HALTHCARE SWOT ANALYSIS

Institutional Affiliation

Name

Date

Healthcare SWOT analysis

John Hopkins Hospital

**Brief statement on the hospital**

John Hopkins Hospital is situated in Baltimore, Maryland. It is one of the leading medical healthcare facilities in the United States and is playing a crucial role in research and treatment. It has a global presence as it handles patients from all over the world (WHO, 2008). In that respect, it is a facility of interest and forms the foundation of the SWOT analysis to determine its operational environment with the primary focus on financing, productivity, and marketing.

**The SWOT analysis of John Hopkins Hospital**

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| **Strengths*** The facility has a huge financial capability that it can use to enhance its activities.
* It has a huge base of customers. Essentially, there is a group of clients that are loyal to the hospital and would not permit to receive healthcare services apart from John Hopkins Hospital.
* It has invested heavily in research and therefore uses modern instruments and medicines to provide services to its clients.
* Its global presence gives it an opportunity to find ways of expanding its activities to various corners of the world.
 | **Weaknesses*** The facility’s marketing function focuses on the upper level of income earners in the society. As a result, it is not accommodative to all the classes in the society.
* John Hopkins provides services at very expensive rates compared to other similar organizations. In the long run, it hinders some individuals from enjoying their services.
* Finally, the hospital spends a lot of resources to manage its research activities and to maintain its global presence. Besides, it is also threatened by its rapid expansion which poses managerial challenges.
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| **Opportunities*** The institution still has a chance to venture into some of the various parts of the world. Moreover, it already has an excellent reputation upon which it can use to expand its presence.
* It has a massive investment in technology, and that gives it a competitive advantage over the other competitors. It can use this power to improve its efficiency in service delivery.
* The hospital can use its training school to train medical practitioners according to their standards and that in fundamental in both cost management and professional compliance.
 | **Threats*** The facility is facing intense competition from other established organizations all over the world. It, therefore, has to do a lot to provide efficient and satisfactory services to its clients.
* The emergence of hospitals that provide cheap medical healthcare has the potential of interfering with its expansion plan since its costs are expensive.
* Finally, the institution faces a threat from the emergence in alternative medicines especially from other institution such as religious organizations that advocate for natural medicines to cure diseases and avoid hospitals.
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**Analysis of a concept from each section**

Strength

 The hospital has a strong financial backbone of about 7.7 billion dollars. It has assets and commercial property that make it so active in the market. It can use this strength to develop its operations in the world. Moreover, it can use it to invest in other ventures that can improve its profitability and efficiency in service delivery.

Weakness

 The fact that the hospital is expensive denies it an opportunity to have clients from all social and economic classes. In that line, the competitors can decide to take advantage and start offering cheap medical services that may be appealing to the lower income earners.

Opportunities

 The hospital is expanding very fast and still has a chance to grow. Due to its loyal customer base and its quality service delivery, it is capable of exploiting those two factors to establish itself as the leading provider of medical services in the world.

Threats

 The competition is so intense in the field of medical services. A lot of established facilities have upped their game and are providing equally quality services at lower costs. That poses a threat to the existence of the firm, and it has to find alternative ways to maintain its hold on the market.

**Goals to improve the weaknesses**

There is a need for the hospital to have the means to reducing the cost of its service delivery. The hospital should aim at coming up with strategies to ensure that it caters for all the classes of the society. It should be dedicated to finding cheaper ways of providing healthcare that satisfies all the categories of the society.

**The action plans on how to improve the weakness**

The first action that the management needs to take is to utilize its technological advancement to its advantage entirely. The hospital has one of the most sophisticated technical programs in the entire United States, and that should be helpful in carrying out its mandate. That should be followed by the opening of various branches all over the world to ensure that patients do not have to travel to the United States to receive medication (Shepard et al, 2013). Besides, it will be in a position to use its locally trained medics and send them to work in various regions. In the long run, the costs of operation will have reduced, and the hospital will cover all patients without discriminating against the less fortunate.

References

Shepard, J., Ward, W., Milstone, A., Carlson, T., Frederick, J., Hadhazy, E., & Perl, T. (2013). Financial impact of surgical site infections on hospitals: the hospital management perspective. *JAMA surgery*, *148*(10), 907-914.

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