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KARYA ILMIAH : JURNAL ILMIAH

1

Judul karya Ilmiah (Artikel) : Collaborative Governance Framework in Health Care : A Qualitative Exploration of Hospital Pharmacy Management Reform at Hospital Setting In Indonesia

Jumlah penulis : 3 orang

Status pengusul : penulis ke 1

Identitas Jurnal Ilmiah : a. Nama Jurnal : Sys Rev Pharm
b. Nomor ISSN : ISSN 0976-2779 P-ISSN: 0975-8453
c. Volume, nomor, bulan, tahun: Vol.11 No. 4, 2020
d. Penerbit : Advanced Scientific Research
e. DOI artikel (jika ada): 10.31838/srp.2020.4.49
f. Alamat web jurnal : <http://www.sysrevpharm.org?term=Jardi+Warsono&sarea=>
g. Terindeks di Scimagojr/thomson Reuter ISI Knowledge atau di

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Penulis ke 1 (60 %) $\times 38,1 = 22,86$				22,86

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Artikel sudah lengkap sesuai dengan panduan gaya selingkung jurnal meliputi abstract, introduction, research question, theoretical framework, discussion and conclusion.

- **Ruang Lingkup pembahasan**

Artikel secara mendalam membahas tentang proses inovasi kebijakan farmasi di era Jaminan Kesehatan Nasional dengan menggunakan pendekatan collaborative governance. Proses inovasi kebijakan dieksplor secara komprehensif. Analisis teoritis sudah mencukupi untuk memberikan kontribusi konseptual. Artikel ini memberikan kontribusi empirik dan konseptual yang signifikan pada topik terkait.

- **Kemutahiran informasi dan metodologi**

Topik yang dibahas dan informasi yang disampaikan sangat relevan dengan perkembangan kebijakan kesehatan di Indonesia. Data yang disampaikan dalam artikel up to date dan metodologi yang digunakan mencukupi untuk menjawab pertanyaan penelitian.

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Prof. Dr. Dra. Endang Larasati, M.S

NIP. 195706181983032001

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HASIL PENILAIAN SEJAWAT SEBIDANG ATAU *PEER REVIEW*

KARYA ILMIAH : JURNAL ILMIAH

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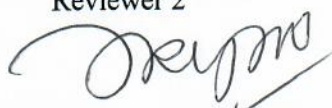
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d. Kelengkapan unsur dan kualitas penerbit (30%)	12			10
Total = (100%)	40			33
Penulis ke 1 (60 %X33) = 19,8				19,8

Catatan penilaian artikel oleh Reviewer :

- Kelengkapan unsur isi artikel :**
Artikel sudah sesuai dengan gaya selingkung Sys Rev Pharm. Penulis sudah memberikan informasi dan analisis yang memadai pada setiap unsur artikel. Akan tetapi artikel ini kurang sesuai dengan ilmu penulis pertama. Skor 3
- Ruang Lingkup pembahasan**
Ruang lingkup artikel ini sudah secara komprehensif membahas tentang perubahan kebijakan kesehatan dan kaitannya dengan implementasi inovasi kebijakan farmasi di tingkat lokal. Pendekatan collaborative governance secara tepat digunakan untuk menggambarkan dinamika internal dan eksternal dalam proses inovasi kebijakan. Skor 10
- Kemutahiran informasi dan metedologi**
Data dan analisis dalam artikel ini sudah sesuai dengan perkembangan kebijakan kesehatan dan farmasi di era Jaminan Kesehatan Nasional. Metodologi yang digunakan adalah memberikan kontribusi empirik yang menarik untuk kajian kesehatan di Indonesia. Hasil turn it in 20%
- Kualitas Penerbit**
Artikel dimuat pada Sys Rev Pharm jurnal internasional bereputasi dengan **H Index 11, terindeks scopus Q2. SJR = 0,3**

Semarang, 1 Juni 2020
Reviewer 2



Prof.Dr.Dra. Ari Pradhanawati , M.S
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Systematic Reviews in Pharmacy
Volume 11, Issue 4, 2020, Pages 337-341

Collaborative governance framework in health care: A qualitative exploration of hospital pharmacy management reform at hospital setting in Indonesia (Article)

Warsono, H.^a ✉, Hanani, R.^a ✉, Putra, H.D.^b ✉

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^bHalim Dwi Putra, Bengkalis, Indonesia Politeknik Negeri Bengkalis, Indonesia

Abstract

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Since January 2014, the Indonesian government has implemented national health insurance (NHI) policy which aims to achieve universal health coverage by 2019. Through the new insurance scheme, hospitals are obliged to reform its pharmacy management practices by following national formulary and implementing e-catalogue. However, researches on pharmacy management under the NHI suggests that hospitals as the forefront of health services have limited resources to manage competing interests that hamper the reform. In this paper we examine local hospitals' governing strategies and adaptations to implement the reform. Through extensive in-depth interviews with hospital managers, doctors and staffs at the hospitals pharmacy units in government hospitals in Central Java, we demonstrate the importance of collaborative governance in health care reform including pharmacy management. From the cases, we argue that the national's policy reform is only effective when hospitals' leaderships are able to create collaboration among stakeholders. Trust to leadership plays a crucial role in establishing organizational change including mitigating negative responses from actors that losing financial benefits due to the reform. © 2020 EManuscript Technologies. All rights reserved.

Author keywords

Collaborative governance Pharmacy management Public sector innovation

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SRP. Year: 2020, Volume: 11, Issue: 4

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Afiah Abdul Rassol Abdul Kareem, Ammar Jasim Mohammed

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» Abstract (?mno=4235) » PDF (<index.php?fulltxt=4235&fulltxtj=196&fulltxtp=196-1593612988.pdf>)

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Kabanov Oleg Vladimirovich, Starostina Julia Evgenievna, Zhadan Vladimir Nikolaevich, Rudavin Denis Anatolevich, Kazantseva Irina Anatolievna, Kudinova Anna Vasilievna, Lavo Roza Suleymanovna, Morozov Sergey Alexandrovich

SRP. 2020; 11(4): 01-05

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3. A Case of Death as the Result of Firing from Self-Made Firearms

Yu.V. Zbrueva, D.V. Bogomolov, V.A. Putintsev

SRP. 2020; 11(4): 06-08

» Abstract (?mno=97390) » PDF (<index.php?fulltxt=97390&fulltxtj=196&fulltxtp=196-1586170054.pdf>) » doi: 10.31838/srp.2020.4.02 (<http://dx.doi.org/10.31838/srp.2020.4.02>)

4. Differences in VO2 Max Based on Age, Gender, Hemoglobin Levels, and Leukocyte Counts in Hajj Prospective Pilgrims in Hulu Sungai Tengah Regency, South Kalimantan

48. **Identification and Antimicrobial Susceptibility of *Granulicatella adiacens* Isolated from Periodontal Pocket**
Harun Achmad, Andi Mardiana Adam, Surijana Mappangara, Sri Oktawati, Rizalinda Sjahril, Marhamah F. Singgih, Ingrid Neormansyah, Heri Siswanto
SRP. 2020; 11(4): 324-331
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doi: 10.31838/srp.2020.4.47 (<http://dx.doi.org/10.31838/srp.2020.4.47>)
49. **The Difference of Temperature and Storage Time on the Antioxidant Activity of Curcuma Ethanol Extract (*Curcuma zanthorrhiza*) using the DPPH**
Hendrik Setia Budi, Indah Pebriani
SRP. 2020; 11(4): 332-336
» Abstract (?mno=101618) » PDF (index.php?fulltxt=101618&fulltxtj=196&fulltxtp=196-1587708050.pdf) »
doi: 10.31838/srp.2020.4.48 (<http://dx.doi.org/10.31838/srp.2020.4.48>)
50. **Collaborative Governance Framework in Health Care: A Qualitative Exploration of Hospital Pharmacy Management Reform at Hospital Setting in Indonesia**
Hardi Warsono, Retna Hanani, Halim Dwi Putra
SRP. 2020; 11(4): 337-341
» Abstract (?mno=101619) » PDF (index.php?fulltxt=101619&fulltxtj=196&fulltxtp=196-1587708140.pdf) »
doi: 10.31838/srp.2020.4.49 (<http://dx.doi.org/10.31838/srp.2020.4.49>)
51. **Pharmacy Service Quality for Pharmacy Customer Satisfaction, Trust, and Loyalty**
Teddy Chandra, Layla Hafni, Gressy Novita
SRP. 2020; 11(4): 342-347
» Abstract (?mno=101622) » PDF (index.php?fulltxt=101622&fulltxtj=196&fulltxtp=196-1587708296.pdf) »
doi: 10.31838/srp.2020.4.50 (<http://dx.doi.org/10.31838/srp.2020.4.50>)
52. **Globalization and Problems of Modern Regional Economy**
Varvara Raphaelovna Markaryan, Litvina Kristina Yakovlevna, Kamchatova Ekaterina Yurevna, Chernova Vera Alexandrovna, Kozhushko Elena Anatolyevna
SRP. 2020; 11(4): 348-353
» Abstract (?mno=102820) » PDF (index.php?fulltxt=102820&fulltxtj=196&fulltxtp=196-1588077977.pdf) »
doi: 10.31838/srp.2020.4.51 (<http://dx.doi.org/10.31838/srp.2020.4.51>)
53. **Interleukin-6 Associated with Insulin Resistance in Non-Diabetic Predialysis Chronic Kidney Disease Patients**
Rendy Revandana Bramantya, Chandra Irwanadi Mohani, Soebagijo Adi Soelistijo
SRP. 2020; 11(4): 354-358
» Abstract (?mno=102821) » PDF (index.php?fulltxt=102821&fulltxtj=196&fulltxtp=196-1588079255.pdf) »
doi: 10.31838/srp.2020.4.52 (<http://dx.doi.org/10.31838/srp.2020.4.52>)
54. **Comparison of the 25(OH)D Levels Between Sarcopenia and Frailty in Elder Women: A Cross-Sectional Observation Analytic Study in Elderly Community in Surabaya**
Viranti Ayu Adyanita, Novira Widajanti, Sony Wibisono
SRP. 2020; 11(4): 359-364
» Abstract (?mno=102823) » PDF (index.php?fulltxt=102823&fulltxtj=196&fulltxtp=196-1588079367.pdf) »
doi: 10.31838/srp.2020.4.53 (<http://dx.doi.org/10.31838/srp.2020.4.53>)
55. **Hemoglobin Levels in Patients with Human Immunodeficiency Virus Naïve Therapy Containing Zidovudine in the First Three Months**
Prasetyaning Estu Pratiwi, Usman Hadi, Muhammad Vitanata Arfijanto

Visualization of Information in the Educational Process: Current Trends

Kabanov Oleg Vladimirovich¹, Starostina Julia Evgenievna², Zhadan Vladimir Nikolaevich³, Rudavin Denis Anatolevich⁴, Kazantseva Irina Anatolievna⁵, Kudinova Anna Vasilievna⁶, Lavo Roza Suleymanovna⁷, Morozov Sergey Alexandrovich⁸

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Article History:

Submitted: 16.01.2020

Revised: 21.02.2020

Accepted: 26.03.2020

ABSTRACT

It is known that eighty percent of people perceive and absorb experience that exists in a certain field of activity, mainly with the help of visual images. Reliance on the visual image provides the individual with the effectiveness of studying, reproducing and further developing his own experience, thinking, and activity. Thinking is a higher process of cognition, which is associated with sensory perception and is based on sensations and perceptions of the surrounding reality. It follows that the stimulus for thought processes is visually perceived objects, visual educational materials.

Keywords: Visualization, infographics, visual thinking, the effectiveness of infographics in learning, types of infographics, the educational situation.

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DOI: [10.31838/srp.2020.4.01](https://doi.org/10.31838/srp.2020.4.01)

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INTRODUCTION

An unlimited array of information coming from different sources to learners necessitates a search for a different approach to the visualization of information, since verbal thinking does not cope with the task. Modern students are dominated by visual mechanisms that provide the ability to process information flows with great speed and more holistically, simultaneously. Any information entering our brain, regardless of its nature, activates memories, thoughts and feelings in our minds. Such associations serve as the basis for the activity of the human brain. In psychology, associations are defined as the interconnection of unrelated events, objects or phenomena reflected in consciousness and fixed in memory. Psychologists note the great potential of the human brain to build associative connections, which exceeds its ability to store information [1,3].

The human brain processes significant amounts of information thanks to psychological mechanisms, such as the systematization and structuring of information. Systematization of data enhances the activation of the processes of perception, memorization, transformation of information, etc. Structuring information involves the allocation of important elements in information messages and the establishment of links between them [2].

In the scientific literature, such a form of cognition as thinking is considered from various angles: it is «a cognitive psychological process that completes the processing of information received from the outside world» and «a process of conscious reflection of reality in

its properties, connections and relationships, which include and objects inaccessible to direct sensory perception» [4].

In the process of visual thinking, an idea is formed about the algorithm of actions, the result of which is the work performed. In relation to teaching a drawing, the means of enhancing visual thinking are visualized educational materials in which a materialized action is recorded, that is, the action is presented in the form of a diagram, drawing, and infographic.

MAIN PART

There are various visualization techniques: infographics, scribing, storytelling. With their help, existing ideas, thoughts, stories can be systematized, transformed into new forms that will be more accessible to understanding. Visualization is actively used for presentations, for systematization of knowledge, for the effective presentation of new information [5]. Visualization methods are an effective way of learning. They develop figurative and conceptual thinking, allow for a systematic approach to a particular problem. This ensures the achievement of meta-subject educational results.

TYPES OF VISUALIZATION

1) Scribing is the latest presentation technique (from the English "scribe" - to sketch or draw sketches), invented by the British artist Andrew Park for the British organization that promotes scientific knowledge - RSA. The speaker's speech is illustrated on the fly with felt-tip pen drawings

Marketing Mix Strategies and Their Relationship with the Service Orientation of Community Pharmacies in Thailand

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Article History:

Submitted: 25.01.2020

Revised: 12.03.2020

Accepted: 05.04.2020

ABSTRACT

This research has examined the marketing mix strategies and their relationship with the service orientation of community pharmacies in the region of Thailand. To address this objective, a questionnaire was developed and distributed among the different members who are currently serving in community pharmacies of Thailand. with the help of 7 team members, a sample survey with 289 respondents was conducted where the data set of 247 respondents was found statistically good for conducting the descriptive analysis, factor loadings, and finally the structural equation analysis. Descriptive results have shown the overall data trends with the help of mean, standard deviation, kurtosis and skewness. Whereas factor loadings are providing the evidence for the individual item's significance in the latent construct. Finally, our results have shown that marketing mix strategies for the pricing, placing and promotion related activities are statistically significant to impact on the mean value of service orientation in the community pharmacies of Thailand. More specifically, the impact of promotion and placing is significantly positive for the service orientation while pricing is showing its adverse impact on service orientation of local pharmacies. However, no impact

of product related strategies on service orientation is found. This findings are providing a good insight for the policy making specifically in the pharmaceutical sector of Thailand. Furthermore, students, researchers, and researchers in the field of marketing strategies can reasonably get the proper understanding with the help of present findings. However, our research is confined to a reasonable sample, examining the barriers for the service orientation, and limited regional implications. Future studies are highly recommended to implement this research while taking the stated limitations under their consideration too.

Keywords: Marketing mix, Service orientation, Community pharmacies, Thailand..

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DOI: [10.31838/srp.2020.4.08](https://doi.org/10.31838/srp.2020.4.08)

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INTRODUCTION

To doctors, customers and clinicians, pharma marketing refers to the advertising of drugs and medical strategies by private and public organizations [1]. In the pharmaceutical industry, marketing is a top priority and on drugs an average American spending is around \$1000 [2, 3]. In the pharmaceutical industry, marketing is a top priority. Meanwhile, in pharma, most companies show a great part with so much spending on the marketing related activities. Based on the concept of stakeholder value, marketing is now the crucial and powerful force [4-6]. For customer requirements, marketing facilitates the pharma companies to identify and to provide good services based on the customer expectations. On investment, professional marketers are essential to take responsibility for the pharma branding. The pharma industry is developing at a percentage of five which shows a reasonable growth in the world economy [7]. Meanwhile, two main health care sectors like equipment and medical services are also under observation from the context of marketing and related activities.

For every drug, pharma companies spend just about \$2.6 billion for the purpose of bringing their products to the market [8]. Contrasting to research and development, most companies apply more on pharma marketing in duration of the general spending. In the current years, companies like Johnson & Johnson consumed more than double of their R&D on marketing related activities. However, pharma companies tend to spend on marketing related activities to serve their customers through an appropriate way. To explain this enormous number, pharma marketers are capable to identify some sufficient reasons. When it would be a time to market their project, most pharmaceutical

companies face many challenges. Looking for false claims and attracting litigation the pharmaceutical corporations is highly regulated. In order to attract the attention of prescribing physicians as well as their patients, there are wide range of various pharmaceutical marketing policies.

For fascinating the consideration of prospects, marketing related contents are crucial role players. The viewer desires to see between being excessively promotional and publishing content. To get attention online, social media is widely used by the pharmaceutical companies [9]. By drug manufacturers, newer pharmaceutical marketing strategies are working good for the facilitation of business firms [10, 11]. To market their applies many physicians use social media and are checking social media on regular intervals. However, to properly advertise the drugs on social media, it is very much important for the pharmaceutical companies to address the audiences in an appropriate manner because patients also get information online for their health condition and treatments. Being an effective pharmaceutical marketer, consuming a decent link with physicians is another way to get the success in the market. From sales representatives, physicians want to suggest pharmaceutical products to different customers and for this reason, physicians feel a sense of responsibility.

Among various, the four marketing mix components like product, price, place and promotion are playing their big role in the recent time [12]. Meanwhile, marketing promotional channels are also under observation in the literature to explore their significance in determining the overall success structure for the business [15-17]. The key purpose of this research is to examine the influence of marketing mix strategies through 4Ps on the value of service orientation in the local pharmacies of Thailand. The overall