

SWOT Analysis – Final Deliverable

Company: CVS Health

Team: Drug File Administration

Location: Scottsdale, AZ

Perspective: Data Analytics Candidate

Strengths

- Robust validation systems support accurate claims adjudication, driven by data rules and historical flag patterns
- High-volume prescription data provides rich insight into operational trends and efficiency metrics
- Established vendor data pipelines enable regular structured ingestion and analysis
- Strong cross-system integration allows for correlation between drug data, patient outcomes, and cost metrics

Weaknesses

- Fragmented data from different vendors creates challenges in unifying and analyzing datasets efficiently
- Manual data overrides are not always tracked consistently, reducing visibility into error patterns
- Limited advanced analytics usage within some validation steps means missed opportunities for proactive issue detection

Opportunities

- Implementing predictive analytics to flag drug file inconsistencies or reimbursement issues before claim denial
- Building dashboards to monitor turnaround time for drug updates and vendor responsiveness

- Automating audit trail reporting to ensure compliance and readiness for regulatory checks
- Collaborating with IT to modernize infrastructure supporting data models used in Drug File operations

Threats

- Regulatory pressure around drug pricing and coverage rules could require rapid analytics adjustments
- Data breaches or failed validations may result in financial penalties or trust loss
- Competitors leveraging AI-driven drug pricing or formulary tools may gain a competitive edge