

Impact of SWOT Analysis to Improve Physician Care Services in Healthcare

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Organizations

Submission Date: 11 May-2023

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Introduction

The industry related to healthcare has been under tremendous pressure to give standard services to patients. Physicians play a significant role in providing services, and their capacity is paramount to the success of the healthcare institute.

SWOT analysis is a procedure of recognizing and analyzing the internal weakness and strengths and external threats and opportunities which will shape the future and current operations and help the organization to develop goals and strategy.

The following assessment will critically discuss the impact of SWOT analysis to improve care services in the healthcare institution, and the sequence of the topic.

Outline of the topic

Executing something big or accomplishing something big is important to have a strategy plan. Strategic planning requires objective and realistic assessment (Li, 2022). At least in alternate years, the use of the SWOT analysis discovers the main external and internal problems, refresh tactics and the strategy of the marketing plan. Knowing the organization's present position can help it to achieve future goals. Physician care refers to all the healthcare services that are given by a healthcare services provider. Physician care services include all the services that are related to physician care services. Mainly they put their attention in the first contact with the patients and they continue providing several healthcare services to the patients as per their needs that come under their healthcare system (Jain, Ajmera & Davim, 2022). They can connect with other healthcare systems if the patient needs it. Patients at their first stage get services from the physician, assistant of the physician, therapist, nurse, practitioner and so on as per their need. It also includes nurses, clinical officers, pharmacists, other medical professionals or ayurvedic

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physicians and so on. According to the condition and the severity of the patients, they are further transferred to secondary healthcare and tertiary healthcare. A primary care physician is trained to diagnose and prevent a broad array of related injuries and illnesses of the general population.

They provide comprehensive care to the patients they can diagnose long-term diseases, chronic diseases, like diabetes, some acute diseases such as allergic reactions, flu and colds and many more like these. Becoming a primary physician is a long process (Tukayo et al., 2022). It takes many years of training and related education. After four years of a bachelor's degree, a doctor joined medical school which took 4 more years. Graduates of medical school either earned a degree of MD or earned a degree of DO. Once a doctor can earn a degree his next step is residency. During this time a doctor spent another four years specializing in a particular subject.

A nurse is a healthcare professional who takes care of a sick person. He/she is a professional who can provide service independently or under the supervision of a doctor. Nursing is a primary healthcare service that aims at providing healthcare facilities so the patient may recover, attain good health and can live his life freely (ZIMENKOVSKY, 2022). Nurses are the largest component of primary healthcare services though there are shortages in the nursing sector.

A pharmacist is a professional related to primary healthcare services, related to the administration and the usage of medicine. They deliver the medicine as per the prescription suggested by the licensed doctor. Pharmacists are experts in the drugs and their uses, they know the way drugs work, so a patient can utilize the drugs in the best way and get the best possible result.

The full form of the SWOT analysis is strengths, weakness, opportunities and threats. It is a framework that describes a company's position or the position of any sector in the competitive markets based on those four aspects (Aria Danurdoro, Indrawarman Soerohardjo & Raden

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Danarto, 2022). The main aim of the SWOT analysis is to create a business plan and a strategic plan based on which a company can identify its weakness that is acting as a barrier to the progress of the company. The analysis identifies the external and internal factors along with their future and presents potential (Marques et al., 2022). SWOT analysis is a realistic, fact-based and data-driven framework. It helps an organization to come out from its pre-assumed beliefs and concept.

SWOT analysis has four aspects. It describes a present scenario of an organization or a sector based on weaknesses, opportunities, threats and strengths. From SWOT analysis of a healthcare system, the organization will be able to understand which area of their services has full potential to grow their business, and then they can put extra effort into developing that area. Like a niche base of patients, an area where they can spread their business (Surameery & Shakor, 2023). The analysis will also help the organization to recognize its weakness, which is facing backlash like patients waiting for a long period, bad administration, and turnover of the staff and so on. The threats related to the healthcare organization can also be identified.

The SWOT analysis is simple. However, an organization may avoid doing it quickly. Taking SWOT analysis for granted may cause the downfall of a company. SWOT analysis has four attributes, such as Strengths, Weaknesses, opportunities and threats. It is better to keep a record of these four attributes twice a year to evaluate the position of healthcare organizations. It helps to identify the challenges against the strategy of the organization also (Pelletier et al., 2022).

When an organization needs a clear idea of how an organization is performing, SWOT can be an extremely considerate idea. An organization can use SWOT in accomplishing the following task-

1. To investigate the new possibility is present for the healthcare organization

2. To know where the change can be made. If someone finds his organization at a turnout, knowing weaknesses and strengths can come up with possibilities and also with priorities.
3. It helps to make choices for what would be best for the company. It also helps to mitigate the threats to the company.

SWOT analysis is important for the Medical groups, hospitals, and medical practices of the individuals (Baez-Leon et al., 2022). It helps to focus an organization to its strongest point where it can get most of the benefits, it helps the healthcare organization to focus on the weak point also, and by focusing on them an organization can avoid the risk of healthcare organization. Irrespective of the kind of medical business there are always chances for progress. However, the progress of the business reaches a point where the development becomes stagnant. Then the Organization knows where they can improve their business (Kumari & Alex, 2022). Here SWOT plays major roles that allow new possibilities and angles the competitors are unknown. Thus it helps in the competitive advantages of an organization. Physician healthcare services can identify the threats and the weakness of the healthcare organization. So they may put some extra attention to sorting out those problems. The organization should be more practical and take realistic approaches while solving those problems. They should develop some proper strategy to mitigate those weaknesses and create some facilities that are best aligned with the opportunities related to those problems (Mbazima, Mbonane, & Masekameni, 2022). Some common weaknesses of the medical services are shortage of staff, waiting for a long time to get the services, poor location, use of outdated technology in the healthcare organization and so on. These can be easily identified with the help of SWOT analysis. The physician care service centre can also identify their opportunities and strength in the market (Sajadi & Hartley, 2022). If they

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invest in their strength they can improve and can make their profit. The presence of several highly educated physicians, the presence of trained nurses, using modern technology, and good administration are the strengths of a healthcare organization. An organization should be always cautious about these services, and should always carefully maintain those areas to keep their reputation intact. This way SWOT analysis can improve the overall services.

The sequence of the topic

There are four aspects of a SWOT analysis. In the paragraph, it is discussed concerning healthcare organization.

<p style="text-align: center;">Strength</p> <ul style="list-style-type: none"> ● reputation ● cost ● Advantage ● Advancement in technology ● Presence of expertise 	<p style="text-align: center;">Weakness</p> <ul style="list-style-type: none"> ● Deficiency in market ● Problems related to management ● Poor infrastructure. ● limitation in the service lines
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> ● New technology ● Innovations ● Joining of educated health staff ● Lack of competitors ● New markets 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> ● Changes in the insurance plan ● Demographic changes ● Changes in the government policies ● Slowdown of economy ● Increase in the number of competitors

Strength

The Strength of a healthcare organization means that is superior to others, which sets the organization apart from the competition (Rahman, 2023). The organization would be able to analyze and identify different selling techniques and make this a part of the strength section. The list of capabilities and resources can be a base of different competitive advantages (Elshama, 2022). Strength is the most important and also an integral part of the healthcare organization. Some of the strengths of the healthcare organization are discussed below.

- The reputation of the company helps to attract patients and needy people.
- Reasonable cost of the medical facilities.
- Advantages are given to the customers.
- Advancement in technology and use of advanced technology.
- Presence of expertise.

Weakness

Weakness of healthcare organization is some negative factors that are preventing the organization from giving the best service to the patients. Weakness can occur due to many reasons. It may be due to the shortage in the supply of medical tools (Lammers, 2022). Lack of people present in the management bodies or lack of tools and other medical care is considered a significant weakness. All these can act as a weakness of an organization which may create issues in the growth of the organization (Karam et al., 2022). So focusing on the weakness of the organization will help to run their business smoothly. Some of the weakness of the organization is discussed below.

- Deficiency in market
- Problems related to management

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- Poor infrastructure.
- limitation in the service lines

Opportunities

Opportunities in SWOT analysis are a highly favorable external aspect. Opportunities come from the outside situation of an organization. So the organization always seeks and is aware of what could happen in future (Ali et al., 2022). The power of having an ability and working up to them can make a significant different for the organization. Some of the opportunities that may present outside the medical organization are-

- including New technology
- Innovations
- Joining of educated health staff
- Lack of competitors
- New markets

Threats

Threats to an organization can be anything which becomes hindrances to the success of the organization. No single measure is enough to combat those threats (Filiz, 2022). Sudden changes in the health policy of the government, a lower amount of contribution by the government, and the sudden emergence of several competitors in the market, all these act as threats to an organization. Some of the serious threats are-

- Changes in the insurance plan
- Demographic changes
- Changes in the government policies
- Slowdown of economy

- Increase in the number of competitors

There are several gaps in the SWOT. It describes the present strength, weaknesses, opportunities and threats of an organization but it doesn't discuss the origin of the problem. If a patient is not getting service properly, it may be taken as a weakness in the analysis (Samadi Khadem, Ojaghi Aghchekani & Fataei, 2022). However it does not mention why the patient is not getting the service, or moreover, whether the facilities are even available at the healthcare systems or not. It gave a general view of the problems that are present in healthcare. However, it does not go to the depth of the problems.

Conclusion

From the above assessment, it can be concluded that there are several internal and external factors present in the healthcare organization which can be sorted out with the help of a SWOT analysis every two years. SWOT analysis will help to know the strong and weak points and opportunities and threats that are present in the healthcare organization.

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