

Strengths

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Better communication leads to engaging clients (visual, textual)
Targeted information
Motivated organization
Better catalogue of courses directed at each specification
Simple innovation (doesn't require a lot of change in the work organization)

Weaknesses

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Innovation improves only existing methods
Using newsletters is old-fashion

Opportunities

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Promotions of courses
Promotions of events
Motivating doctors to learn
Better reachability by using hooks for available courses

Threats

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Hooks are not created correctly
Lacking engagement from hook creators
Promotions fail
Wrong platform to innovate for.