In this project, I undertook an in-depth analysis of the US hospital market, utilizing Porter's Five Forces framework to segment and prioritize regional markets. My approach involved a comprehensive evaluation of the competitive landscape, supplier power, buyer power, threat of substitutes, and barriers to entry.

Furthermore, I meticulously examined Hospital IT spending patterns to identify key investment areas. This project showcases my strategic thinking, as I not only assessed market dynamics but also demonstrated an understanding of customer needs. Through this analysis, I provided decisive and forward-thinking solutions, enabling healthcare organizations to make informed decisions regarding their regional market focus.

In this project, I delved into the financial statements of a healthcare organization, conducting a thorough analysis of income data. My objective was to identify potential use cases for a Track and Trace tool that could enhance operational efficiency and cost-effectiveness.

Drawing insights from the financial data, I pinpointed opportunities where the Track and Trace tool could be applied to streamline processes. As a result of these recommendations, the organization experienced a remarkable 15% increase in nurse efficiency. This project highlights my ability to leverage financial analysis to not only identify solutions but also to drive tangible improvements in healthcare operations, ultimately contributing to enhanced profitability and productivity.