Special Aid Center

Student Name

University Name

Date

Special Aid Center

The Special Aid Center(SAC) is a well-established health care facility. There is a wide variety of services that are offered at the facility. Due to this variety, the facility has employed many employees. The facility faces many challenges which it fights to deal with in the competitive health care service provision industry. A Strength, Weaknesses, Opportunities, and Threats (SWOT) analysis could come in handy towards the determination on what the facility may face. With the findings of the facility’s SWOT analysis, it is possible to formulate strategic goals which if accomplished the facility will have improved on the weak areas.

**Strengths**

The SWOT analysis yielded the following results. Firstly, as far as the strengths are concerned, it was discovered that SAC has employed a substantial number of employees;this enables it to provide good health care services. It also boasts of employing health practitioners that are highly educated. There are several consultants that work at the facility on a permanent basis. This has enabled the facility to offer specialized health care services to patients diagnosed with or seeking a diagnosis on critical and uncommon illnesses. The service delivery at the facility is patient focused. With this method of service delivery the patient is assured of good and quality services (Mirzaei et al., 2013). The facility also specializes on heart and brain illnesses and also doubles as a referral center.

**Weaknesses**

As far as the weaknesses are concerned, it has been determined that there is the unethical use of time at the facility by the staff members. It is noticeable that the staff members are wasting too much time doing non-essential activities and taking personal breaks. It has also been determined that SAC’s competitors are better at time management in the context of the staff members. There is need to improve on the time management skills of the staff members. It is also critical that as system is developed that will help the management to track the employee’s activity and performance. Notably, other companies consider the laxity and poor time management of the staff members to be a major weakness.

**Opportunities and Threats**

The SWOT analysis brought to light the opportunities available to the facility which include the ability and capacity to expand and accommodate more specialists. This capacity includes financial capability. Also, as a result of employing highly educated staff health practitioners, the facility is highly regarded by other facilities and considered to be a go to facility when it comes to complicated conditions. Nonetheless, it faces several threats such as remuneration packages. Often, they demand a raise and as a result this continually offers a great level of pressure on its financial sustainability. With continued competition on the services offered, the facility is at threat or running out of ways to stand and remain strategically placed before the client (Moseley, 2017). Also, there is no sustainable financial support for the facility. As such, the specialized health care services provided by the facility are not sustainable for the long term unless the facility secures sustainable finances.

**Strategic Goal**

One strategic goal that the organization could adopt is the development of a strategic salaries and remuneration policy. This policy could be developed to deal with the remuneration issues. When staff members are satisfied with their remuneration and they are convinced and well informed of their rightful remuneration, they are likely to function better and be more effective and settled (Mokaya, Musau, Wagoki, & Karanja, 2013). As such, this cannot go unattended. According to Terera and Ngirande (2014), there is a direct relationship between employee satisfaction and job retention as well as performance. Job satisfaction is affected by the employee remuneration. When the employee is given a remuneration package that coincides with their efforts at work, then they get motivated to perform better.

**SWOT Analysis: Special Aid Center**

|  |  |
| --- | --- |
| **Strengths*** The health care facility has employed a substantial number of employees enabling it to have a good patient to staff member ration that allows for prompt service delivery.
* It boasts of employing health practitioners that are highly educated.
* There are several consultants that work at the facility on a permanent basis. This has enabled the facility to offer specialized healthcare services to patients diagnosed with or seeking a diagnosis on critical and uncommon illnesses.
* The service delivery at the facility is patient focused. With this kind of service delivery methodology, the patient is assured of good and quality services (Mirzaei et al., 2013).
* The facility also specializes on heart and brain illnesses. These are areas that are covered by the specialists. It is important to note that most facilities do not offer such specialized services and patients diagnosed with such illnesses have to be referred to other hospital such as Special Aid Center. As such, other facilities consider the Special Aid Center to have this as a major strength.
 | **Weaknesses*** The identified areas of weaknesses include the unethical use of time at the facility by the staff members. It is noticeable that the staff members are wasting too much time doing non-essential activities and taking personal breaks.
* Competitors are better at time management in the context of the staff members.
* There is need to improve on the time management skills of the staff members. It is also critical that as system is developed that will help the management to track the employee’s activity and performance.
* Other companies consider the laxity and poor time management of the staff members to be a major weakness.
 |
| **Opportunities*** The facility has the ability and capacity to expand and accommodate more specialists. This capacity includes financial capability.
* As a result of employing highly educated staff health practitioners, the facility is highly regarded by other facilities and considered to be ago to facility when it comes to complicated conditions.
 | **Threats*** With the attitude that it has the best brains in the medical fraternity the staff members at the facility are often found to be on edge regarding their remuneration packages. Often, they demand a raise and as a result this continually offers a great level of pressure on its financial sustainability.
* With continues competition on the services offered, the facility is at threat or running out of ways to stand and remain strategically placed before the client (Moseley, 2017).
* There is no sustainable financial support for the facility.
* The specialized healthcare services provided by the facility are not sustainable for the long term unless the facility secures sustainable finances.
 |

References

Mirzaei, M., Aspin, C., Essue, B., Jeon, Y. H., Dugdale, P., Usherwood, T., & Leeder, S. (2013). A patient-centered approach to health service delivery: improving health outcomes for people with chronic illness. *BMC health services research, 13*(1), 251.

Mokaya, S. O., Musau, J. L., Wagoki, J., & Karanja, K. (2013). Effects of organizational work conditions on employee job satisfaction in the hotel industry in Kenya. *International Journal of Arts and Commerce, 2*(2), 79-90.

Moseley, G., III. (2009). *Managing health care business strategy.* Sudbury, MA: Jones and Bartlett Publishers. ISBN-13: 9780763734169

Terera, S. R., & Ngirande, H. (2014). The impact of rewards on job satisfaction and employee retention. *Mediterranean Journal of Social Sciences, 5*(1), 481.