





SINONA (Ready to Deliver Your Medicine) Service for Outpatients at Health Service Center

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Abstract: This study aims to evaluate the feasibility, effectiveness, and user perceptions of SINONA in enhancing healthcare service delivery at La Mappapenning Regional Hospital, Bone, Indonesia. A qualitative-phenomenological approach was employed, involving semi-structured interviews with 12 patients and 3 employees, supported by observational data. The study analyzed user awareness, perceptions, and service quality using Rogers' innovation diffusion theory as a conceptual framework. Findings reveal that SINONA improves accessibility and patient satisfaction, particularly for those with time constraints or mobility challenges, by delivering medications safely and promptly. Despite these benefits, challenges such as delivery delays and limited interaction with pharmacists were identified, reflecting variability in user perceptions. The study highlights the service's potential to enhance healthcare equity and efficiency through innovative logistics and technology integration while recommending continuous user education, inclusivity, and system optimization. SINONA exemplifies the modernization of healthcare services aligned with social justice and contemporary public health needs.


1 INTRODUCTION


Outpatient medicine delivery is a response to challenges faced in traditional health systems, such as long queues at pharmacies, limited physical access, and geographical disparities. This innovation not only increases efficiency but also encourages better quality of health services, with a more personalized approach based on patient needs. Through the analysis of the philosophical, theoretical, and normative perspectives cited in this article, outpatient medicine delivery innovation is not just a technical change, but also a real manifestation of efforts to create social justice, improve community welfare, respond to the challenges of the times with adaptive and inclusive technology-based solutions. Therefore, innovation in public services in the health sector, especially in medicine delivery, is one of the strategic steps to

increase the accessibility and efficiency of health services for the community. This innovation can ensure that patients receive medicines quickly, safely, and on time, especially in times of emergency or for patients living in remote areas. Nevertheless, the results of preliminary research on the benefits, suitability, complexity, replication intensity, and testing of the results of the SINONA (*Siap Antar Obat Anda / Ready to Deliver Your Medicine*) service innovation are perceived differently by each patient because of their different characteristics (gender, age, type of work, perception of disease, time, place, behavioral ethics, and standards of service quality received). Therefore, this study explains the urgency and perspective of implementing Sinona service innovation in health service center. The concept of innovation according to Rogers (2002) is applied in this normative research which includes dimensions,

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namely: 1) Relative Advantage: Innovation has advantages compared to old solutions; 2) Compatibility: Innovation is by the values, norms, and practices of the social environment; 3) Complexity: The level of difficulty or complexity in adopting innovation; 4) Trialability: The ability to test innovation before deciding to adopt it permanently; 5) Observability: The ability to see the results of the use of innovation by others. These indicators help researchers see a picture of innovation that is understood and accepted by the community and ultimately shows the level of success of the dissemination of innovation at a certain level, context, and locus.

The results of this normative (literature) research are expected to provide benefits to various interested parties both theoretically and practically. Theoretically, it enriches the scope of public administration and administrative development as a focus of scientific study in the form of medicine delivery innovations based on the use of new technology, logistics, and processes that ease the medicine distribution from healthcare facilities (such as hospitals, pharmacies, or health center) to the patient. Likewise, this innovation revitalizes the function of application-based delivery services through collaboration (actor collaborative partnerships) with local delivery services or even the use of drones in hard-to-reach areas.

Practically, the results of this study provide benefits for both service providers and recipients to ameliorate both accessibility and acceptability, particularly for those living in distant places or with limited mobility, find it difficult to acquire medicine swiftly and directly. Additionally, it help promotes satisfaction among patients by saving their time, energy, and minimizes queue at medical facilities.

2 METHOD

Qualitative-phenomenological study employed at The Regional Hospital La Mappapenning in Bone, Indonesia (-4.731807, 120.056417), targeting about 30 random patients queued at the pharmacy section of the hospital. Sociodemographic (domicile, occupation, sex, and transport type), awareness, and perception to the Sinona service were collected by semi-administered interview. The interview and observation guidelines developed according to *Balanced Score Card* (BSC) at Peel Memorial Hospital in Vancouver Canada, and Mayo Clinic in the United States (Griffith et al., 2002; Riwu &

Wibowo, 2021; Sharma, 2009; A. R. Taufik, 2018), which emphasized the managerial aspects, user perspective, and sustainable organizational processes (see **Table 1**).

Data collecting process conducted on July 8th to 15th, 2024 (6 respondents per day). Interview notes were evaluated to identify biases. Finally, about 12 responses analyzed using interactive model (Miles et al., 2014) which includes data collection, data condensation, data presentation, verification, and drawing conclusions, consecutively. The remaining 18 responses were excluded due to possible bias in the response. Among the responses, 8 quoted as the *Sinona user*. Moreover, another response obtained from 3 employees from the pharmacy section (collected from 3 different shifts), which elucidated the managerial aspects of Sinona service. All interview were scheduled with the interviewees outside the hospital to ensure confidentiality.

Table 1. Interview guidelines for patients and employees

Dimension	Question [item coding]	Purpose
Sociodemographic	What is your current occupation? [Sc1]	To gather background information on the respondent's work profile.
	What is your mode of transportation when accessing health facilities? [Sc2]	To understand logistical constraints related to accessing health services.
	How far is your residence from the hospital (in kilometers or minutes of travel)? [Sc3]	To assess geographical accessibility.
	How busy do you acknowledge yourself to wait and follow all the process here? [Sc4]	To consider whether the users are workaholic or not
Awareness	Have you heard of the Sinona service before this interview? [Aw1]	To determine awareness levels about the Sinona service.
	If yes, how did you learn about the Sinona service? [Aw2]	To identify the communication

		channels effectively used for awareness.
Perception of Service	What do you think are the advantages of using the Sinona service? [Pc1]	To explore perceived benefits.
	What challenges do you associate with using the Sinona service? [Pc2]	To understand barriers to adoption.
	Do you feel the Sinona service aligns with your health and lifestyle needs? Why or why not? [Pc3]	To assess compatibility with personal values and practices.
Service Quality	Have you faced any issues with the safety or packaging of the medicines delivered? [Sq1]	To assess the quality and safety measures of the service.
	Would you recommend the Sinona service to others? Why or why not? [Sq2]	To understand overall satisfaction and likelihood of positive word-of-mouth.
	Does the payment worth? [Sq3]	To understand why they choose the service rather than to wait at the hospital
Managerial Aspects (*)	What role do pharmacy staff play in ensuring the success of the Sinona service? [Mg1]	To explore operational dependencies and bottlenecks.
	How are the delivery schedules determined and coordinated? [Mg2]	To understand the logistics and management of the service.
	What measures are in place to ensure confidentiality and safety of patient information? [Mg3]	To assess compliance with privacy and data protection standards.

*only for employees

Furthermore, normative study employed by observation. Several key points observed regarding

the implementation of Sinona service, related to its compliance with the Law and public service perspective (see below).

Table 2. Observational card

Category	Aspect to Observe	Das Sollen
Legal Framework	Compliance with Law Number 17 of 2023 concerning Health. [Comp1]	Required to obey the law
	Compliance with Minister of Health Regulation Number 72 of 2016 on Pharmaceutical Standards. [Comp2]	Meet all delivery timelines and service standards.
Implementation	Mechanisms ensuring quality and safety of medicine delivery. [Imp1]	Medicine handling for special cases
	Delivery timelines and adherence to service standards. [Imp2]	Medicine handling for special cases
Innovative Practices	Collaboration with third-party delivery services or adoption of new technologies (e.g., drones). [Ivp1]	Ensure inclusivity in the term of business
	Feedback mechanisms for ensuring continuous service improvement. [Ivp2]	Personal confidentiality

3 RESULT AND DISCUSSION

3.1 Awareness

About 8 of 12 respondents were *Sinona user*, which access the hospital either by bike or car (n = 6 / 2). Respondents were lived more than 5 to more than 10 kilometers or about 15 to 30 minutes of travel to the hospital. All respondents occupation were time consuming (need to work from office/field), which generally elaborated in their response to Sc4 as, "... *i need to go home quickly to rest ... waiting here just make me sore ...*" We found that the hospital has only been operating for 1 year, so majority of the patients were not from the local community.

3.2 Perception

Sinona were presented as an additional service by the new operated hospital. As a flagship program, all employee are responsible to promote the service. Respondent revealed that they easily found posters advertising Sinona. Moreover, employees will tell

them at the time they handed the receipt. Patient tell, "... they told us that if we do not wish to wait for the medicine, we could use the service and pay later at home ...". Philosophically, innovation in health services in outpatient medicine delivery refers to the "principle of utilitarianism" (collective welfare), social justice, and humanism in public service. In utilitarian ethical theory, it is taught that the right action produces the greatest benefit for the greatest number of people. Innovation in medicine delivery allows more patients, especially those who do not have time or are unable to come to health facilities, to get access to the medicines they need (Abu-Farha et al., 2022; Damaralam, 2020).

The Sinona service provides significant benefits for individuals seeking convenience and time-saving solutions when it comes to medication delivery. One of the main advantages mentioned by users is the ease of receiving prescriptions without having to visit the hospital or pharmacy in person. As one respondent shared, "... i no longer need to wait in long queues at the pharmacy or hospital, which saves me both time and energy ...". Additionally, users appreciate the comfort of having their medications delivered directly to their homes, especially those with mobility issues or busy schedules. "... being able to have my medicine delivered right to my doorstep means, i don't have to take time off work or arrange for transportation ...". one individual noted. This added level of convenience significantly enhances users' experience, as it removes barriers like transportation, long waiting times, and accessibility challenges. The urgency of this innovation is based on Rawls' (2020) view that a good social system must ensure an equitable allocation of resources, particularly for the most disadvantaged populations, as a reflection of moral principles. Medicine delivery for outpatients is a form of distributive justice in which health care are readily available to everybody, regardless of geographic location or socioeconomic status, which also reflects to the "principle of humanism," which emphasizes the need of honoring human dignity while satisfying fundamental requirements.

Theoretically, innovation in public health services in the case of medicine delivery is important because it teaches changes designed to improve individual and institutional performance and the effectiveness of government service delivery, as stated "... as someone with a chronic illness, i often find it difficult to leave the house. Sinona's service allows me to manage my health without the added stress of going to the pharmacy ...". According to experts (Bloch & Bugge, 2013; Gow, 2014; Misuraca & Viscusi, 2015),

innovation occurs through the use of technology, organizational change, and the development of new service models. The mechanism of digital-based medicine delivery through applications and virtual or Internet of Things regulatory systems (Sopyan et al., 2023) is one example of the application of public service innovation theory. This method not only increases the effectiveness of services but also makes services more responsive to community needs.

3.3 Service Quality

According to experts (Denhardt et al., 2018; Gruening, 2001), the efficiency, effectiveness, and responsiveness of services are carried out by adapting private sector management practices based on the theory of New Public Management (NPM) or the theory of New Public Service (NPS) based on the theory of democracy. In the context of SINONA (*Siap Antar Obat Anda/ Ready to Deliver Your Medicine*) service innovation, the use of technology and an organized delivery system is expected to increase the efficiency of the distribution process, accelerate services, reduce the administrative burden on health facilities, increase accountability and transparency in public services, and satisfy service recipients. Users appreciate the ability to bypass long queues at pharmacies and have medications delivered directly to their homes, a feature especially valuable for those with mobility challenges or chronic conditions. However, the service faces skepticism from non-users, who express concerns about reliability, such as timely delivery and medication safety, as stated "... i would consider using the service if i could be sure the medication would arrive safely and on time ...". This suggests that while the service offers substantial convenience, it may not yet have gained the trust of everyone, particularly those unfamiliar with the platform or who have concerns about delivery logistics.

Despite its benefits, the Sinona service is not without challenges. Delivery delays and the lack of personal interaction with pharmacists are common criticisms among users, with some finding the absence of in-person advice a drawback, as mentioned by the respondent "... once, i needed a prescription urgently, but the delivery took longer than expected, which was stressful ...". Moreover, "... i miss the personal interaction with my pharmacist when getting advice about my medication ...".

The urgency of this new public service is based on the theory of digital public services (Bertot et al., 2016) which teaches that public services are modernized

through the use of digital technology. Medicine delivery through online platforms or mobile applications reflects the trend of digitalization of public services which aims to accelerate access, reduce disparities, and provide more efficient and transparent services. As per today, ease of access is necessary and demanded. Respondent states that, “... *the service fits perfectly with my lifestyle because i work long hours and don't have time to visit a pharmacy ...*”. However, concern to the inclusivity on the hospital emphasized by the non-user, “... *we don't want that the service will only be good for those who pays more for the service ...*”. Subsequently, “... *the service should be fast, because it is their responsibility and indeed their evaluation criteria. Offering delivery service should be the second option when they are overloaded or something urgent ...*”.

3.4 Legal Compliance

The normative basis for medicine delivery services for hospital patients in Indonesia is Law Number 17 of 2023 concerning Health. This law regulates the right of everyone to obtain health services, including access to medicines. It also regulates the distribution of medicines by health service standards. Furthermore, it stipulates that hospitals must provide comprehensive services, including pharmaceutical services. Hospitals are required to provide safe, quality, anti-discriminatory, and effective health services, including medicine delivery.

On the administrative side, not all medicine can delivered by Sinona service. Some medicine required special handling, such as narcotics or psychotropic containing drugs, as mentioned by the employees, “... *we need to ensure that the medicine delivered only for generic purposes and does not require special handling ...*”, additionally, “... *pharmacy staff double-check my prescriptions, which gives me confidence that I'm receiving the right medication every time ...*”. Checking the right medicine as written on the receipt is necessary in the process. That is aligned with the Regulation of the Minister of Health Number 72 of 2016 concerning Standards of Pharmaceutical Services in Hospitals emphasized that psychotropics need special handling. It also regulates the standards for medicine distribution from hospital pharmacy installations, including the mechanism for delivering medicines to patients. Moreover, as per Regulation of the Minister of Health Number 9 of 2017 concerning Pharmacies. It is stipulated that pharmacies can provide medicine delivery services to patients with procedures that must guarantee medicine quality and speed of service.

One of the key responsibilities of the pharmacists is verifying prescriptions to ensure they are valid and legally authorized, in compliance with both national and international pharmaceutical regulations, as stated “... *the pharmacy staff ensures that my prescription is valid before sending it out for delivery, which reassures me that everything is being done legally and safely ...*”. Additionally, pharmacy staff are required to maintain accurate records of all transactions, as mandated by law, ensuring proper documentation and traceability of every prescription. This legal oversight helps ensure that the service operates within the boundaries of the law, preventing the misuse or mishandling of medications, while also protecting patients from potential legal and health risks. The regulation is a strong legal basis to support and regulate medicine delivery services to patients in Indonesia.

Experts and researchers (Kaplan & Norton, 2001; Riwo & Wibowo, 2021; Sharma, 2009; A. R. Taufik, 2018; Vitezić et al., 2019) previously understood that innovation as one of the dimensions to measure organizational (institutional) performance. Furthermore, it is stated that efficient and effective public health service performance-innovation measurement should be able to translate the organization's mission, vision, and strategy into operational goals and performance measures, both financial and non-financial performance measures.

2.2 Discussion

As a developing nation, Indonesia always struggles with the issue of limited public access to high-quality, reasonably priced healthcare. Even though there have been numerous approaches and initiatives up to this point, including public health services, increased investment in health services, improved service quality, and decentralization of the health system. The awareness of Sinona among users and non-users indicates that the service has been effectively promoted, leveraging tools such as posters and direct communication by hospital staff. Despite being a relatively new initiative from a newly established hospital, the majority of respondents were aware of the service. Expert studies (Ruliansyah, 2017; Siti et al., 2019; Zulu et al., 2015) revealed that the main cause of all these health problems lies in the limited access of the community to a reliable social-health security system. This aligns with the utilitarian philosophy of maximizing collective welfare and improving access to healthcare services. Nonetheless, some non-users remain hesitant due to concerns over reliability, delivery timeliness, and medication safety.

This skepticism underscores the need for the service to build greater trust and address these concerns comprehensively.

Data reveals mixed feedback regarding the quality of service provided by Sinona. Users appreciated the convenience and accessibility offered by the service, they also raised concerns about delivery delays and the lack of personal interaction with pharmacists. For many patients, particularly those with chronic illnesses, the ability to receive medications without leaving their homes significantly enhances their healthcare experience. However, the absence of personalized consultations with pharmacists diminishes the service's perceived value. Non-users also echoed concerns about medication accuracy and quality assurance. Those concerns aligned with the facts that health and social security are the main instruments and prerequisites for overcoming poverty, economic growth, and development, which requires coherent and effective policies (Rahman, 2018; Rosyadi, 2015; Setiawan, 2017).

Health service innovation is a future investment to improve the quality of human resources (HR), support sustainable development in the health sector, and play an important role in poverty alleviation efforts (Arsyad et al., 2020; Dwiyanto & Jemadi, 2013). Health sector development is directed at improving the quality, equity, and affordability of health services for the public. Public health services in the current digital era are characterized by competition, independence, and innovation in various fields and levels of the organization (Lavoie - Tremblay et al., 2017; Lee et al., 2018; A. Putra et al., 2017; R. M. D. Putra, 2018; Zulu et al., 2015). Health services do not only rely on accessibility, acceptability, and patient satisfaction (Ali, 2016; Faezipour & Ferreira, 2013; Hsieh & Kagle, 1991; Prasajo, 2017; Raivio et al., 2014; Ruliansyah, 2017; M. Taufik et al., 2017), but also involve responsiveness to demands for quality health services which are the main needs for most of the population or citizens. Likewise, the increasingly fierce competition between public service providers requires innovative ideas to be able to meet shared expectations in all aspects of life.

Innovation in public health services is one form of effort to improve the quality of people's lives. This innovation is understood as the application of the concept of social justice, efficiency, and state responsibility in realizing general welfare. Thus, medicine delivery for outpatients is a form of creativity-based innovation that reflects a change in

the paradigm of health services towards a more inclusive, responsive, and technology-based system.

Based on the understanding of experts and researchers, research on innovation in public health services in medicine delivery for outpatients is approached through various perspectives of innovation theory. Innovation according to (Rogers, 2002) can be applied in public services at certain loci, including in the health sector by carrying out five stages in its dissemination, namely: 1) awareness stage, 2) understanding stage, 3) evaluation stage, 4) adoption stage, and 5) consolidation stage. Meanwhile, its application in health services includes efforts to: 1) ensure that health professionals understand the innovation and its benefits, 2) facilitate evaluation by health professionals of the effectiveness and safety of the innovation, 3) ensure that the innovation is easy to use and practice by health professionals, and 4) help health professionals to integrate the innovation effectively into their work practices at health service centers (hospitals, health centers).

According to experts and researchers (Gani et al., 2021; Hafizh, 2016; Purwanto et al., 2020; Syam et al., 2018) hospitals are service centers that have greater value-added service for patients, customers, employees, and the community that support local, regional, and national economic growth when their management is based on creativity and innovation that is valuable to the public. Therefore, to assess the success of the service innovation being implemented, it is necessary to conduct research at the locus of the Regional Technical Implementation Unit (UPTD) of the La Mappapenning Regional General Hospital (RSUD) in Bone Regency, because some consider that several hospitals with the status of public service agencies (BLU) still only focus on the success of their service programs on financial aspects and equal distribution of services alone.

Experts and researchers (Abu-Farha et al., 2022; Damaralam, 2020; Lavoie-Tremblay et al., 2017; Nolte & Organization, 2018; A. Putra et al., 2017; R. M. D. Putra, 2018; Suwarno, 2008; Zulu et al., 2015) stated that innovation in public sector services, including medicine delivery services for hospital patients, is a breakthrough in overcoming the pathology of public administration and health services in certain loci, including at the Regional Hospital La Mappapenning. Bertucci (2004), stated that the importance of innovation in public sector services is based on considerations of democratization of services, international agreements, the occurrence of imbalances in the

distribution of superior human resources, better bureaucratic order, privatization, and outsourcing in organizations (institutions). Furthermore, innovation in public health services is implemented to increase efficiency and effectiveness and reduce waste of budget spending because public sector organizations are faced with a scarcity of resources and budget constraints (Mochammad, 2019; Muluk, 2015).

4 CONCLUSIONS

The findings of this study emphasize the significant potential of the SINONA innovation in transforming healthcare service delivery through enhanced accessibility and efficiency. SINONA offers clear advantages over traditional methods, aligning with community values while addressing challenges such as geographic and logistical barriers. Despite varying perceptions based on patient characteristics, SINONA demonstrates its feasibility and effectiveness in ensuring timely, safe, and equitable medicine delivery. This innovation not only contributes to improving public health outcomes but also represents a critical step toward advancing inclusive, adaptive, and collaborative health service innovations that align with contemporary technological advancements and social justice goals.

Further improvements also require to address the complexities and challenges associated with the adoption and implementation of SINONA. These include enhancing user education to improve understanding and acceptance, streamlining technology to ensure ease of use, and promoting inclusive partnerships with delivery services to expand reach, particularly in remote or underserved areas. Moreover, continuous evaluation and feedback mechanisms should be integrated to adapt the service to diverse patient needs and ensure equitable access.

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