

**ESTABLISHMENT OF A POLYSOMNOGRAPHY UNIT IN PERPETUAL HELP  
MEDICAL CENTER, BINAN CITY, LAGUNA**

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**ABSTRACT**

The Perpetual Help Medical Center Polysomnography Unit is planned to be located inside the Perpetual Help Medical Center Binan in Sto. Nino, Binan, Laguna. Pulmonary section will be handling the PHMCB PSG Unit which is an extension of the services that the section offers and PHMCB PSG Unit deals with diagnostic and therapy of sleep disorders. Perpetual Help Medical Center Pulmonary section consists fourteen personnel one of which is the Chief Respiratory Therapist, and two or more therapists may be assigned to Polysomnography Unit. They will serve the in-patients or out-patients as prescribed by the attending physician of those patients who resides on Barangay Sto. Niño and other nearby communities. Perpetual Help Medical Center Polysomnography Unit will undergo strategic management process to be competitive. The major purpose of this study is to develop a corporate strategic business plan that would enhance the competitiveness of the company in order to accomplish its long-term goals and short-term objectives. This study used the descriptive method of research. This method involves observing and describing the behavior of the subjects in without influencing it in any way; and in this study refers to the external and internal environment of the Perpetual Help Medical Center Polysomnography Unit. The researcher conducted focus group discussions that designed a strategic business plan for Perpetual Help Medical Center Polysomnography Unit. It was focused on the accumulated data, other observations and company issues from other hospitals and facility that offers PSG. The researcher also weighed and rated concerns of the Perpetual Help Medical Center Binan Polysomnography Unit.

Overall, the results of the study stated that: (1) The external factor evaluation (EFE) matrix of Perpetual Help Medical Center Polysomnography Unit is 2.78 which means minor threat has a strong profit potential based on their opportunities in health care plan changes, improved socio-economic status of the people and of its good strategic location. (2) The internal factor evaluation (IF) matrix of Perpetual Help Medical Center Polysomnography Unit is 3.05 which means minor strength should pursue competitive strategies as it is fairly competing in a stable sleep study industry. (3) Presence of highly qualified competent respiratory therapists and staff will be capitalized as part of the strategy. Continuous improvements on services with the aim of making the hospital really customer friendly, and serving its customer with excellence would differentiate the Perpetual Help Medical Center Binan Polysomnography Unit from its competitors. (4) The growing population in the vicinity increases the potential market, thus, an increase in revenue and its profitability. The populace in the in the Barangay of Sto. Niño, in the municipality of Biñan, and its neighboring cities and municipalities, plus the growing population of migrants from the industrial sector shall be the target market. (5) Profitability analysis showed that PHMCB PSG Unit has an average of 40% operation margin ratio yearly is projected. Payback will be realized as early as 1 year and 6 months. By the end of each year of operations, PHMCB PSG Unit will be evidently profitable with its

Net Income after tax of P1.2M for the first year, P1.6M for the second year, and P2.3M for the third year.

**Keywords:** Polysomnography Unit, Business Plan, SWOT Analysis, Focus Group