**PESTEL analysis and SWOT analysis**

The PESTEL analysis and SWOT analysis were useful in assessing the feasibility of the "Easy Access to Healthcare" service with Hospital A in Guangzhou.

The PESTEL analysis reveals how different factors affect the service. Government support and online integration align with our goals; having a higher income in Guangzhou supports our service; an aging population increases the demand for tailored healthcare; technology makes online medical services convenient for elderly patients; pollution and climate change raise the need for medical care, and China's medical-legal system has continued to develop and improve.

The SWOT analysis reveals that the service has opportunities due to the growing demand for healthcare for the elderly and technological advancements. However, threats come from legal liabilities, technological challenges, conservative mindsets, and increasing competition. The service's strengths are reliability, accessibility, pricing, and competitiveness. Weaknesses include quality, sustainability, and scope limitations.