

## Improving Access to Patient Services at Pharmaceutical Health Services Unit Through Health Service Promotion Programs

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**Abstract:** Health promotion is the dissemination of health messages or a form of health education and improving health for the community. Health promotion activities, one of which is free health services to the community, can increase people's enthusiasm to come to health facilities. The purpose of this activity is to increase access to health services from Universitas Pakuan human resources to Pakuan Farma Pharmacy. Activities are carried out with the basic health check method of degenerative diseases recording the results of examinations and providing education and referrals for health therapies and ways of recommending healthy living. Promotion of health service facilities Pakuan Farma Pharmacy with the distribution of pharmacy brochures and multivitamins and activity participants can also get a free consultation from doctor Ghrena from the Health Unit FMIPA UNPAK to get therapy and the use of appropriate drugs and drugs on prescriptions can be obtained from Pakuan Farma Pharmacy. The number of participants who participated in the activity was 91 participants with the average results of checking blood sugar levels 115 mg / dL, Cholesterol 189.67 mg / dL, Uric Acid (Men) 5.8 mg / dL, Uric Acid (Women) 5.8 mg / dL, Blood Pressure 136 / 84 mmHg and Average Body Weight 65 Kg. The average results of health checks show that the health service program has had a positive impact on knowing health conditions or first screening for UNPAK human resources who participated in this PKM activity. Although most parameters are within normal ranges, continued efforts need to be made to prevent and manage certain health risk factors, especially in blood pressure. With a deep understanding of this condition, it is hoped that health service programs can continue to be improved to support the overall welfare of UNPAK human resources.

**Keywords:** Health check; Health Promotion; Health Services; Human Resources; Pharmacy

### 1. INTRODUCTION

Health promotion is disseminating health messages as a form of health education by instilling confidence so that people are not only aware, know, and understand but also willing and able to carry out a recommendation related to health (Machfoedz, 2007). The International Conference on Health Promotion in Ottawa, Canada, defines it as "the process of enabling peoples to increase, control over, and to improve their health." This definition contains the understanding that health promotion efforts require activities. These health promotion activities can consist of free health services, seminars, or counselling to the community. In addition to being able to carry out pharmaceutical services, it can also increase public enthusiasm to come to health facilities.

In Indonesia, health promotion efforts carried out by health workers are inseparable from the direction of health development as contained in Health Law number 36 of 2009, namely "Increasing awareness, safety, and the ability to live a healthy life for everyone to realise a high degree of public health, as an investment in socially and economically productive human resources". Therefore, efforts are needed to realise the vision of health promotion so that people are willing and able to maintain and improve their health. All health facilities must achieve this goal (Nurmala, 2018).

Health promotion efforts are carried out in all health facility units, including pharmacy facilities. Pharmacy has a dual function where economic and social functions are mandatory. Health promotion is included in social functions where these activities will be useful in improving the community's quality of life. The second function, which also has an economic impact on health promotion activities, is increased patient arrivals coming to pharmacy facilities. Pakuan Farma Pharmacy, the closest primary health facility in the community, also does this.

Pakuan Farma Pharmacy was inaugurated on November 1<sup>st</sup>, 2019. It was developed by the Faculty of Mathematics and Natural Sciences (FMIPA) of Universitas Pakuan in collaboration with the Pharmacy Study Program of Pakuan University. The location of Pakuan Farma Pharmacy is at the address Jl. Pandawa Raya Blok A1 No.14 Kecamatan Bogor Utara, Bogor City, West Java. This location is close to the Universitas Pakuan, 4.9 km away. Pakuan Farma Pharmacy was developed to meet the needs of pharmacy health facilities that the Mathematics and Natural Sciences faculty must own to develop the Pharmacist Professional study program. In its implementation, Pakuan Farma Pharmacy is a business unit that runs pharmaceutical practices for the general public (**Figure 1.**).

Pakuan Farma Pharmacy is led by a pharmacist in charge and several pharmacist assistants and cashiers as non-medical medical human resources. Pakuan Farma Pharmacy is a health facility that practices pharmacy and serves primary health checks in the form of checking blood sugar levels, blood pressure, cholesterol, and blood sugar levels. Pakuan Farma pharmacy also accepts doctors' prescriptions and sells generic medicines to patients the public needs. There are also medical devices for BMHP (medical consumables) and drug prescription pick-up services with online applications at Pakuan Farma Pharmacy. Pakuan Farma Pharmacy,

which is engaged in the health business, especially the pharmaceutical industry, has a dual function. In addition to seeking profits by increasing profits on patient arrivals, it is also a function of pharmaceutical services to the surrounding community.



**Figure 1. (a)** Pharmacy Service Unit Room of Pakuan Farma Pharmacy; **(b)** Pharmacist in Charge of Pakuan Farma Pharmacy.

To increase access to health services and increase the number of patient visits from the work unit of Universitas Pakuan, the community service team from the Pharmacy Study Program has already held health promotion activity for the entire academic and non-academic community within Universitas Pakuan in collaboration with Pakuan Farma Pharmacy partners. This is to the statement above that to increase access to health services at health facilities, in this case, Pakuan Farma Pharmacy as a partner, it is necessary to carry out health promotion activities by carrying out health service activities, health counselling, distributing free vitamins and providing easy access to conduct routine health checks for the entire academic and non-academic community of Universitas Pakuan. These health promotion activities are useful in free health checks and provide education in increasing health knowledge for the whole of the academic and non-academic community within Universitas Pakuan.

Since the inauguration of Pakuan Farma Pharmacy, judging from the recap of patient arrivals, there has still been a lack of patient arrivals from the work unit of Universitas Pakuan itself. This can be suspected due to the need for more socialisation and promotion in the work units of Universitas Pakuan, so many parties need to learn about the existence of Pakuan Farma Pharmacy health facilities. Pakuan Farma Pharmacy, which can be a partner in improving the quality of human resource health quality within Universitas Pakuan, has a problem of lack of socialisation and health promotion carried out by Pakuan Farma Pharmacy within the Universitas Pakuan work unit; this makes the problem because the health unit under Faculty and University Pharmacy should be a health facility that can improve the quality of health quality of the entire academic and

non-academic community within Universitas Pakuan in particular and making the pharmaceutical service business unit a solution in the ease of access to health facilities for all Universitas Pakuan human resources. However, its services have yet to be widely felt within Universitas Pakuan.

Community service activities by conducting health promotion can provide answers and solutions to the condition of the academic and non-academic communities that already have good health quality. Does the impact of the work done affect their health? What health problems are most often complained about by all Universitas Pakuan employees? Have Universitas Pakuan employees had easy access to health facilities within their work units? How can the health quality of all Universitas Pakuan employees improve? How do employees get health education and effective and efficient treatment in the work environment? The objectives of this service activity include providing health services with free health checks in all Universitas Pakuan work units, providing health promotion to all Universitas Pakuan work units, increasing visits, and providing easy access for patients from Universitas Pakuan units to Pakuan Farma Pharmacy.

Community service activities with health promotion within UNPAK will also economically benefit Pakuan Farma Pharmacy as a partner. The ease of health service facilities for patients from UNPAK units, such as drug pick-up, health counselling, therapy monitoring, and drug side effects to referrals in the selection of health therapy, will increase the number of arrival patients to Apotek Pakuan Farma so that it can increase profits for pharmacies. Benefits will also be obtained for service participants who take part in this free health service. They will also get their health check reports, education on drug use and healthy living, health problem counselling, and recommendations for therapy selection. Workers in Universitas Pakuan work units can improve their health and performance in their respective work units.

## **2. METHOD**

This activity was held on November 17, 2023, starting at 08.00 – 11.00 WIB, using health examination methods such as cholesterol levels, blood pressure, uric acid, and blood sugar, as well as recording the results of the examination and providing education and referrals for health therapy and recommended healthy lifestyles. In addition, this activity also involves education and promotion of health service facilities at

pharmacies and free consultations from doctors from the Faculty of Health Services, Universitas Pakuan, to get the right therapy and the correct use of drugs that can be obtained from Pakuan Farma Pharmacy. Health checks and education are carried out by health workers such as pharmacists who are also lecturers in Pharmacy at Universitas Pakuan, as well as pharmacist assistants from Pakuan Farma Pharmacy who are assisted by pharmacy students as examination officers, administrative staff, weight checkers, and initial screening officers. This activity was documented by the educational staff at Universitas Pakuan, especially Department of Pharmacy

This service targets the entire academic and non-academic community within Universitas Pakuan. This health check targets 91 people. The frequency table of participant’s demography data based on age, gender, and work unit characteristics is in **Table 1.** below.

**Table 1.** The Frequency Table of Participant Demography

<b>Age</b>	<b>Frequency (N=91)</b>		
20-40	39	LPPM	5
41-60	48	MENWA	5
61-70	4	PASCASARJANA	4
		UMUM	4
		PKM	3
		FH	3
		REKTORAT	3
		APOTEK	2
		PUTIK	1
		VOKASI	1
		UPK	1
		FT	1
		UNPAK PRESS	1
		SECURITY	1

### 3. RESULT AND DISCUSSION

#### 3.1 Active Participation in Human Resources of Universitas Pakuan

The impact of the health service promotion program from this community service activity has succeeded in getting active participation from all human resources of Universitas Pakuan (**Figure 2.**). This socialisation and health service activity was enthusiastically attended, creating an environment that supports increasing

health awareness. The human resources target is less than 91 people. This participation was attended by the Rector of Universitas Pakuan, Prof. Dr. Ir. Didik Notosudjono, M.Sc., lecturers, non-educational staff, and



**Figure 2.** Participation of Universitas Pakuan human resources in activities.

security officers of Universitas Pakuan.

### **3.2 Increased Knowledge of Healthcare Services**

This program impacts increasing knowledge among Universitas Pakuan's human resources, namely about the role of pharmacies and health service units. Information about the types of services available and the importance of their role in the health system is better conveyed. According to the results of Ria *et al.*'s research in 2024, health workers and health institutions must continue to remind the public by providing information and counselling on healthy ways to prevent and overcome hypertension. They should also regularly provide information about the incidence of hypertension disease and its causative factors in their workplace.

### **3.3 Good Collaboration with Pakuan Farma Pharmacy and Faculty Health Service Unit with Universitas Pakuan**

The subsequent impact of this community service activity is the good cooperation between the activity team of the Universitas Pakuan Department of Pharmacy, Pakuan Farma Pharmacy, and the Faculty Health Service Unit to encourage the effective programs effectiveness and in-depth information about healthcare available, helping to reduce the information gap among the university community.

### **3.4 Increased Patient Visits in Pharmacies and Health Care Units**

There has been an increase in patient visits at the Pakuan Farma Pharmacy and the Faculty Health Service Unit, which also positively impacts this community service activity. Human resources known to use health services at Pakuan Pharmacy are human resources of Universitas Pakuan after knowing information from this



activity. This shows that the promotion program has stimulated the interest of Universitas Pakuan human resources to take advantage of existing health services.

### 3.5 Results of Human Resources Health Examination at Universitas Pakuan.

This activity also impacts the participants' knowledge of their health conditions. The examination results are recorded on a special card provided along with the Pakuan Farma Pharmacy brochure as a health promotion, and the doctor on duty reads them. This activity can be seen in **Figure 3.** below.



**Figure 3.** Reading, examination and health education by doctors to activity participants

The results showed an average blood sugar level of 115 mg / dL. This figure is within the normal range and shows that people who get health services have stable blood sugar conditions. The average cholesterol of 189.67 mg / dL is also within normal limits, indicating success in providing education and services that encourage a healthy lifestyle.

The results of uric acid examination in men showed an average of 5.8 mg / dL. Although within normal limits, further monitoring and education on risk factors affecting uric acid levels are needed. Likewise, with women, the average uric acid level of 5.8 mg / dL is within the normal range. Health prevention and management efforts need to be implemented to maintain this condition. The blood pressure test results showed a figure of 136/84 mmHg. According to the opinion of Awanis and Husna in 2015, in their research on “*Pharmaceutical Care in Elderly Patients with Hypertension*”, stated that Despite being in the category of pre-hypertension, this indicates the need for follow-up measures to prevent and manage blood pressure. An average body weight of 65 kg indicates that people who get health services have a balanced weight. Weight data of more than 100 kg was also found in some participants under 30 and over 40 years. However, it is

necessary to continue emphasising the importance of maintaining a healthy diet and physical activity to prevent weight-related health problems (Saras, 2023). The average on **Table 2.** can be seen below.

**Table 2.** Table of Average Results of 91 Participants as Human Resources Health Screening Analysis of Pakuan University

	Average Rating
Flat blood sugar level <sup>2</sup>	115 (mg/dL)
Cholesterol	189.67 (mg/dL)
Uric Acid (L)	5.9 (mg/dL)
Uric Acid (P)	5.9 (mg/dL)
Blood Pressure	136/84 (mmHg)
Weight	65 kg

The results of health checks, mainly in the normal range, show the success of health service programs, where preventive education and promotion positively impact public health (Rachmawati, 2023). Although most test results indicate good health, the presence of cases of high blood pressure indicates the need for further emphasis on preventing and managing non-communicable diseases. The effectiveness of education and health promotion programs can be seen from the success in maintaining average blood sugar, cholesterol, uric acid, and weight levels. The information conveyed makes people more aware of the importance of maintaining health and implementing a healthy lifestyle. Further efforts are needed to strengthen non-communicable disease prevention programs, including treatment for individuals with high blood pressure, as well as more intensive preventive and promotive measures (Kusuma et al., 2020). Given the success of the program, it is recommended that health service promotion activities continue to be carried out sustainably by involving more parties from various units at Universitas Pakuan, as well as strengthening cooperation between universities, pharmacies, and health units to improve access to health services, and arranging periodic health clinics to monitor public health conditions regularly and provide appropriate follow-up.

With these results and discussions, it is hoped that health service programs can continue to be improved and positively impact overall public health. Efforts to increase access to patient services at Pakuan Farma Pharmacy can also continue towards sustainability and improving the quality of health services. It is also hoped that the health service program can continue to be improved to positively impact the overall health of Universitas Pakuan human resources.



#### **4. CONCLUSION**

In conclusion, the success of health service programs at Pakuan Farma Pharmacy and the Faculty Health Service Unit of Universitas Pakuan reflects the effectiveness of health education and promotion. Regular average levels of blood sugar, cholesterol, uric acid, and body weight indicate public awareness of healthy living. However, cases of high blood pressure emphasise the need for enhanced prevention and management of non-communicable diseases. Strengthening these programs, particularly for individuals with high blood pressure, is crucial. Continuous health service promotion and regular health checks are recommended to monitor public health and provide appropriate follow-up, laying a solid foundation for expanding positive impacts on public health and welfare.

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