**SWOT Analysis of a Community Healthcare Partnership**

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The current realm in the healthcare sector is focused on partnership prospects, in which healthcare providers are teaming up with various primary and specialty providers. There are major reasons these healthcare sectors are partnering such as containment of rising economic demands, efficiencies created when staff work in interdisciplinary teams, policy changes for improved care through coordination/services access, and that a single point of entry to multiple providers enhances greater convenience (Basu et al., 2017).

The healthcare partnership with community enhances benefits such as reducing unnecessary emergency room visits and reducing the rate of readmissions within 30 days of discharge. Similarly, the providers work together in collecting information concerning the health issues affecting the community. They provide treatment and medication/prescribe drugs to improve their health outcomes. Despite the positive outcomes that result from partnership, there are risks associated with them that an organization should identify before pursuing (Capobianco, 2015). This assignment addresses SWOT (strengths, weaknesses, opportunities, and threats) analysis as a tool to weigh the benefits and risks associated with partnership. The proposed community health/nonprofit hospital partnership is Partners Healthcare Inc.

**SWOT ANALYSIS**

SWOT analysis is a tool used by organization for both strategic planning and management. In healthcare, SWOT analysis is used to identify the external and internal factors that maybe a benefit or risk to the organization. Organizations that use SWOT analysis have positioned themselves in the market and have remained competitive. As stated earlier, there are four components that entail the SWOT analysis, which are strengths, weaknesses, opportunities, and threats. Strengths and weaknesses are the internal factors that affect the organization, while opportunities and threats are external factors for the organization (Gürel & Tat, 2017). Strengths and weaknesses are considered as the information collected from internal aspect of the organization, which are controllable. Opportunities and threats comprise information collected from outside the organization and are largely uncontrollable.

In carrying out a SWOT analysis, it is essential to open up the process to the staff members of the organization. Each personnel are required to spend their time individually before the group activity and respond in detail to the questions required or those that the group will consider. The individual research helps in preventing groupthink and less vocal staff to share their thoughts. It is recommended that the staff should be realistic on the organizational strengths and weaknesses, be specific, back up responses with evidence, and prioritize responses based on their importance. SWOT analysis for partnership checklist highlights the major questions behavioral health providers must identify prior to their partnership (Capobianco, 2015). SWOT is not only a detached analysis, but it is also used by leaders in gathering the required information for formal analysis.

**SWOT FINDINGS**

After a thorough review of the SWOT analysis, there are various internal and external factors affecting Partners Healthcare Inc. While it is an essential concern for the organization to enter into a partnership, it should identify any areas that would affect its performance. There are various strengths identified for Partners Healthcare Inc., which include ethics in delivery of services, good reputation, advanced technology, large stream of revenue, supportive health systems, effective collaboration in the community, and supportive local medical society. Advanced technology for the organization has a critical role for quality services. The research has been promoted by high tech resources (Harrison & Thompson, 2014). The organization has essentially fostered on technology advancements for improved research. Currently, the organization is considered to be the center for research and health. The technology has improved security as patient fingerprints are taken for identification purposes. Fingerprints are used for reducing unnecessary emergency room visits. As the center for research and health, Partners Healthcare Inc. has increased its flow of revenue. The facility has therefore invested in different ventures and can provide quality services to the community. Similarly, higher revenue means the facility can do more research on medicine and promote better services to the community. The facility also promotes ethics in delivery of services to the patients. In some facilities, they are not supportive enough when it comes to the provision of services. The facility has incorporated ethical standards in its delivery of services (Gürel & Tat, 2017). A good reputation has also built a name for the facility and therefore attracts a wide range of population. Partners Healthcare Inc. has supportive health systems, is very collaborative with the community, and is highly supported by the local medical society.

The company similarly faces weaknesses which include ineffective health care engagement, little workforce training on the region, low funding for care and strategic initiatives, reimbursement is challenging when it comes to patient care, and a weak organizational culture. As noted, there is ineffective health care engagement because the staff is not committed in the provision of services. As such, it has delayed the provision of healthcare to patients who need it the most. The workforce has little knowledge of the region which can affect how they provide their services to the community. Indeed, the majority of the population might not acquire the care provided by this facility (Madsen, 2016). The facility has also limited funding for care and strategic initiatives which could hinder how they provide services to the community. Reimbursement is challenging when it comes to patient care and therefore most patients will not engage in the partnership as they may not be compensated. The facility is also hesitant in accepting insurance cards from some local institutions which is challenging for some residents as they cannot access health services due to high costs. Since they are not able to pay for the health services, the locals seek services elsewhere thus reducing the organizations reputation.

There are various opportunities for this facility that will promote its partnership and possibly lead to success. The initial opportunity is to come up with strategies meant to reduce unnecessary visits to the emergency rooms such as creating a community-based care transition program. The organization can develop a technology that can monitor how and why the visitors come to the facility. The facility also has the opportunity to develop a technology to monitor the patient’s recovery process to reduce the rate of readmissions within 30 days of discharge. Most patients are readmitted frequently because there is no technology to signify if they have successfully recovered. The facility should also be willing to form new partnership with a common vision with other hospitals, which will reduce unnecessary competition and focus on the quality of care (Capobianco, 2015). The facility has the opportunity to increase service delivery within the community it serves which will increase the number of patients it has been served. Moreover, more research and health institutions will be provided in the community for education purposes on health. The facility should have the opportunity to coordinate training resources in the community for health needs.

There are threats that will definitely affect the outcome of the partnership. A major threat is the need to reduce healthcare costs and improve care amongst patients. While the facility has a higher cost of care, it also has improved care to the community. However, the surrounding healthcare facilities provide cheaper services but have decreased revenue for the facility. While the facilities do not provide quality healthcare, patients who cannot afford the higher cost in our organization have opted for these organizations. Existing competition in the state has affected its performance hence it might not offer quality services to the patients. Considering it is a nonprofit organization the outcomes will depend on volunteers, its services and therefore, income will eventually reduce. The facility might not entirely use its extensive capabilities required for effective care in the community, which, would affect a patient’s outcome and overall health (Hanley & Guillot, 2017). Because of high costs, less than ideal outcomes for patients will be witnessed. The facility would lack enough alternatives for healthcare workers if other healthcare facilities continue to provide cheaper services to the people.

**SUMMARY**

Essentially, partnerships improve the quality of services, finances, and organizational position. However, if poorly perceived it can drain the organization. SWOT analysis can help organizations set priorities, access options, and use their findings into their strategic plan. SWOT is a vital tool used by organizations to develop strategies that help them grow. In the market environment, it is likely that there are factors that could improve the performance of a firm or drain it. An understanding of these environmental factors can support an institutions consideration of the most appropriate ways to manage risks and improve areas that would lead to success. In reference to the SWOT, Partners Healthcare Inc. has the potential to partner in community health despite the risks. The facility is well set up and has the capability to compete with the existing firms since it promotes quality over costs. Partners Healthcare Inc. also has advanced technology to help it manage its processes and any changes that might affect the healthcare sector. The facility operates on ethical standards that govern every organization the United States. These standards ensure the facility is transparent, responsive, and clear to the services they provide. Partners Healthcare Inc. has been operating for years and has the right structure with the correct equipment for quality care. Finally, it can utilize the opportunities to boost its services and promote quality by making effective strategies for partnership.

**SWOT ANALYSIS**

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| A drawing of a face  Description automatically generated | INTERNAL | EXTERNAL |
| POSITIVE | Strengths   * Ethics in delivery of services * Good reputation * Advanced technology * Large stream of revenue * Supportive health systems * Effective collaboration in the community, and * Supportive local medical society. | Opportunities   * Come up with strategies to reduce unnecessary visits to the emergency rooms. * Develop a technology to monitor patient’s recovery process to reduce the rate of readmissions within 30 days of discharge. * Form new partnership with common vision amongst hospitals. * To increase service delivery within the community * coordinate training resources in the community |
| NEGATIVE | Weaknesses   * Ineffective health care engagement * Little workforce training on the region * Low funding for care and strategic initiatives, * Reimbursement is challenging when it comes to patient care, and * Weak organizational culture | Threats   * Reduce healthcare costs while improving care. * Existing competition * Not entirely using its extensive capabilities required for effective care in the community. * Less than ideal outcomes for patients will increase. * No enough alternatives for healthcare workers |

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