

# R/Medicine Global Community SWOT Analysis

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Helpful		Harmful	
Internal	Strengths	Weaknesses	
	<ul style="list-style-type: none"><li>• Large international following</li><li>• Experience with successful virtual events</li><li>• Inexpensive operation because run by volunteers</li><li>• Skilled, knowledgeable team of opinion leaders in the field</li><li>• Effective channel of distribution via R Consortium and Linux Foundation</li></ul>	<ul style="list-style-type: none"><li>• Volunteer model leads to burnout as well as bare-minimum, last-minute mode of operation</li><li>• Not taking full advantage of Linux Foundation capabilities and resources</li><li>• No shared knowledge base</li></ul>	
External	Opportunities	Threats	
	<ul style="list-style-type: none"><li>• Become global leader for providing medical R educational content</li><li>• Establish reproducibility as <i>de rigeur</i> in medical publishing by promoting R Markdown/Quarto</li><li>• Revenue from CME</li><li>• Revenue from sponsorships</li></ul>	<ul style="list-style-type: none"><li>• Lack of differentiation from R/Pharma</li><li>• May be difficult to find sponsors since we compete with R/Pharma</li><li>• Profit loss from over-hiring</li><li>• Negative press</li></ul>	