM FKG UI provides resources.

On the other hand, there are many hospitals in Jakarta in general and around the RSKGM FKG UI area in particular that provide dental services, especially with the presence of private university dental faculties which have also established and opened new dental and oral hospitals as a place for students to conduct research. and services during the study period are a threat to RSKGM FKG UI so hospitals need to have certain strategies to overcome them and survive.

In conditions before the Covid-19 pandemic, RSKGM FKG UI actually had a fairly good trend in the number of patient visits, namely +3000-5000 patients per month as can be seen in Figure 1. However, the number of visits seems to have experienced a sharp decline, especially during this time. temporary service closure in April 2020.

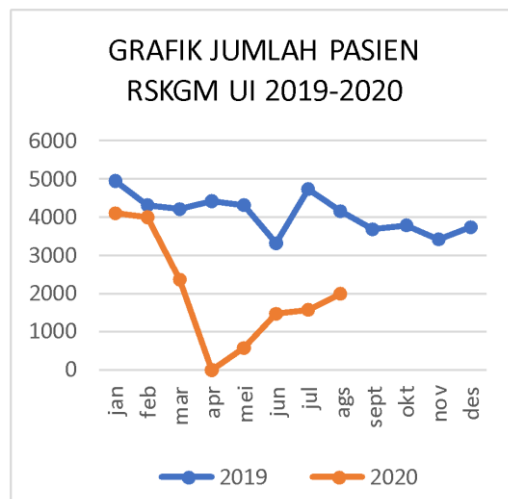


Figure 1. Graph of the Number of RSKGM UI Patients in 2019-2020 (8)

After the RSKGM FKG UI services were reopened during the pandemic, there were several strengthening strategies carried out by the hospital plus several new strategies.

As a teaching hospital, RSKGM FKG UI has students who come from various regions or domiciles. The presence of students indirectly becomes part of the hospital's marketing. The existence of students interacting with the surrounding community, and every student now having a cell phone with various accounts on social media, makes the public aware of the existence of RSKGM FKG UI more quickly.

The existence of a pandemic which causes everyone's movement to be restricted, especially in terms of holding face-to-face meetings, makes this marketing method even more appropriate to apply.

Students who are currently studying are also required to find patients who are willing to undergo dental and oral procedures as a condition of their education. This becomes a positive reciprocal relationship between students and patients after prior informed consent is given to the patient regarding the actions that will be carried out on them, as well as the benefits and risks that may occur.

During the pandemic, RSKGM FKG UI also modified its marketing promotion strategy in order to adapt services to current conditions. The public's fear of coming to the hospital for treatment, especially regarding services that open the mouth such as dental services, can be overcome by implementing health protocols in

every aspect of the service, making room settings to avoid infection, installing additional equipment to suck up aerosols that occur as a result of dental procedures. carried out (Aerosol Generated Procedure), and the use of Personal Protective Equipment (PPE) that meets standards by officers or service providers.

The hospital also provides education to the public regarding adapting new habits in services at RSKGM FKG UI so that people are not anxious or afraid of contracting the virus while undergoing treatment at RSKGM FKG UI. In order to complement this, RSKGM FKG UI issued a book on Practice Management at RSKGM FKG UI During the Covid-19 Pandemic(9) where the book explains starting from the flow of entry and screening of patients, visitors, medical personnel, employees and students; communicating with patients, taking measures to prevent transmission in dental practice, especially dental procedures that produce aerosols and droplets, explaining procedures for dental and oral examinations and procedures, and various personal protective equipment used according to location, target staff/patients, and activities carried out (10).

The existence of Covid-19, which until now is still not clearly understood by the Indonesian people, both in terms of transmission, management, and steps to avoid it (11), makes the presence of this book very helpful for the general public and for RSKGM FKG UI patients in particular. can understand how to avoid contracting Covid-19 when receiving dental services.

RSKGM FKG UI also continues to utilize promotions through websites and social media. One of the promotional activities carried out by RSKGM FKG UI during the pandemic was holding an online seminar with the theme Healthy Elderly in the New Normal Era which was also aimed at introducing the RSKGM FKG UI Geriatric service unit.

Another promotional strategy used by RSKGM FKG UI is approaching companies or office agencies to introduce medical check-up services at RSKGM FKG

UI. In an effort to get the desired target market, RSKGM FKG UI collaborates with third parties as hospital marketing staff to approach the target market so that they have trust and choose RSKGM FKG UI to treat and maintain their dental health. Every month the marketing staff will provide a report on the activities that have been carried out and an evaluation will be carried out together with the hospital management.

CONCLUSION

The efforts made by RSKGM FKG UI to restore the condition of the hospital during the adaptation period to new habits were quite good and relatively fast. Marketing through social media, online seminars, direct marketing through students, as well as combining treatment rooms, launching a practice management book during the Covid-19 pandemic, and implementing strict health protocols to maintain the quality of service and safety of health workers and patients who come to the hospital. RSKGM FKG UI is a hospital strategy to increase patient visits during the pandemic.

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