

KENDALA DAN SOLUSI IMPLEMENTASI PROGRAM RUJUK BALIK BPJS DI APOTEK KIMIA FARMA 317

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ABSTRAK

Program Rujuk Balik (PRB) merupakan upaya untuk memberikan pelayanan berkelanjutan kepada pasien penyakit kronis melalui apotek jejaring. Penelitian ini bertujuan untuk mengetahui kendala yang dihadapi serta solusi yang dapat diterapkan dalam implementasi Program Rujuk Balik di Apotek Kimia Farma 317. Metode yang digunakan adalah *mixed method* dengan pengumpulan data melalui kuesioner kepada 92 pasien PRB, wawancara mendalam dengan 5 petugas apotek, serta observasi lapangan. Hasil penelitian menunjukkan bahwa kendala utama dalam pelaksanaan PRB adalah kurangnya pemahaman pasien terkait prosedur PRB, kekosongan obat-obatan, serta kurangnya koordinasi antara FKTP dan apotek. Solusi yang diusulkan meliputi peningkatan koordinasi lintas pihak melalui pelatihan dan *platform* komunikasi resmi, optimalisasi distribusi obat dengan sistem dropping ke FKTP, edukasi pasien yang intensif, serta penambahan tenaga farmasi untuk mempercepat pelayanan. Diharapkan solusi ini dapat meningkatkan efektivitas implementasi Program Rujuk Balik di apotek jejaring BPJS.

Kata kunci: Apotek Jejaring, BPJS, Kendala, Program Rujuk Balik, Solusi

**CHALLENGES AND SOLUTIONS IN THE IMPLEMENTATION OF
THE BPJS REFERRAL BACK PROGRAM AT KIMIA FARMA
PHARMACY 317**

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ABSTRACT

The Referral Back Program (Program Rujuk Balik/PRB) is an initiative aimed at providing continuous care of patients with chronic diseases through BPJS affiliated network pharmacies. This study aims to identify the challenges encountered and propose applicable solutions in the implementation of the Referral Back Program at Kimia Farma Pharmacy 317. A mixed-method approach was used, with data collected through questionnaires distributed to 92 PRB patients, in-depth interviews with 5 pharmacy staff, and field observations. The study revealed that the main challenges in the implementation of PRB include the lack of patient understanding regarding PRB procedures, frequent stockouts of essential medications, and inadequate coordination between primary healthcare providers (FKTP) and pharmacies. Proposed solutions include strengthening cross-sector coordination through official communication platform and regular training, optimizing drug distribution through a dropping system to FKTP, providing intensive patient education, and increasing the number of pharmacy staff to improve service efficiency. These solutions are expected to enhance the effectiveness of the Referral Back Program implementations in BPJS-affiliated network pharmacies.

Keywords: BPJS, Challenges, Network Pharmacy, Referral Back Program, Solution