

Research Article

Effectiveness of Health Officer Role as Communicators in Increasing Participation of Prolanis Participants Sufferer Hypertension at Public Health Centers

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ORCIDRudy Chendra: <https://orcid.org/0009-0007-6315-3185>**Abstract.**

Chronic diseases, especially hypertension, are society's most common health problems. One of the government's efforts is to collaborate with BPJS Health in managing chronic diseases, especially hypertension, through Prolanis (Chronic Disease Management Program). In its implementation, Prolanis involves the important role of health workers at public health centers. This research aims to see the effectiveness of the role of health workers as communicators in increasing the accountability of Prolanis hypertension services in public health centers. This research uses a qualitative approach by conducting in-depth interviews with informants. Data analysis utilizes a qualitative study's content during the data collection and interpretation process. The data that has been collected and processed will be presented in narrative form. The results of the research explain that Prolanis officers and participants gave a good assessment of Prolanis. As communicators, Prolanis officers have thoroughly understood the information about Prolanis so they can provide accurate education to Prolanis participants. The information provided includes the intensity and dosage of medication, the dangers of hypertension and the negative impacts of not taking medication regularly, how to control blood pressure, foods that should be consumed and avoided, and other information related to hypertension. Moreover, Prolanis officers also appear as good and polite communicators and use language that is easy to understand.

Keywords: Prolanis, hypertension, health officer role, public health center

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1. Introduction

Hypertension is a chronic disease that is one of the highest public health problems, because it has characteristics that can cause disability for sufferers, is permanent, and requires quite a long period of treatment [1]. Quoted from The Eighth Report of the Joint National Committee on Prevention, Detection, Evaluation, and Treatment of High Blood Pressure, hypertension is defined as a condition where a person has blood pressure ≥ 140 mmHg or ≥ 90 mmHg [2]. Over a long period, the condition of a person suffering from hypertension can cause complications from several other diseases such as stroke

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and heart attack. This condition will get worse if someone suffers from hypertension but does not realize that he has hypertension [3].

According to World Health Organization data in 2021, there are approximately 1.28 billion adults in the world who suffer from hypertension. In Southeast Asia, the incidence of hypertension reached 39.9% in 2020 [4]. Hypertension accounts for 50% of the causes of stroke and heart failure and is the main risk of death in Indonesia [5]. This makes hypertension known as a silent killer.

According to data from Basic Health Research 2018, the incidence of hypertension has increased by 8.3%, namely from 25.8% in 2013 to 34.1% in 2018 [6]. Furthermore, the South Sumatra Central Statistics Agency stated that the number of cases of hypertension in 2021 reached 987,295 cases, this number has increased by 342,191 cases from 2020, namely 645,104 cases [7]. Based on data from the Dempo Health Center Profile, Palembang City in 2021, the highest disease in the first place is hypertension with a total of 2,415 [8].

Considering the urgency of the hypertension problem in Indonesia, the government together with BPJS Health collaborated to form a program, known as Prolanis (Chronic Disease Management Program). Prolanis is one of the efforts made to overcome the incidence of hypertension in Indonesia. Prolanis is a service scheme in the health sector that uses a proactive and integrated approach by involving program participants, health service facilities, and BPJS Health to maintain and monitor the health of Prolanis program participants [9].

Prolanis focuses on promotive and preventive efforts, especially individual health education activities and health screening which aims to prevent the emergence of disease complications for registered participants with a parameter of 75% of participants visiting FKTP (BPJS Health, 2014). There are several services provided by Prolanis to participants, namely health consultations or counseling and health checks, supporting examinations, medicine facilities, and group activities [10].

In terms of planning, implementation, monitoring and evaluation of Prolanis, the involvement of health workers is important. The results of research conducted by, stated that health workers have a role in the Prolanis program of 21.63% which is the most influential variable in increasing Prolanis participant participation.

To carry out Prolanis effectively, communication is one of the important aspects required between health workers and Prolanis participants. Communication is a basic thing in human life. Communication has become the foundation for the creation of an integrated society or community so that information sharing can be shared to achieve common goals so the role of health workers as communicators is needed in

implementing Prolanis. Good communication skills are an asset for health center health workers because as communicators, officers can convey health information well. This is done to achieve the highest level of public health through accountable services provided by the Community Health Center as the service provider and Prolanis participants as service recipients. Because one of the main principles in realizing good governance is accountability. Accountability is needed to measure the extent to which the quality of public services including health services has been provided by established standards [11, 12, 13, 14].

Based on this background, this research aims to analyze the effectiveness of the role of health workers as communicators in increasing the participation of prolanis participants with hypertension at the Community Health Center.

2. Methods

This research uses a qualitative descriptive approach with in-depth interview methods, document review and observation. Data collection tools in this research were interview guides, notebooks, writing instruments, cellphones or cameras and voice recording devices. This research was conducted at the Dempo Health Center, Palembang City, from January 2023 to February 2023.

Qualitative research methods are research that intends to understand the phenomena experienced by research subjects (for example behavior, perceptions, actions, etc.), holistically, and using descriptions in the form of words and language, in a special, natural context. and by utilizing various natural methods [16].

This research uses primary and secondary data. Primary data comes from the results of in-depth interviews and observations conducted by researchers. The informants in this study consisted of Prolanis officers, namely the doctor in charge of UKP at the health center (1 person) and the person in charge of Prolanis at the health center (1 person), as well as Prolanis hypertension participants at the health center (5 people). Most of the informants were female (6 people) and male (3 people). Meanwhile, secondary data in this research comes from documents related to the implementation of Prolanis in community health centers.

3. Results and Discussion

Communication is the main key to the running of a program because communication is a connecting bridge between participants and program officers. Health workers as

communicators play a key role in health services because as communicators, health workers are tasked with providing information to participants, patients or the community. As good communicators, health workers must be able to pay attention to characteristics, for example, empathy, accountability, and patience to carry out good communication. These characteristics can be found if a person or health worker acts as a communicator in interpersonal communication [17].

The key to interpersonal communication in the health sector is the creation of understanding between officers and participants which can be described through the relationship between officers and patients which can have an impact on improving health, preventing disease, curing disease and restoring health [18]. Prolanis officers as communicators must understand the meaning of Prolanis itself. Based on the research results, it was found that the majority of officers understand the meaning of Prolanis itself, which is a program held by BPJS Health to make it easier for patients suffering from hypertension and diabetes mellitus to access maximum treatment. This will enable hypertension sufferers to prevent further disease complications.

This is in line with the Prolanis concept based on the Prolanis guidelines from BPJS Health, which states that Prolanis is a service scheme in the health sector with a proactive and integrated approach. The aspects involved in this program are participants, health facilities, and BPJS Health to keep BPJS Health participants stable to create optimal quality and degree of health with more efficient and effective financing. So having officers who understand Prolanis, can make it easier to convey information to Prolanis participants and can then lead to good assessments from Prolanis participants.

In carrying out their role as communicators, Prolanis officers conveyed some information to participants, the intensity and dosage of medication, the dangers of hypertension and the importance of taking medication regularly, checking blood pressure, as well as education about foods that should be consumed and avoided by hypertension sufferers as well as other information related to hypertension. The results of in-depth interviews with officers were reinforced by the results of in-depth interviews with hypertension participants who stated that the information obtained was about hypertension, health status information, program activities, foods that should be avoided, and program participants were also reminded to always be active and regularly visit the health center.

The communication skills possessed by officers in conveying information are non-technical skills related to social and cognitive [19], So that good communication can prevent giving wrong information to patients or program participants. As communicators, officers must be able to maintain their appearance, speech and language when communicating. Based on the research results, Prolanis officers in communicating with

program participants have a good and polite appearance and use language that is easy to understand. This is in line with research conducted by [20], which states that several factors can influence communication activities, namely :

Good appearance: Prolanis staff must look good and neat to give a clean, attractive and polite impression to patients in the health service process.

Mastering language, Prolanis officers should use language that is easily understood by participants to prevent errors in understanding by Prolanis participants.

Mastering the problem, Prolanis officers must provide solutions and understand the problems faced by Prolanis participants so that they can increase communication continuity.

4. Conclusion

Prolanis officers as communicators have an effective role in increasing the participation of Prolanis participants with hypertension at community health centers. As communicators, program officers understand the meaning of the Prolanis program itself so they can provide accurate information to program participants. Apart from that, prolanis officers as communicators also appear good and polite and use language that is easy to understand. With good communication, it is hoped that it can play a big role in the services provided and can increase the participation of Prolanis program participants with hypertension because there is good communication between participants Prolanis officers at the Community Health Center.

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