

## **ABSTRACT**

*With the enactment of the “BPJS Kesehatan” in 2014 with Prospective Payment System, no longer with the Fee for Service System, has demanded hospitals to be able to serve patient treatment efficiently by regard to the quality of treatment and patient safety.*

*The purpose of this study was to find out whether there was a difference between the BPJS Kesehatan claim rates (prospective payment) with the rates of hospital (restropective payment / fee for service), and found out how Panti Rahayu hospital strategy was in the face of changes in payment systems, so that negative differences did not occur.*

*The population in this study were all BPJS Kesehatan patients who treated in Panti Rahayu hospital, while the sample taken were hospitalized BPJS Kesehatan patients who were treated according to the class in 2019. The result showed that there was a difference between the BPJS Kesehatan claim rates with the rates of Panti Rahayu hospital. So that strategies are needed in dealing with the problem, by maintaining patient loyalty, maintaining good relations with BPJS Kesehatan, maintaining the hospital advantage, the establishment of the casemanager, casemix and anti fraud teams, so that negative difference in the treatment of BPJS Kesehatan patients can be avoided.*

*Keyword : Efficiency, effectiveness, service quality, competitive advantage, strategy, hospital performance.*