SWOT Analysis for Healthcare Practice
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Changing environment
How is it changing?
2018 Trends

- **New**...now fear of regulatory changes
- Retail clinics
- ACA...and all its confusion and impacts
- Narrow networks
- Data and actually using it
- Extenders...Opportunity or Threat
- Practice Acquisitions
- How to prove quality
- Cyber security
- Telemedicine
- Private Equity entering healthcare space

Other Trends in Healthcare (just a few)

1. Network development (IPA, group practice without walls, supergroups)
2. “Real” competition
3. Consumerism
4. Bundled Payments
5. Downward pressure on reimbursement
6. Commodityization of healthcare
What is a strategic plan?

- What do we do it?
- How do we do?
- For whom do we excel?
  - (How can we beat or avoid competition?)

Real World Examples

- Target – KMart
- Blackberry – iPhone
- BMW – GMC
- Hardee’s – Sonic
- Blockbuster – Netflix
- Mayo Clinic – United Healthcare
If strategic plans are so great ... what's stopping us?

- Routine
  - Next week is always sneaking up
- Fire
  - Is there a fire in the belly to prepare your business?
- Knowledge
  - I wasn't trained for this...
- Guts
  - This takes courage.
  - This takes criticism.
  - This takes the ability to not only recognize, but to do.

Sounds too academic?

- Learning to Play Tennis
- Driving a car
- Having kid(s)
How do I do this? Simple please ...  
• Get a pencil, pen, iPad, Surface, Yoga, etc.  
• Get a quiet spot  
• Ask yourself the first three questions  
• Think  
• Write down your answers

Now what?  
We have always talked about this but ...  

Healthcare is changing very, very rapidly. Preparation is no longer an option, it will be a requirement for future success. Hanging out a shingle is no longer the only requirement for success.
S.W.O.T. Analysis
S.W.O.T. Analysis

An average practice in __________, USA

Requires ACTIVE participation

Obstacles to planning

1. Physicians as Business Owners
   • A helpful analogy for physicians may be to relate a strategic plan to a clinical plan.
   • If the physician’s are not engaged as business owners … this will be a difficult task to accomplish.
Obstacles to planning

2. Time
   • Time is of the essence is an understatement. Preparation is truly the key to success.
   • Suggestion: Instead of listening to a pharmaceutical rep for lunch … take some time to talk about the practice. Make it a priority.

Obstacles to planning

3. Money
   • You gotta spend money to make money. This is not to say that money should be spent unwisely.
   • Understanding the return on the investment is the most important piece to this.

\[
\text{ROI} = \frac{(\text{Gain from Investment} - \text{Cost of Investment})}{\text{Cost of Investment}}
\]
Obstacles to planning

4. Fear
   • Sometimes this is the most obvious problem … fear of the unknown.
   • Move the practice to an offensive position.
   • Be in constant motion.

5. Knowledge
   • “We don’t know how to do this.”
   • Simple solution: Pretend to be the patient.
     – What do you expect when you are a patient?
     – What do you expect as a consumer?
     – Change your hat…for a moment.
Peter’s Laws: The Creed of the Sociopathic Obsessive Compulsive

- If anything can go wrong, fix it! (To hell with Murphy!)
- When given a choice – take both!
- Multiple projects lead to multiple successes.
- Start at the top and work your way up.
- Do it by the book ... but be the author!
- When forced to compromise, ask for more.
- If you can’t beat them, join them, and then beat them.
- If it’s worth doing, it’s got to be done right now.
- If you can’t win, change the rules.
- If you can’t change the rules, ignore them.
- When faced without a challenge, make one.
- “No” simply means begin again at the next highest level.
- Don’t walk when you can run.
- Bureaucracy is a challenge to be conquered with a righteous attitude, an intolerance for stupidity, and bulldozer when necessary.
- When in doubt: THINK!
- Patience is a virtue but persistence to the point of success is a blessing.
- The squeaky wheel gets replaced.
- The faster you move, the slower time passes, the longer you live.

The Future

Based on research for this presentation, here are a few examples of ideas/concepts/products currently in R&D that could change the healthcare landscape.
The Guarantee (Revenue Side)
A Daycare Center

- Sick Kid
- Telemedicine Visit
- Millennial Generation
- Monitoring Device

The Guarantee (Expense Side)
Assisted Living Facility

- Accountable Care $
- FitBit type product
- Assisted Living Facility Staff
- Measure of Physician's effort to continue work
The Guarantee (Retail Side)
Walk-In Clinic

Consumerism/Retail
Internet Search
Online practice schedules
First available appointment

Let's do one.

Source: https://searchcio.techtarget.com/definition/SWOT-analysis-strengths-weaknesses-opportunities-and-threats-analysis

• **Strengths** describe what an organization excels at and separates it from the competition: a strong brand, loyal customer base, a strong balance sheet, unique technology and so on. For example, a hedge fund may have developed a proprietary trading strategy that returns market-beating results. It must then decide how to use those results to attract new investors.

• **Weaknesses** stop an organization from performing at its optimum level. They are areas where the business needs to improve to remain competitive: higher-than-industry-average turnover, high levels of debt, an inadequate supply chain or lack of capital.

• **Opportunities** refer to favorable external factors that an organization can use to give it a competitive advantage. For example, a car manufacturer can export its cars into a new market, increasing sales and market share, if a country cuts tariffs.

• **Threats** refer to factors that have the potential to harm an organization. For example, a drought is a threat to a wheat-producing company, as it may destroy or reduce the crop yield. Other common threats include things like rising costs for inputs, increasing competition, tight labor supply and so on.

Read more: SWOT Analysis https://www.investopedia.com/terms/sw/swot.asp#ixzz5Inm9CuUI
Do this ... not that

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