

Development Strategy of Mutiara Farma Pharmacy, Babelan District, Bekasi Regency Through Telepharmacy Services

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Abstract

The study explores the strategic development of Mutiara Farma Pharmacy in Babelan District, Bekasi, through the integration of telepharmacy services. Health issues, including those related to lifestyle, diet, and environmental factors, pose challenges to public health in Indonesia, highlighting the importance of accessible healthcare services. Telepharmacy has emerged as an innovative solution, enhancing drug accessibility, cost efficiency, and patient satisfaction, particularly in underserved areas. This research utilizes a qualitative descriptive approach, employing SWOT analysis, in-depth interviews, observations, and Focus Group Discussions (FGD) to assess the impact of telepharmacy on service quality, patient engagement, and financial performance. Findings indicate that telepharmacy offers significant advantages, such as improved healthcare accessibility, increased operational efficiency, and higher customer reach. However, challenges remain, including the absence of in-person interaction, data security concerns, and technological dependencies. Despite these challenges, telepharmacy's potential to overcome geographical barriers and provide remote healthcare services offers valuable benefits for Mutiara Farma Pharmacy. The study concludes that telepharmacy can enhance the sustainability of pharmacy services by improving patient care, though further research is needed to explore its broader impact on customer relationships and community reputation.

Keywords: *Telepharmacy, Healthcare Accessibility, Service Quality, Pharmacy Management, Business Sustainability.*



A. INTRODUCTION

Health is a fundamental aspect of human well-being and a key indicator of human development. Improving healthcare services is crucial for enhancing public welfare in Indonesia (Irwan, 2020). Various health issues arise due to lifestyle, diet, environmental factors, and genetic conditions (Pinontoan et al., 2019). Thus, accessible and efficient healthcare services are essential in addressing these challenges, including improved nutrition, medication access, and public awareness regarding health (Jeremia, 2023). Pharmacies serve as both healthcare units and business entities, providing essential medicines while ensuring financial sustainability (Hartayu et al., 2020). Effective pharmacy management involves strategic planning, including SWOT analysis to assess strengths, weaknesses, opportunities, and threats (Amirul & Sri, 2019).

The advancement of information and communication technology has led to the integration of telepharmacy, which enables remote pharmaceutical services through digital platforms (Armada, 2023). Telepharmacy plays a significant role in improving

healthcare accessibility, particularly in rural areas with limited pharmacist availability (Hendra, 2023). Studies suggest that telepharmacy enhances drug accessibility, cost efficiency, and patient satisfaction while supporting pharmacy business growth (Naufal, 2023; Sasanti et al., 2022). Additionally, research indicates that telepharmacy adoption improves service effectiveness and medication adherence (Saswita et al., 2023; Farid et al., 2022). In the digital era, telepharmacy is considered a strategic tool for optimizing pharmaceutical services and market expansion (Fathoni et al., 2021).

Mutiara Farma Pharmacy, located in Babelan District, Bekasi Regency, serves a middle-income community predominantly composed of laborers and farmers. Given the need for accessible pharmaceutical services, this study aims to analyze the strategic development of Mutiara Farma Pharmacy through telepharmacy implementation and its impact on business sustainability. Specifically, this research examines how telepharmacy influences service quality, patient engagement, and financial performance, contributing to the growing digital transformation in the pharmaceutical sector.

B. METHOD

This study employs a qualitative descriptive approach to comprehensively analyze the development strategy of Mutiara Farma Pharmacy in Babelan District, Bekasi, through telepharmacy services. Data were collected through direct observation, in-depth interviews with key stakeholders, including pharmacy management, pharmacists, employees, and consumers, and Focus Group Discussions (FGD) to validate findings and establish strategic recommendations. The research instrument consisted of structured interview guidelines and observational checklists to ensure systematic data collection.

To analyze the data, the study utilized SWOT analysis, incorporating both External Strategic Factors Summary (EFAS) and Internal Strategic Factors Summary (IFAS) to evaluate opportunities, threats, strengths, and weaknesses. Factors were weighted and scored to determine the strategic positioning of telepharmacy implementation in the pharmacy's business model. This method enabled a structured assessment of telepharmacy's feasibility and its potential impact on service quality and business sustainability.

C. RESULT AND DISCUSSION

The strategic development of Apotek Mutiara Farma in Babelan, Bekasi, through telepharmacy services reflects a shift towards innovation in healthcare delivery. A crucial aspect of this strategy was expanding healthcare offerings, including consultations and the provision of a variety of medicines and health supplements to meet the local population's needs (Norcahyanti et al., 2020). Effective marketing strategies, such as utilizing social media and collaborating with local health institutions, enhanced the pharmacy's visibility, expanded its customer outreach, and reinforced relationships with existing clients (Mulyati et al., 2021).

This finding aligns with previous research, including that of Muhammad Naufal et al. (2023), which highlighted pharmacists' positive perceptions toward implementing telepharmacy. This positive outlook, particularly in ensuring medication safety, affordability, consumer rights, convenience, and managing associated risks, underpins the success of telepharmacy in pharmacy practices. It demonstrates that telepharmacy can be an effective solution for expanding healthcare accessibility while maintaining professional service quality.

Effective management and performance monitoring remain crucial for the sustainability of telepharmacy strategies. This includes managing drug inventories, ensuring regulatory compliance, and regularly assessing customer satisfaction (Widjaja & Sijabat, 2019). These factors contribute to the operational success of telepharmacy services, reinforcing the importance of coordinated, well-managed services in ensuring telepharmacy's long-term viability.

Telepharmacy's role in enhancing healthcare service quality, particularly during the COVID-19 pandemic, has been validated in numerous international studies (Wifaaq U et al., 2021). Such findings offer valuable insights, indicating that Indonesia could similarly benefit from telepharmacy services. This calls for the development of integrated policies and procedures that facilitate the effective implementation of telepharmacy, ensuring better healthcare access even in times of physical distancing.

Despite the advantages, telepharmacy also faces several operational challenges, particularly concerning maintaining high-quality patient care. The absence of in-person interactions, which typically help build trust and improve medication adherence, can hinder the effectiveness of telepharmacy services (Pathak et al., 2020). Furthermore, data security and privacy concerns must be addressed to ensure that sensitive health data is handled responsibly and confidentially (Razali & Jamil, 2020). Additionally, technical dependencies can introduce risks, such as system failures, that could disrupt services and affect patient satisfaction.

While these challenges exist, telepharmacy's potential to break down geographical barriers and provide remote healthcare services is a significant advantage. For Apotek Mutiara Farma, expanding telepharmacy services to include features like remote monitoring and telehealth consultations could position it as a leader in technological advancement in healthcare. However, addressing privacy and security concerns is essential to maintaining patient trust and adhering to legal requirements (Šabanović et al., 2020).

The financial analysis of Apotek Mutiara Farma also revealed a notable distinction between telepharmacy and traditional pharmacy services. Pharmacies offering telepharmacy services generally experienced higher sales due to the increased customer reach and the convenience provided to patients. However, the initial investment in telepharmacy technology, along with the need for skilled personnel to operate these systems, poses a challenge, particularly for smaller pharmacies. Despite these upfront costs, the long-term benefits, including streamlined operations and improved patient experiences, outweigh the initial investment.

The findings of this research are consistent with the work of Alwiyah Mukaddas et al. (2020), which highlighted the role of effective marketing in the pharmaceutical sector. A robust marketing strategy helps enhance the appeal of pharmacies, build trust with the community, and ultimately drive customer engagement and sales. However, while telepharmacy services may not always lead to immediate financial gains, they improve customer satisfaction and service delivery, which are essential for the pharmacy's long-term success.

Despite the advantages, challenges persist in telepharmacy, such as potential miscommunications between pharmacists and patients due to the lack of face-to-face interactions. Effective communication remains vital to overcoming these issues. Additionally, concerns about the accuracy of medication delivery and the reliability of technological platforms remain barriers. Furthermore, telepharmacy could potentially widen existing healthcare disparities, particularly among individuals in remote areas with limited access to technology, exacerbating inequalities in healthcare access.

Telepharmacy offers significant opportunities, including expanding access to healthcare services and increasing operational efficiency. However, it also presents challenges related to communication quality, technological reliability, and data security. Apotek Mutiara Farma's integration of telepharmacy with traditional services holds the potential to improve pharmaceutical care and address the limitations of each approach. Ensuring a balance between technological innovation, patient-centered care, and robust data protection will be crucial for telepharmacy's future success.

D. CONCLUSION

The implementation of the telepharmacy service strategy at Apotek Mutiara Farma in Babelan Subdistrict, Bekasi Regency, has proven to be an innovative approach in improving healthcare accessibility and operational efficiency. Telepharmacy has allowed patients to receive remote consultations and prescriptions, benefiting those with mobility challenges or residing in remote areas. Moreover, it has helped streamline operations by reducing wait times at physical locations and optimizing resource use. While telepharmacy services show potential for increasing sales, further research is needed to evaluate the broader effects on customer relationships, satisfaction, and the pharmacy's reputation in the community.

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