



Perkembangan bangunan rumah sakit

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Hospital Branding

- Terjadi transformasi kondisi pasar yang menjadi lebih kompetitif
- Terjadi pergeseran paradigma dari sistem “seller” menjadi sistem “buyer”
- Pengalaman konsumen dan persepsi pelanggan menjadi andalan

A brand cannot be simply equated with high market profile



Hospital Branding

- Seleksi target group
- Mencari *image* rumah sakit yang eksis dalam target group
- *Experiencing* rumah sakit , *positive image, attitude of trust*
- Tangkap ‘pengalaman pertama”
- Ciptakan *brand loyal costumer*
- Ukur selalu *brand loyalty*



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- Association/Network brands
 - Department Brands

- Personal Branding of Individuals
- Service Brands



Hospital Branding Study (2005)

Publik juga menilai kepuasan terhadap kualitas aspek non medik : arsitektur (50%), interior design juga fasilitas (rekreasi, spa, leisure centre dll)- *creative programming*

BILD Study (2003)

Hal yang paling penting menurut persepsi pasien :

- Medical competence
- Cleanliness
- Expert care
- Ambience (architecture & interior design)
- Catering
- External areas (parks, green spaces)
- Constant access to contact person
- Good reports in the media





- The brand is a unifies concept for business management, communication, personnel, organization, quality management, design and architectural function.
- Changes in the mindset, hospital = hotel
- Better inter-disciplinary between architects, interior designer, visual designer – and doctors, care staff ang management

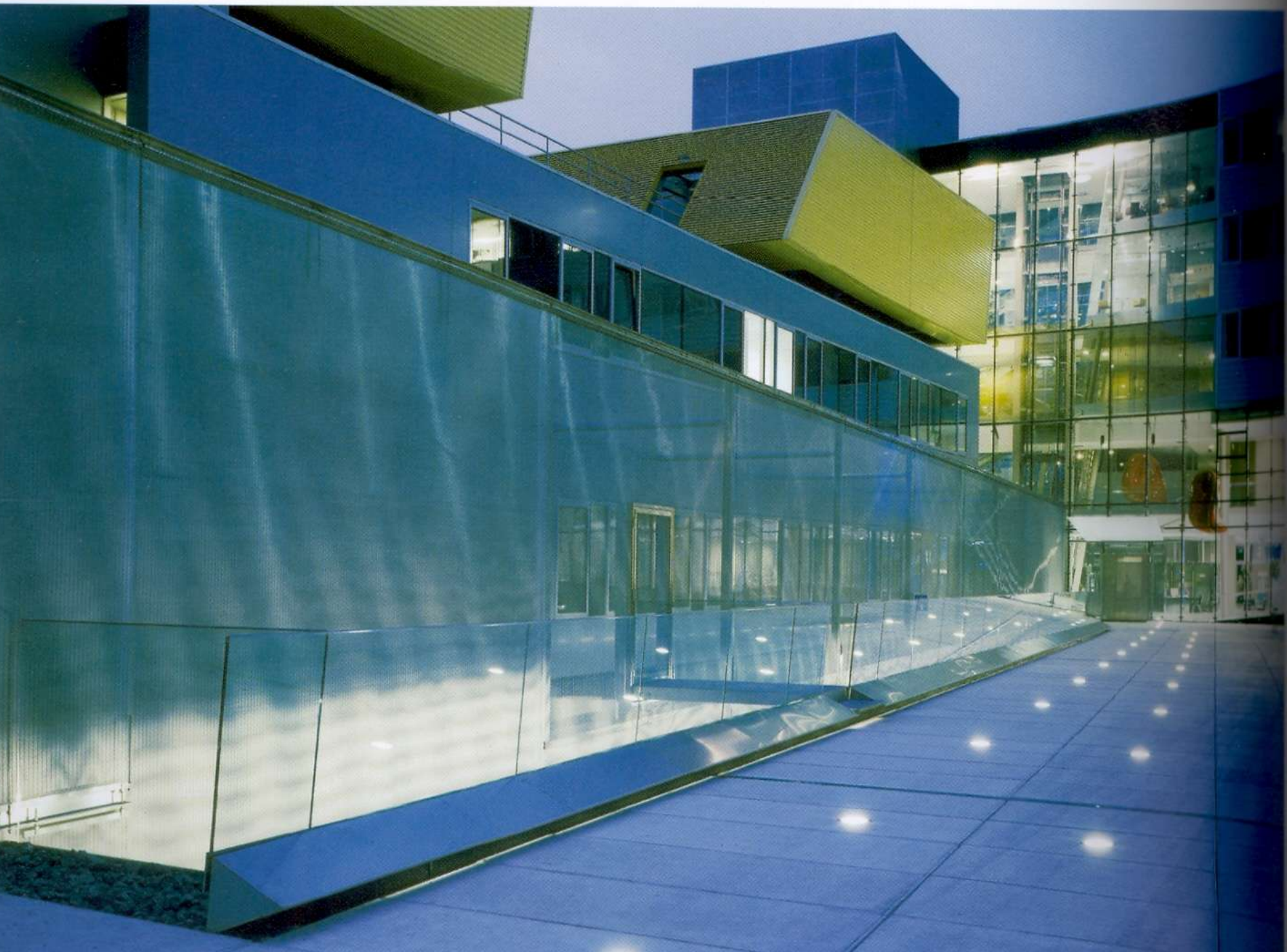
Architecture, interior design, and general design are becoming increasingly significant in the planning of hospital brand and the factors in the success of brand management

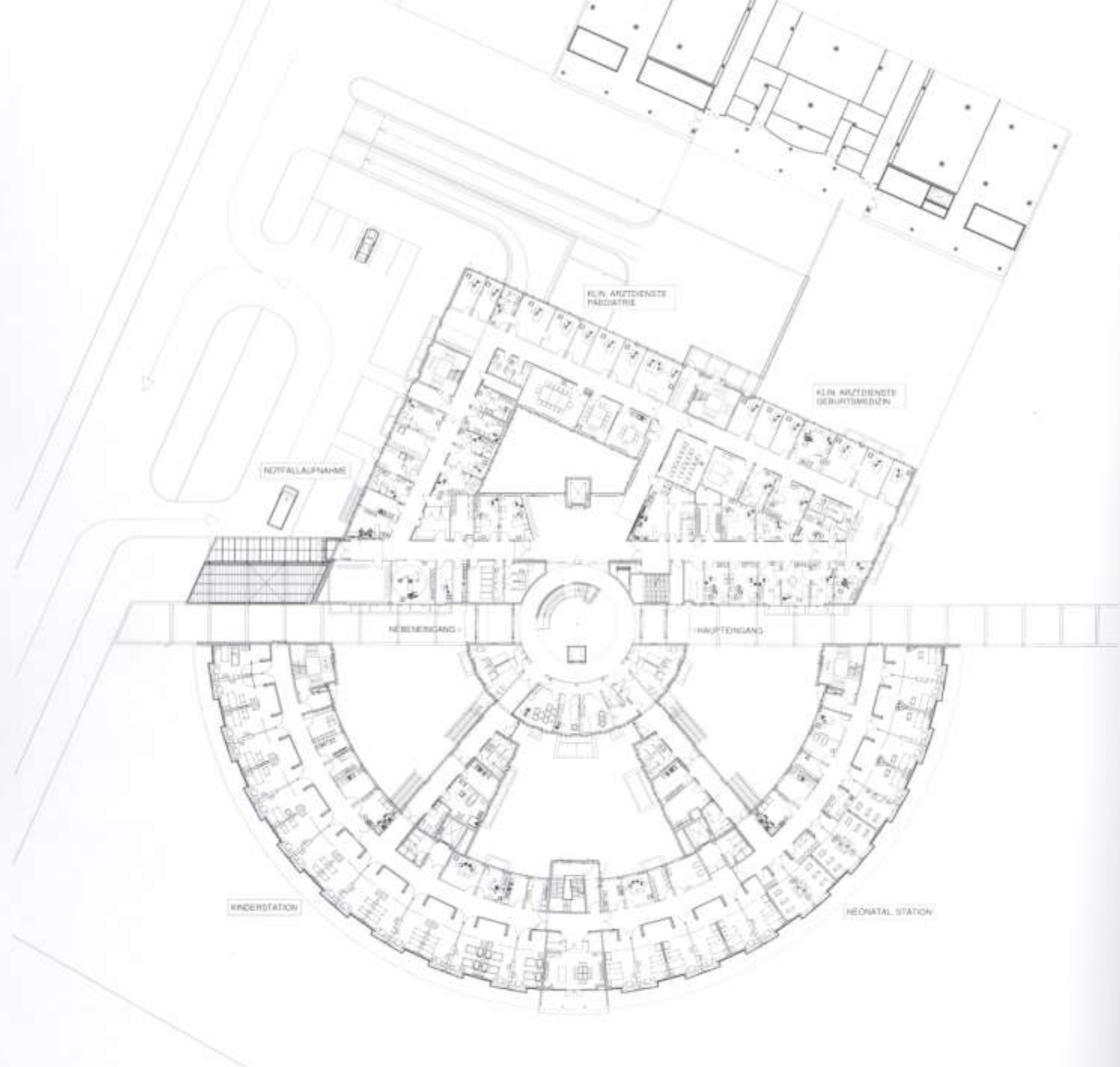
Traditional hospital vs Hybrid hospital



EKSPRESI MASA BANGUNAN







floor plan ground floor



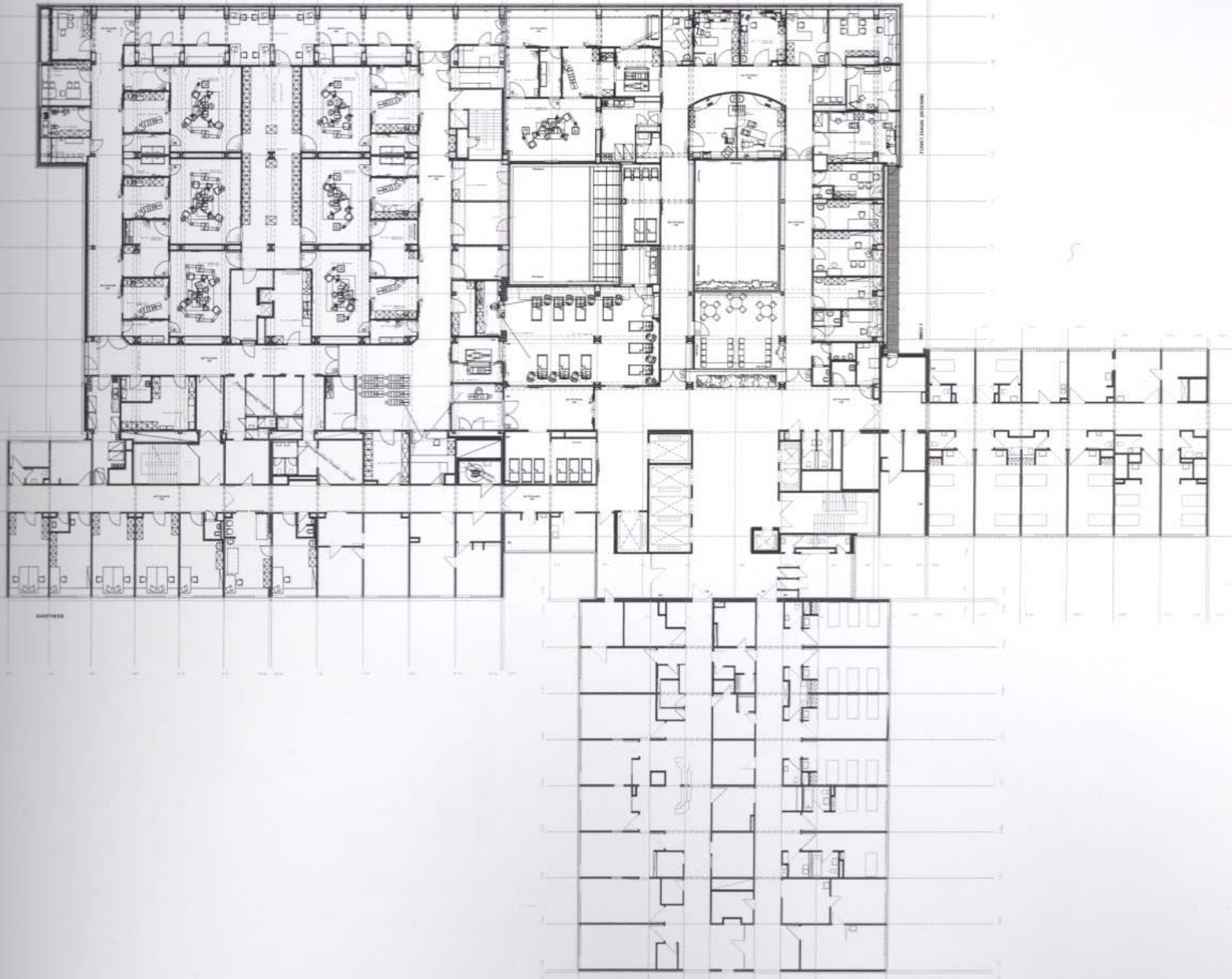
ward corridor – visualisation – detail staircase

right: entrance hall/lobby

OPERATION

DE SEPT

MAKRE MEDEN 2 FUNKTIONSDIAGRAM



MAKRE MEDEN

MAKRE MEDEN 2 FUNKTIONSDIAGRAM

MAKRE MEDEN







LOBBY RUMAH SAKIT







Wegen
Brandgefahr
Ausschließen

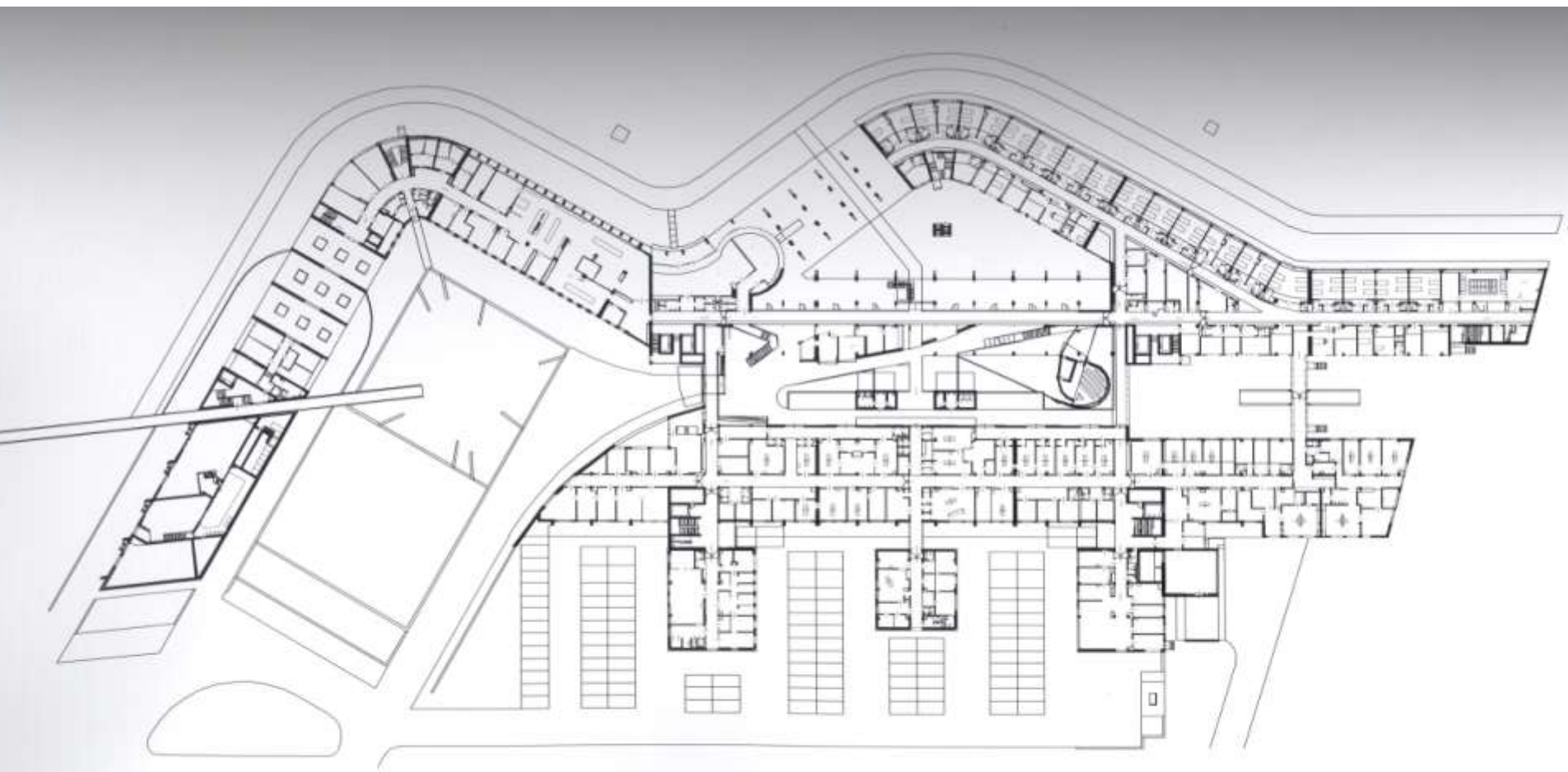
below: staircase that is discreetly secured by a stainless steel











HEALING GARDEN











above: therapy bath





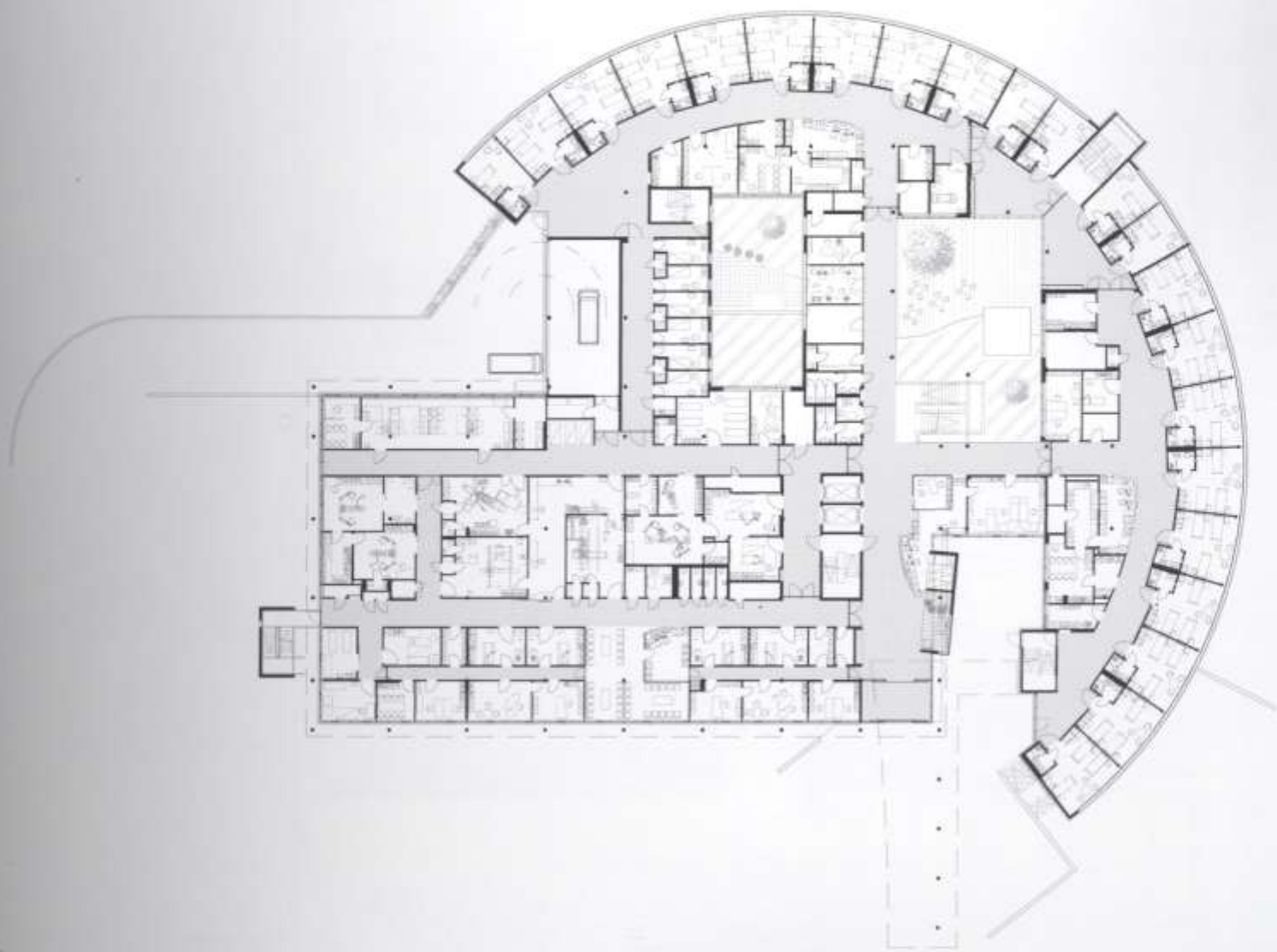


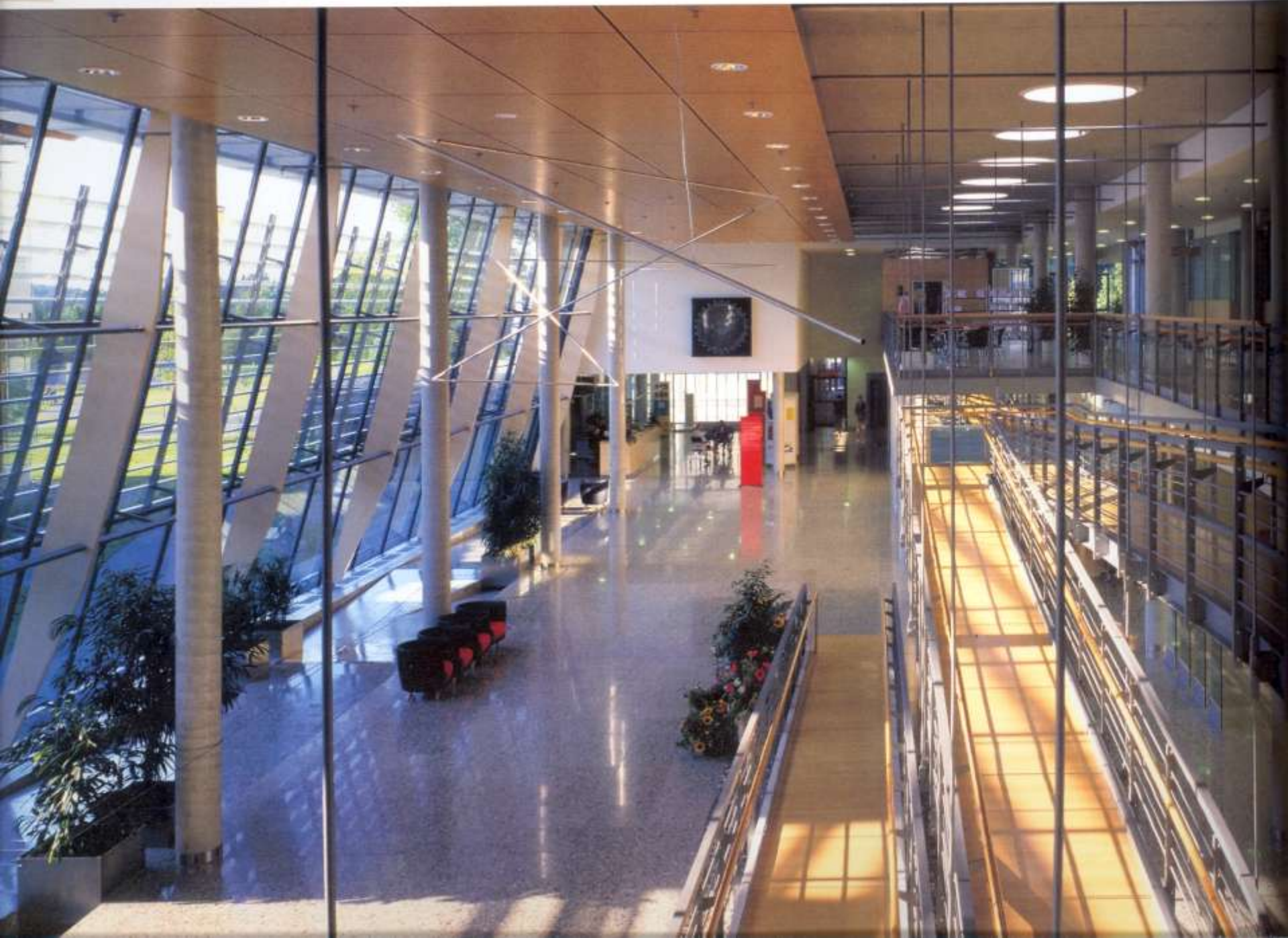
Fisika Bangunan

SUSTAINABLE BUILDING



below: floor plan ground floor









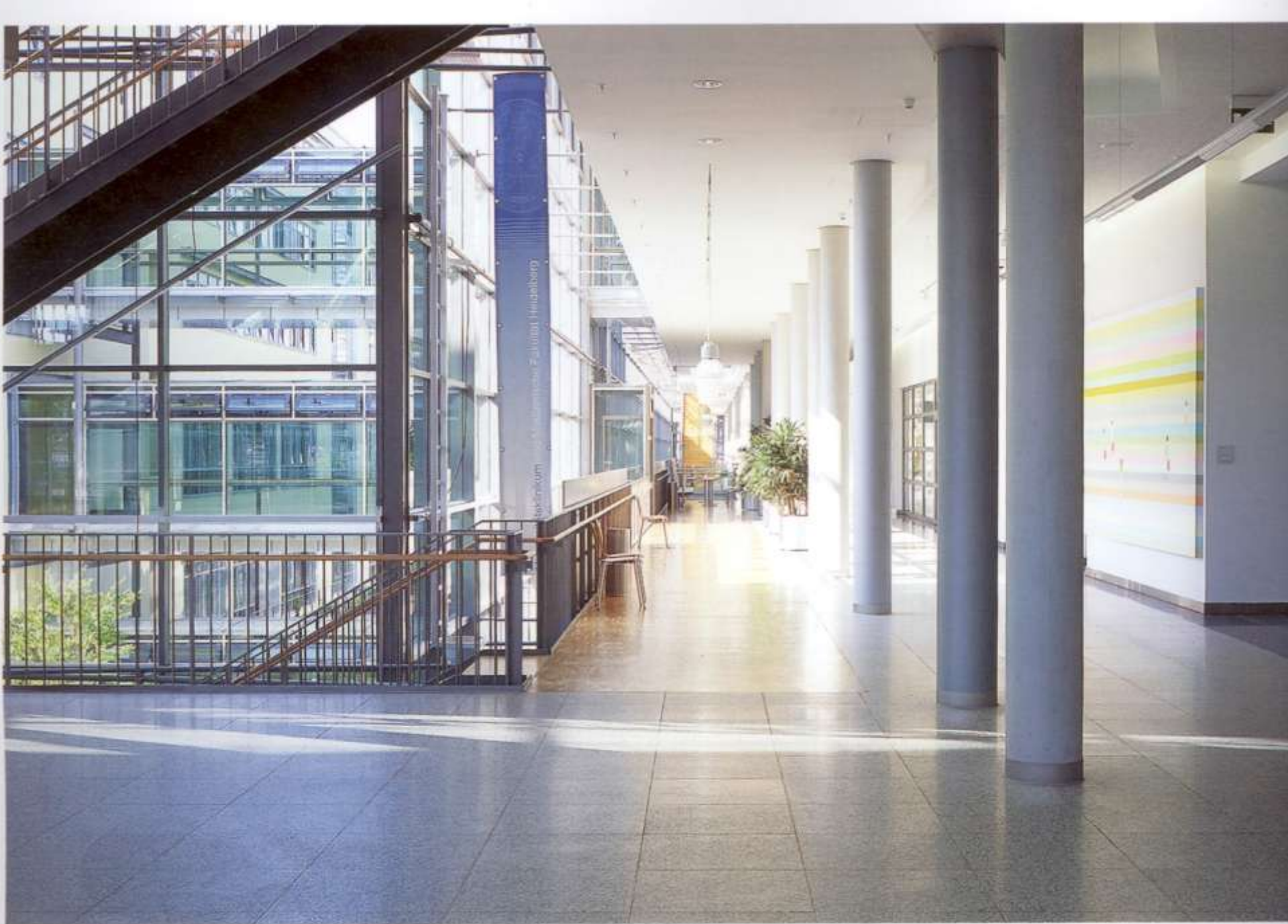


above: sun protection; the stream creates a pleasant climate



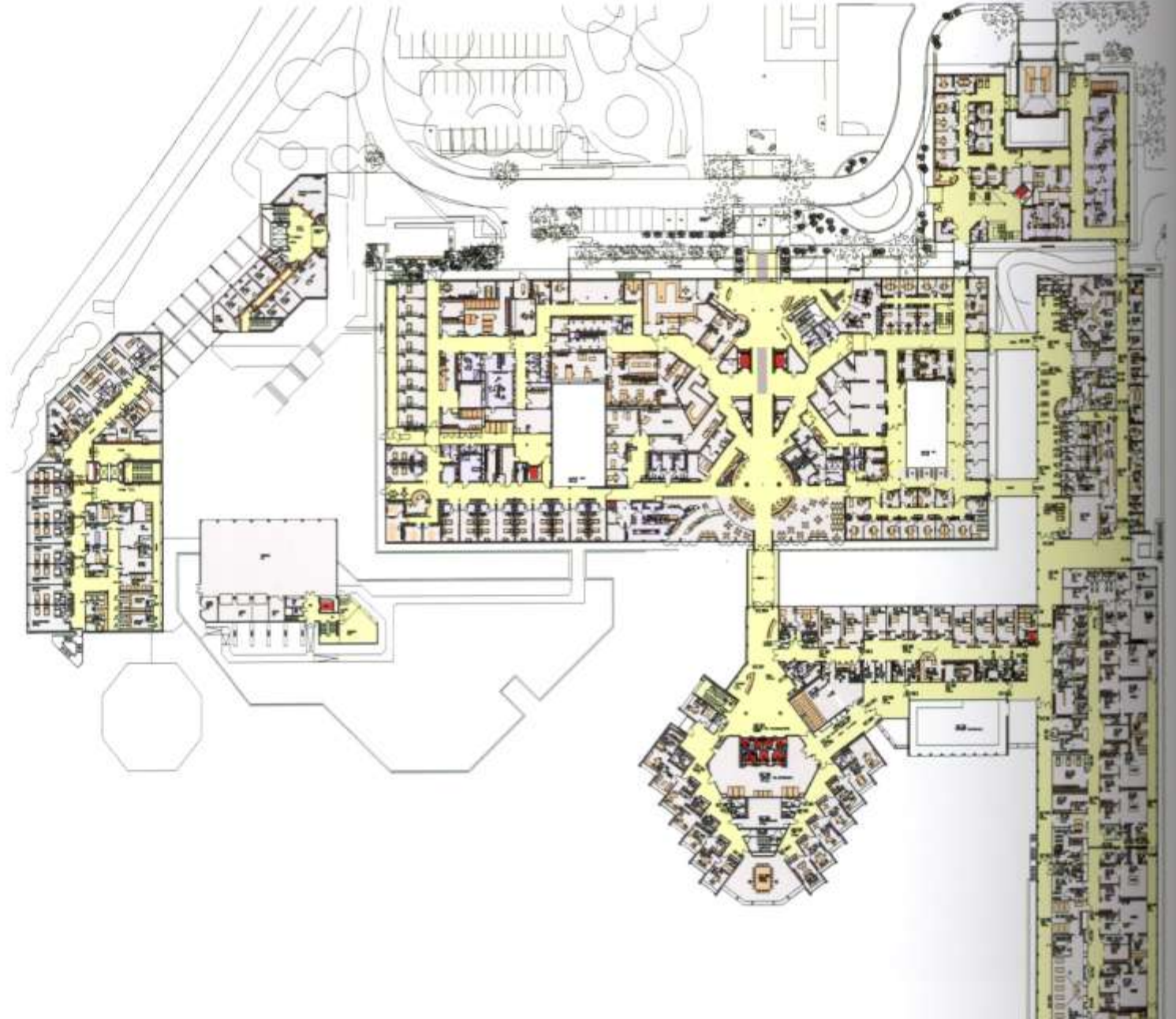






www.helios.com
Klinikum Heilsberg

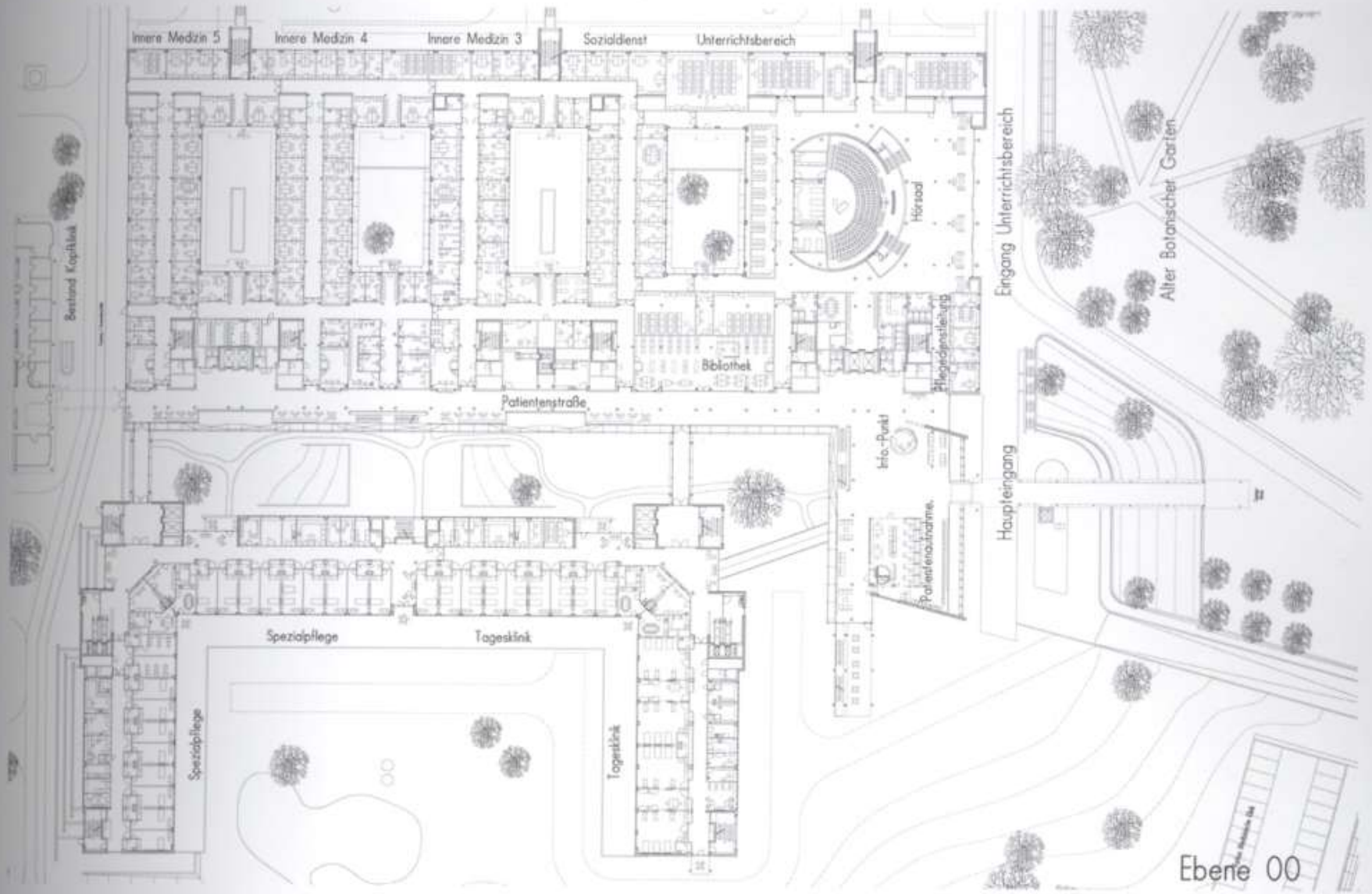
RAWAT INAP & KENYAMANAN PASIEN





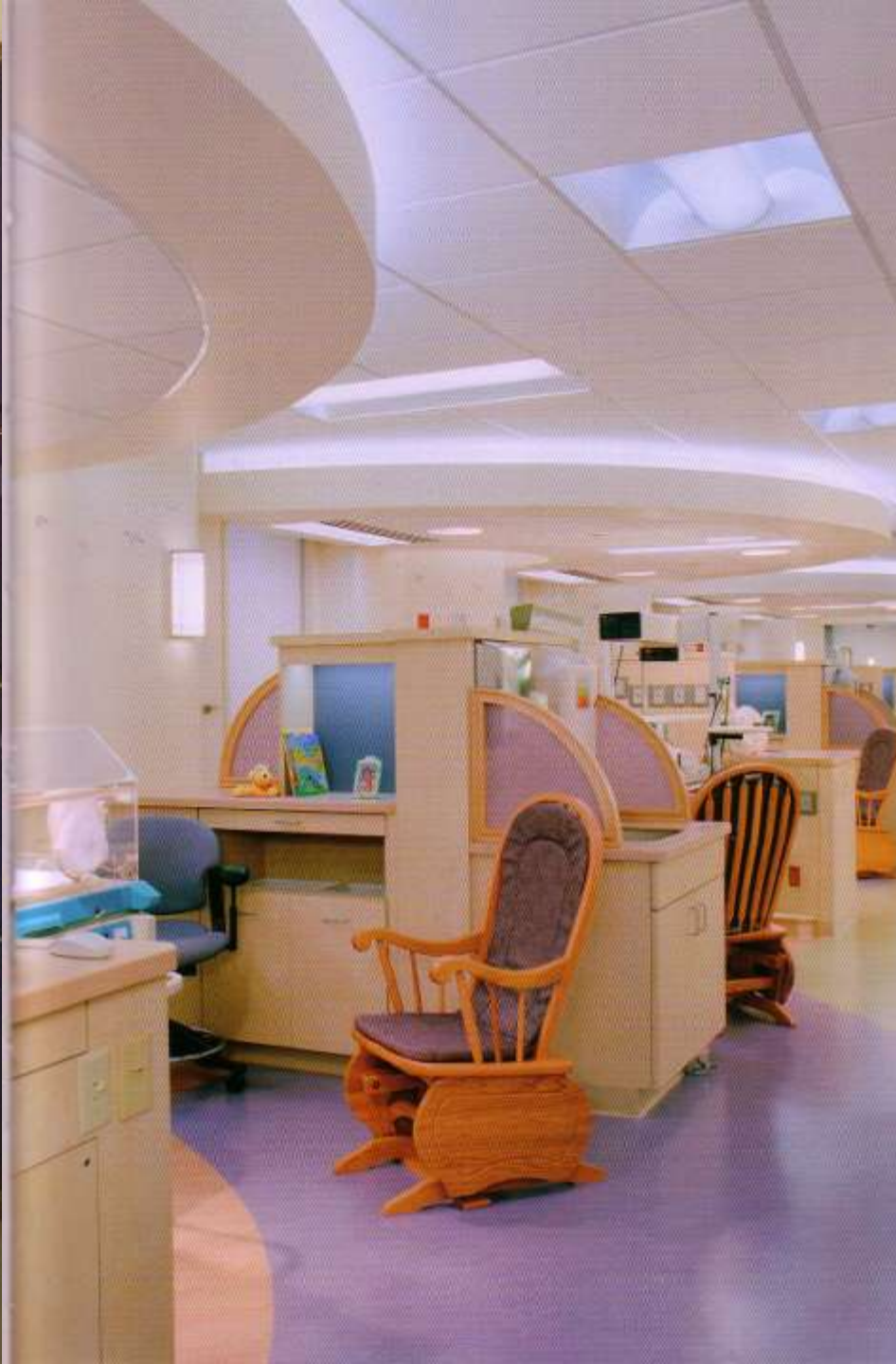
above: nursing ward

below: floor plan





above: nursing ward













静

检验科
Examination department

抽血处

PERKEMBANGAN TEKNOLOGI MEDIS

below: biplanar angiography system



PENGGUNAAN WARNA

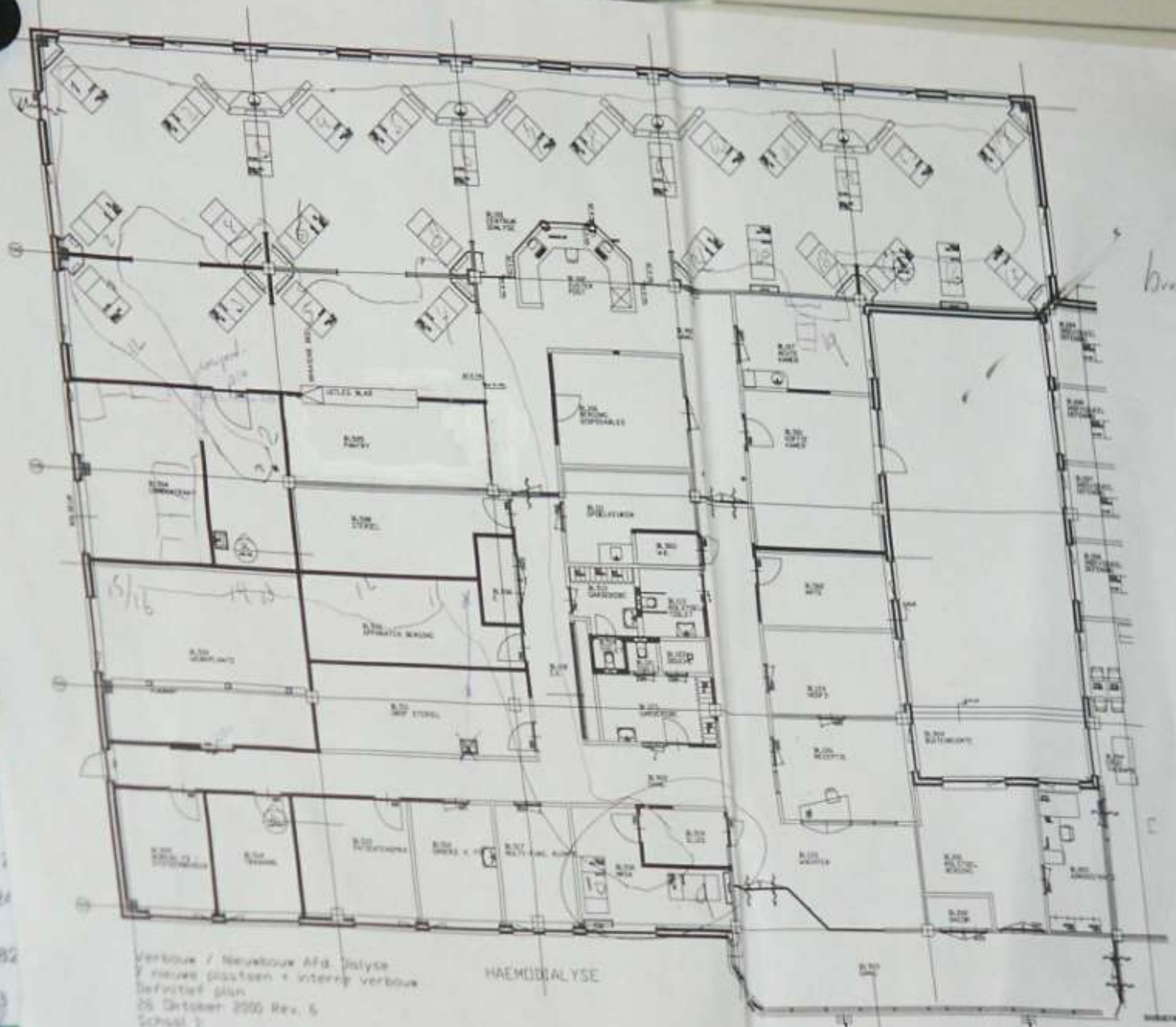












*bevestiging
60 min*

Verbouwing / Nieuwbouw Afd. Dolyce
 7 nieuwe plaatsen + interne verbouwing
 Definitief plan
 25 Oktober 2000 Rev. 5
 School 1
 Laatste wijz. MRSA kader sluis

HAEMORRALYSE

1:100
 1:50
 1:20

116
 24
 182
 192
 193
 195





below: floor plan

Erwachsenenpsychiatrie



- Diensträume
- Therapieräume
- Bettzimmer
- Gemeinschaftsbereiche

Jugendpsychiatrie - Ebene +1

Kinder- und Jugendpsychiatrie

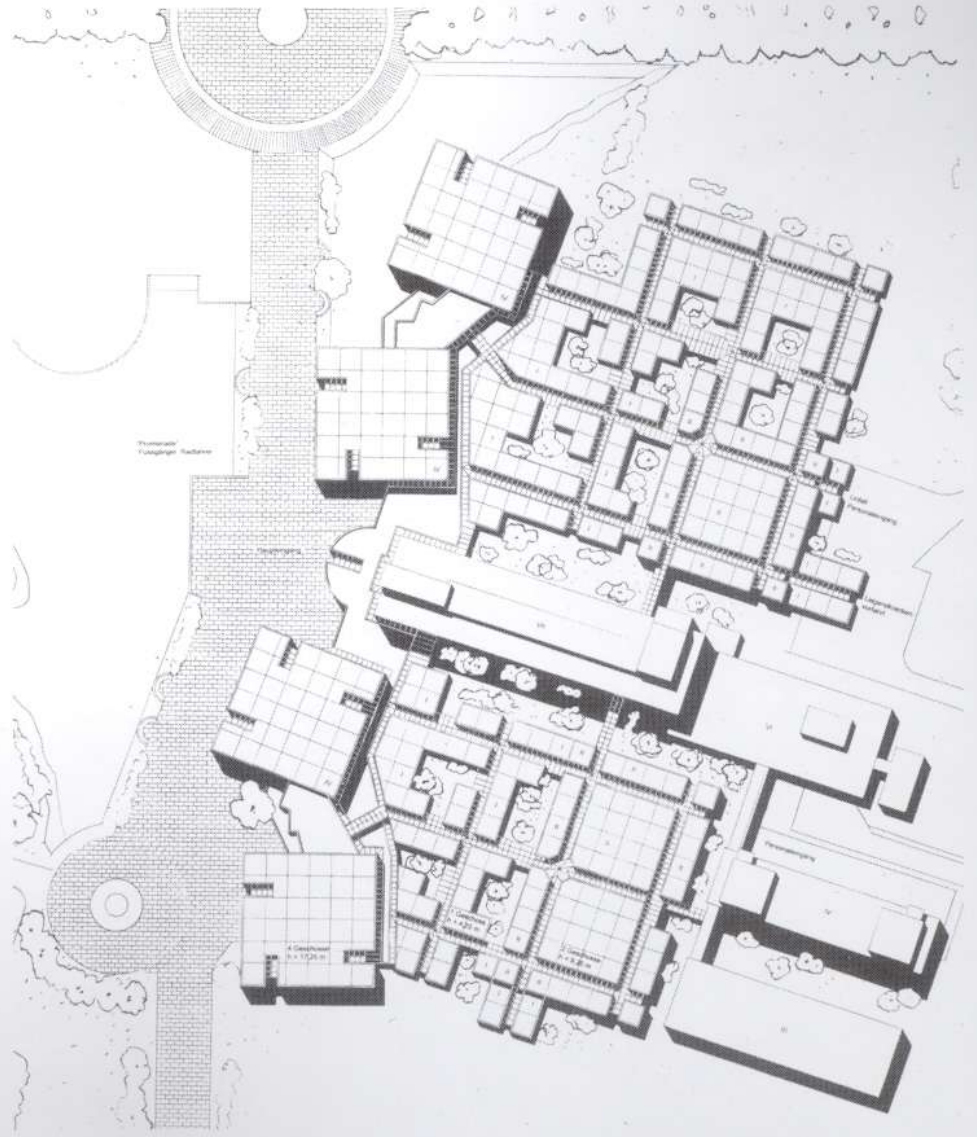
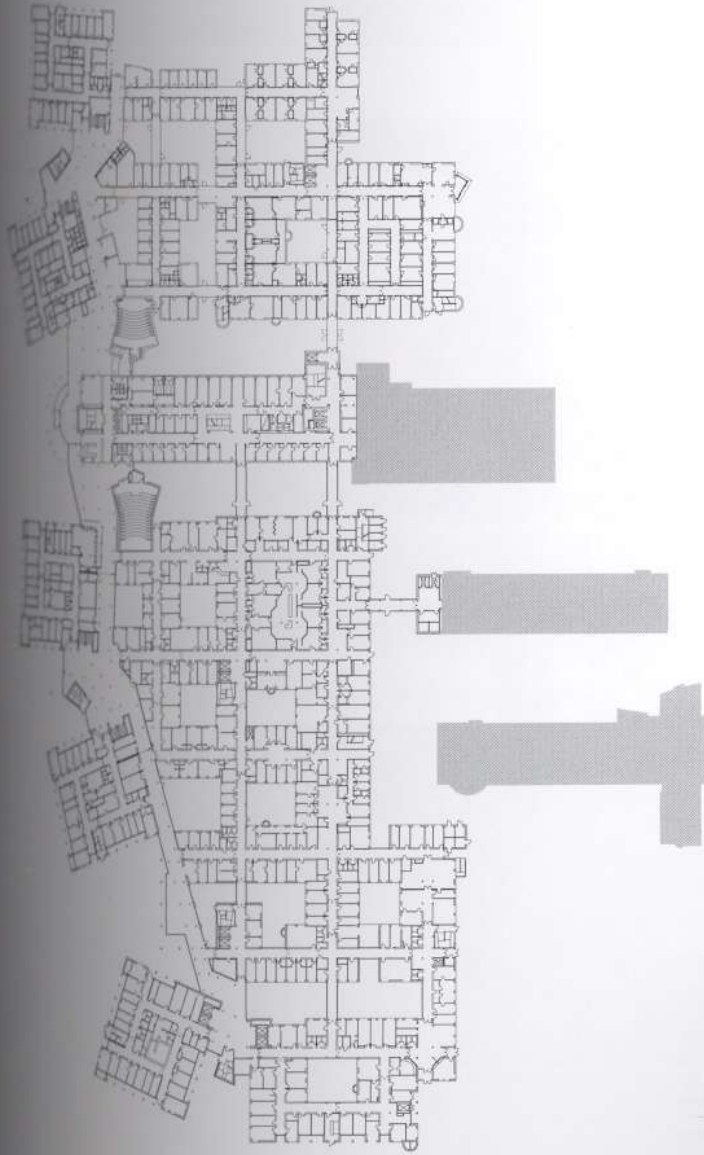
FASILITAS PENUNJANG

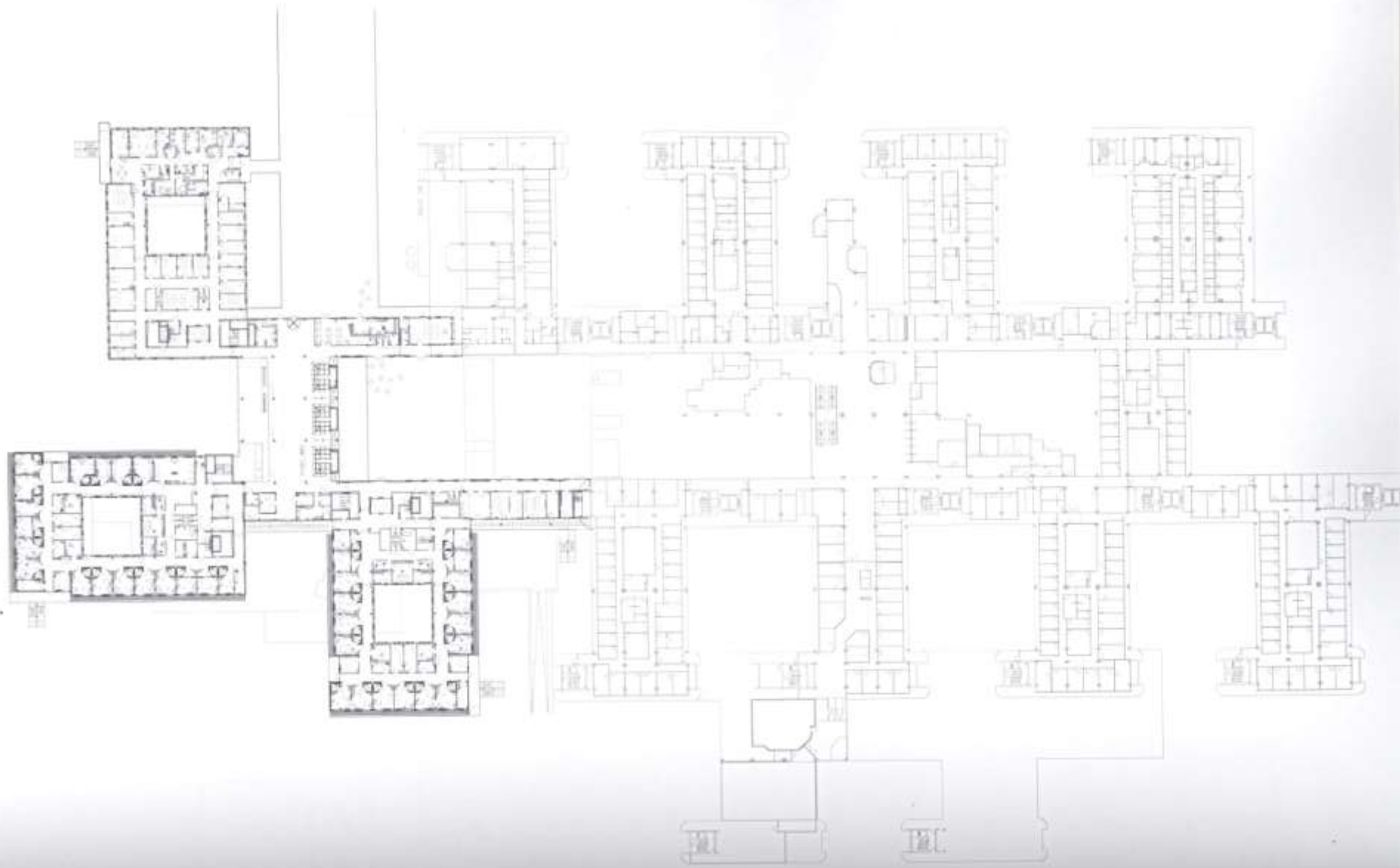



above: staff dining room











terima kasih