

ABSTRACT

IMPLEMENTATION OF THE JR CARE SYSTEM POLICY IN EFFORTS TO IMPROVE THE OPTIMIZATION OF CLAIM PAYMENT ACCURACY AT PT JASA RAHARJA CIREBON BRANCH

This study aims to examine and analyze the implementation of the JR Care System policy in efforts to improve the optimization of claim payments at PT Jasa Raharja Branch Cirebon. The JR Care System is an information technology-based service innovation that integrates data between hospitals and PT Jasa Raharja, enabling claim payment processes to be conducted more quickly, accurately, and transparently. The research method used is qualitative with a descriptive approach. Data was collected through interviews, observations, and documentation involving employees of PT Jasa Raharja Branch Cirebon and hospital staff. The findings of this study indicate that the implementation of the JR Care System policy has helped expedite the verification of medical expenses, reduce administrative errors, and improve administrative coordination. However, its implementation still faces challenges such as data synchronization issues. The main supporting factors include maintaining coordination and providing further guidance in the implementation of the JR Care system. The conclusion of this study is that the JR Care System is capable of improving the accuracy of claim payments at PT Jasa Raharja Branch Cirebon, but it needs to be improved with a better system to support the optimal effectiveness of the policy.

Keywords: Policy Implementation, JR Care, Claim Payment, Jasa Raharja