

# SWOT ANALYSIS FOR SIMPLE HOSPITAL MANAGEMENT SYSTEM

## SWOT Analysis



### STRENGTHS:

- High success rate
- Continuous investment in clinical equipment
- Personalized care
- A strong brand name
- Niche patient base



### WEAKNESSES:

- Limited number of physicians
- Bad financial management
- Low staff turnover
- Reduced staff may cause agitation



### OPPORTUNITIES:

- Provide diagnostic and lab services to other medical practices
- Attract quality physicians and staff
- Expansion to underserved areas
- Cost-effectiveness



### THREATS:

- With expansion, you may face challenges with patient experience and efficient communication
- Stiff competition
- Staff dissatisfaction
- Security breaches
- Dissatisfied patients