

HEALTHCARE SWOT ANALYSIS

Organization: _____

Date: _____

Department: _____

Analyst: _____

STRENGTHS (Internal)

- *High patient satisfaction scores*
- *Board-certified specialist retention*
- *State-of-the-art diagnostic imaging*
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WEAKNESSES (Internal)

- *Aging physical infrastructure*
- *High staff turnover in nursing*
- *Legacy EHR system limitations*
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OPPORTUNITIES (External)

- *Expansion of telehealth services*
- *Partnership with local universities*
- *Population growth in catchment area*
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THREATS (External)

- *Rising cost of medical supplies*
- *New urgent care competitors nearby*
- *Changing reimbursement regulations*

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Strategic Planning Document ~~â€œ~~ Internal Use Only