

Optimizing the Effectiveness of Hospital Health Promotion Implementation at Simpang Lima Gumul Regional Hospital, Kediri Regency

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ABSTRACT

Hospital Health Promotion is an important function in health care settings that aims to empower patients, families and communities to actively participate in health maintenance and improve well-being. This study analyzed the implementation of Hospital Health Promotion in Simpang Lima Gumul Kediri Hospital to identify factors that influence its effectiveness and develop optimization strategies. A mixed approach was used in this study, including interviews with hospital management and staff, analysis of hospital documents, and review of relevant literature. The results showed that although the hospital has implemented various Hospital Health Promotion programs, there are several challenges that hinder its full potential, lack of training for hospital health promoters, lack of communication among staff, suboptimal program evaluation, and attitudinal barriers from some implementers that hinder the effectiveness of Hospital Health Promotion. To overcome these challenges, the management of Simpang Lima Gumul Hospital in Kediri needs to optimize its Health Promotion program through regular monitoring and evaluation. This process will be supported by a self-assessment form to simplify the evaluation and will include efforts to identify problems, strengthen human resources, develop innovative and integrated programs, utilize technology, increase collaboration with external partners, and measure program achievements for continuous improvement. Implementing this strategy is expected to increase the effectiveness of the hospital's health promotion program and contribute to better health outcomes for the community it serves.

Keyword: Community Health, Healthcare, Hospital Health Promotion, Patient Empowerment, Program Optimization

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INTRODUCTION

Hospital Health Promotion is a hospital effort to improve the ability of patients, clients, and communities to be independent in overcoming health and rehabilitation problems, improving health status, preventing health problems, and developing health efforts through learning in accordance with their respective socio-cultures. Hospital Health Promotion is defined as the process of empowering patients, patient families, hospital human resources, visitors, and the surrounding community to play an active role in the care process, support behavioral and environmental changes, and maintain and improve health towards achieving optimal health status (Kementerian Kesehatan Republik Indonesia, 2018). More recent scholarship has emphasized the role of Hospital Health Promotion in addressing social determinants of health and promoting health equity (Forster et al., 2022). This includes integrating health promotion into all aspects of hospital care, from clinical practice to organizational policies (Jensen et al., 2023). Furthermore, understanding the social determinants of health, such as socioeconomic status, education, and environment, is crucial for developing effective hospital health promotion interventions that address health disparities (Kreuter et al., 2021). Hospitals are required to organize health promotion based on the principles of a healthy paradigm, equality, independence, integration, and sustainability. The health promotion targets the internal and external public of the hospital, which includes patients, patient families, hospital human resources, visitors, and the surrounding community (Kemenkes RI, 2020).

Peraturan Pemerintah, 2024 states that a hospital is a health service institution that organizes comprehensive individual health services, including promotive, preventive, curative, and rehabilitative aspects, by providing inpatient, outpatient, and emergency services. (Firzatullah et al., 2024) stated that hospital health promotion aims to ensure the implementation of comprehensive health services. Therefore, it is important to implement health promotion in hospitals optimally, effectively, efficiently and sustainably. Research (Seruni & Purwaningsih, 2024) shows that the implementation of health promotion in hospitals is still not optimal. This suboptimal implementation can be attributed to various factors, including a lack of dedicated personnel, inadequate staff training, and insufficient adherence to Standard Operating Procedures. Furthermore, studies have shown that limited leadership support, lack of interdepartmental collaboration, and insufficient funding can hinder effective hospital health promotion implementation (Mullen et al., 2021).

Hospital Health Promotion implementation is still not optimal, which can be caused by the lack of health workers who specifically handle Hospital Health Promotion, the competence of officers that need to be improved, and the implementation of Standard Operating Procedures that have not been maximized. To optimize the Hospital Health Promotion program, it is recommended to conduct regular monitoring and evaluation of work programs, provide assessments and rewards/punishments based on work results, increase health education and counseling to patients and the community, and provide training to officers who do not have sufficient work experience. Integrating hospital health promotion into the hospital's strategic plan and fostering a culture of health promotion throughout the organization are also crucial (Lee et al., 2022). Ramadhona et al., 2024 highlighted the importance of Hospital Health Promotion in achieving comprehensive health services. Optimal implementation of Hospital Health Promotion not only impacts on improving treatment effectiveness, but also on disease prevention and controlling health costs. Without

adequate Hospital Health Promotion, hospitals are at risk of facing an increase in the number of patients with unhealthy behaviors, an increase in the incidence of non-communicable diseases, health budget overruns, and an increased risk of nosocomial infections. Conversely, neglecting hospital health promotion can lead to increased patient numbers with unhealthy behaviors, a rise in non-communicable diseases, budget overruns, and a heightened risk of nosocomial infections. Therefore, hospitals must prioritize creating supportive environments and fostering positive relationships between healthcare providers and patients to facilitate behavioral change and improve health outcomes (Organization, 2021). Therefore, hospitals need to pay attention to environmental factors, attitudes, and lifestyles of patients and their families, and build positive cooperation between health workers and patients and families in an effort to improve the effectiveness of Hospital Health Promotion.

Kediri District is committed to providing adequate health services for its people. There are 11 hospitals operating in the region, two of which are under the auspices of the local government, namely Kediri District General Hospital in Pare and Simpang Lima Gumul General Hospital in Ngasem. The remaining 9 hospitals are managed by the private sector. Most of them, namely 8 hospitals, are general hospitals ready to serve the community with inpatient, outpatient, and emergency services (Ditjen Nakes Kemenkes RI, 2024).

Simpang Lima Gumul Hospital, Kediri, as one of the local government hospitals, has a vision, which is to become the first choice hospital for the community with quality health services. This vision is realized through a mission that focuses on providing comprehensive health services, oriented towards quality and patient safety, and supported by professional human resources with integrity. Simpang Lima Gumul Hospital, Kediri is also committed to continuously developing health science and technology, as well as encouraging education, training, research, and service to improve service quality. With professional, effective, and efficient management, Simpang Lima Gumul Hospital, Kediri seeks to improve hospital independence and employee welfare (Profil Simpang Lima Gumul Kediri, 2024).

The results of interviews with the Simpang Lima Gumul Hospital, Kediri indicate the implementation of health promotion through a variety of comprehensive strategies. These strategies include community empowerment, atmosphere building, advocacy, and partnership with a diverse approach, including individuals, groups, and the masses, both inside and outside the hospital building. This effort reflects the dedication of Simpang Lima Gumul Hospital, Kediri to improve public health holistically. However, like many hospitals, Simpang Lima Gumul Hospital faces challenges in hospital health promotion implementation, including those related to administrative management, human resource capacity, infrastructure, and staff attitudes (Seruni & Purwaningsih, 2024). Addressing these challenges requires a systematic approach, including needs assessments, capacity building, and the development of robust monitoring and evaluation frameworks (Mullen et al., 2021). Despite the good commitment, the implementation of Hospital Health Promotion at Simpang Lima Gumul Hospital, Kediri still faces several challenges. These challenges are mainly related to administrative management, availability and competence of human resources, adequacy of infrastructure, as well as attitudes and support from program implementers. These factors can have an impact on the non-optimal implementation of health promotion in reaching predetermined goals, such as increasing public health knowledge,

changing behavior towards a healthier direction, and achieving planned program performance indicators (Seruni & Purwaningsih, 2024).

As a health institution that plays an important role in society, Simpang Lima Gumul Hospital, Kediri is not only responsible for curative and rehabilitative efforts, but also has a great responsibility in promotive and preventive efforts. Efforts to improve public health and disease prevention are two important pillars that are realized through the implementation of effective, efficient, quality, and sustainable health promotion. To ensure that health promotion implementation runs optimally and achieves its goals, regular monitoring and evaluation is a must. This monitoring and evaluation needs to be carried out by various parties, both from the internal health promotion organization, hospital management, the Health Office, and the accreditation team. Through comprehensive monitoring and evaluation, it is expected that various obstacles and challenges faced can be identified, so that appropriate and effective solutions can be formulated to improve the quality of health promotion implementation (Sastria et al., 2024).

This study aims to optimize the overall effectiveness of the implementation of health promotion in the health promotion unit of Simpang Lima Gumul Hospital, Kediri. The results of this study are expected to provide useful recommendations in supporting positive behavioral changes in the community towards a healthy lifestyle and ultimately contribute to improving the degree of public health in the Kediri District and surrounding areas.

METHODS

This community service activity focuses on optimizing the Hospital Health Promotion program at Simpang Lima Gumul Hospital, Kediri. The optimization process goes through several stages:

A. Situation Analysis

1. Internal Assessment: A comprehensive evaluation of the current Hospital Health Promotion program at Simpang Lima Gumul Hospital, Kediri, including organizational structure, resources, program implementation, and challenges faced.
2. External Assessment: Analysis of community needs, perceptions, and preferences related to health information and education.

B. Problem Identification

1. Fishbone diagram: Identify the root causes of suboptimal implementation of the Hospital Health Promotion program using a Fishbone diagram. This analysis categorizes potential causes into five main categories: People, Materials, Methods, Machines, and Environment.
2. USG Analysis: Prioritizing the identified problems based on Urgency, Seriousness, and Growth using a score system. This step helps determine which problems require immediate attention and resources.

C. Solution Planning

1. SWOT Analysis: Formulate an intervention strategy based on an analysis of the Strengths, Weaknesses, Opportunities, and Threats of the Hospital Health Promotion program at the Simpang Lima Gumul Hospital, Kediri.
2. Innovation Concept: Develop innovative concepts on self-assessment instruments to facilitate the implementation of a measurable and sustainable

monitoring and evaluation system to measure program effectiveness, identify areas of improvement, and ensure program sustainability.

D. Implementation

1. Competency Improvement:
 - a. Conduct a Training Needs Analysis.
 - b. Design and implement structured training programs.
 - c. Facilitate employee participation in seminars, workshops and conferences.
 - d. Organizing comparative study visits to excellent Hospital Health Promotion programs in other hospitals.
 - e. Provide mentoring and guidance.
2. Optimal Monitoring and Evaluation of Hospital Health Promotion Program:
 - a. Structured and participatory monitoring
 - b. Evaluating comprehensively and measurably
 - c. Utilizing information technology
 - d. Follow up and continuous improvement
3. Increasing community participation:
 - a. Develop educational programs that are attractive and tailored to the needs and preferences of the community.
 - b. Utilize technology, including social media, websites, and mobile applications, to disseminate health information.
 - c. Collaborate with external partners, such as community health center (puskesmas), health offices, and community organizations.

E. Evaluation

1. Evaluation of Program Implementation:
 - a. Conduct a comprehensive evaluation of the implementation of the integrated Hospital Health Promotion model.
 - b. Involve various stakeholders, including the Hospital Health Promotion team, hospital management, patients and families, hospital staff, and external partners.
 - c. Use quantitative and qualitative methods, such as surveys, data analysis, interviews, FGDs, and documentation studies.
2. Evaluation of Program Effectiveness:

Evaluate the effectiveness of the program in achieving its objectives, including increased community participation, improved service quality, achievement of performance indicators, and patient satisfaction.
3. Monitoring and Optimization:
 - a. Conduct regular monitoring and evaluation to ensure program effectiveness and sustainability.
 - b.

RESULTS

This community service activity succeeded in identifying several important issues related to the implementation of the Hospital Health Promotion program at Simpang Lima Gumul Hospital, Kediri Regency. Through a comprehensive situation analysis, including internal and external assessments, as well as problem identification using fishbone diagrams, several key factors were found that need to be considered in optimizing the Hospital Health Promotion program.

A. Situation Analysis and Problem Identification

1. Internal Assessment: Internal evaluation of the existing Hospital Health Promotion program shows that there are several aspects that need to be improved, including improving the competency of Hospital Health Promotion personnel, the need for regular monitoring and evaluation of the Hospital Health Promotion program (quarter/semester/yearly), increasing community participation in health education.
2. External Assessment: Analysis of community needs and preferences for health information and education showed that the Hospital Health Promotion program needs to be more innovative, attractive, and accessible to the community.
3. Fishbone Diagram: The fishbone diagram helps identify the root causes of the suboptimal implementation of the Hospital Health Promotion program, which include human, material, method, machine, and environmental factors.

B. Problem Prioritization and Solution Planning

1. USG Analysis: The USG (Urgency, Seriousness, Growth) analysis identified five key issues in the implementation of Hospital Health Promotion at Simpang Lima Gumul Hospital, Kediri District. The top priority is efforts to improve the competency of Hospital Health Promotion through specialized training are needed to ensure the long-term effectiveness of the program. Furthermore, optimizing the monitoring and evaluation of the Hospital Health Promotion program also needs to be done to assess the achievements and effectiveness of the program on an ongoing basis. Lastly, increasing active community participation in the Hospital Health Promotion program needs to be optimized through various educational strategies and community approaches.
2. SWOT analysis: A SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis was conducted to formulate appropriate intervention strategies. The proposed strategies include: WO (Weaknesses-Opportunities) strategy.
 - a. Information technology utilization: Develop digital platforms (websites, applications, social media) to provide educational resources, online training for hospital health promotion officers, conduct satisfaction surveys and measure program achievements, reach a wider audience, and increase community participation. Also, establish a better internal communication system through digital platforms (online discussion groups, forums) to improve coordination among officers.
 - b. Development of innovative and sustainable hospital health promotion programs: Design engaging, interactive, and sustainable patient empowerment programs (e.g., online education classes, online patient communities, home visiting programs) with measurable outcome indicators to increase community participation and understanding of the importance of health. Also, reward and recognize outstanding hospital health promotion for developing and implementing innovative programs.
 - c. Improving collaboration with various parties: Partner with community health centers, health offices, and health care community groups to obtain training for hospital health promotion, obtain facilities and infrastructure support, and disseminate health promotion materials to various targets. Also, collaborate in implementing the hospital health promotion program with other parties to increase community participation and understanding of the importance of health.

- d. Regulatory and policy support: Conduct socialization and advocacy related to Regulation No. 44/2018 to internal hospital parties to improve understanding and acceptance of the concept of hospital health promotion and improve the organizational structure of hospital health promotion.
 - e. Conduct training and socialization on hospital health promotion for all hospital human resources to improve their understanding and involvement.
 3. Implementation: The implementation of the formulated strategy includes a series of activities, including:
 - a. Improvement of officer competence through training and self-development programs.
 - b. Optimal Monitoring and Evaluation of Hospital Health Promotion Program
 - c. Development of educational programs that are attractive and easily accessible.
 - d. Utilization of information technology.
 - e. Strengthening partnerships with various parties.
 4. Evaluation: Evaluation is conducted comprehensively and involves various stakeholders to assess the effectiveness of the program and formulate recommendations for improvement.
- C. Innovation Concept

In order to optimize the Hospital Health Promotion program, Simpang Lima Gumul Hospital, Kediri Regency, developed an innovation in the form of an integrated and responsive self-assessment instrument. This instrument is designed in accordance with the mandate of the Minister of Health Regulation Number 44 of 2018 concerning the Implementation of Hospital Health Promotion, which mandates the need for continuous monitoring and evaluation (MonEv) of the Hospital Health Promotion program. This self-assessment instrument makes it easier for Simpang Lima Gumul Hospital to conduct independent, structured, and continuous of the Hospital Health Promotion program by identifying the strengths, weaknesses, opportunities, and threats (SWOT) of the Hospital Health Promotion program, as well as measuring program achievements against predetermined performance indicators. Through the application of this instrument, it is expected that Simpang Lima Gumul Hospital can improve the quality and accountability of the Hospital Health Promotion program, thus contributing to improving the quality of services and improving the health status of the community.

DISCUSSION

The findings of this study indicate that the implementation of Hospital Health Promotion (HHP) at Simpang Lima Gumul Hospital, Kediri, remains suboptimal due to limited human resource competencies, inadequate infrastructure, and insufficient program support. Hospital staff require continuous training to enhance competencies, while the community needs more innovative and engaging programs to boost participation. The Fishbone analysis identifies human, method, and environmental factors as root causes, while the SWOT analysis recommends leveraging information technology, fostering external collaborations, and strengthening policy support. These findings align with the study by (Seruni & Purwaningsih, 2024), which highlights similar challenges in other hospitals. The innovation of a self-assessment tool introduced at this hospital aims to improve the monitoring and evaluation of the HHP

program sustainably, support better public health outcomes, and serve as a model for other hospitals in achieving comprehensive and sustainable health services.

Tables and Figures

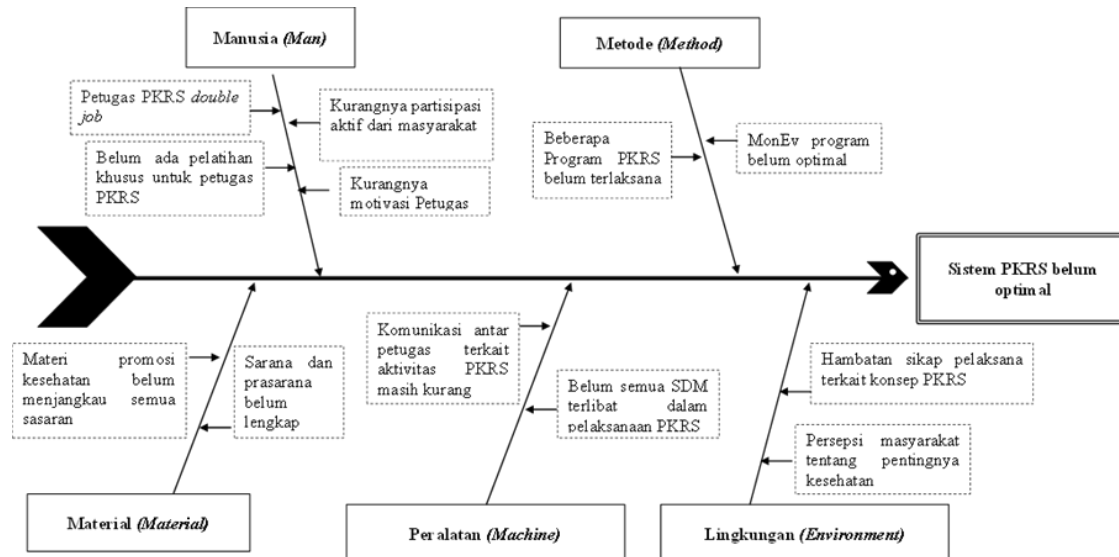


Figure 1.1 Fishbond Diagram



Figure 1.2 Counseling on hospital health promotion monitoring and evaluation instruments

CONCLUSION

This community service activity significantly contributes to optimizing the Health Promotion program at Simpang Lima Gumul Hospital in Kediri Regency. Through comprehensive analysis, thorough planning, structured implementation, and regular

monitoring and evaluation, the program is expected to run more effectively and positively impact community health improvement. This effort should include improving the competence of health promotion officers through standardized and ongoing specialized training, optimizing program monitoring and evaluation with measurable and periodic instruments involving all stakeholders, and increasing active community participation through effective, engaging, and accessible communication strategies. The implementation of a defensive strategy (weakness-opportunity) needs to be maximized by utilizing information technology, developing innovative and sustainable health promotion programs responsive to community needs, increasing collaboration with relevant stakeholders, and disseminating information about Health Ministerial Regulation No. 44 of 2018 concerning Health Promotion. The development of self-assessment instruments is also crucial for evaluating the program independently, structurally, and continuously. By implementing this strategy, Simpang Lima Gumul Hospital is expected to achieve optimal health promotion goals: increasing knowledge, changing behavior, and empowering the community to maintain their health.

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