SWOT Analysis of Pocket-Health

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Related Projects: *Maya, MayaMD, ADA, MeroHealthCare, HamroDoctor, NepMeds*

SWOT Analysis

Strengths	Weaknesses
- Improving the field of healthcare interoperability - Following international standards for medical record keeping - Improving and contributing to the sector of digital healthcare - User Centric and easy to use interface	- Only administrative level of standardization has been implemented - Doesn't incorporate the use of health monitoring gadgets/wearables - Lacking in connecting patient and practitioner through video/texting - Responsibility for entering the correct data manually
Opportunities	**Threats**
- Growing the digital scope of healthcare similar to other sectors like education and government services - Lack of health monitoring and medical record keeping application in the Nepali market - Easing the healthcare service providers and users during the time of emergency (like the corona pandemic) - Increase opportunity for international collaboration in unifying and standardizing digital medical records	- Competitors with more resources and reputation working in building similar health apps like *MeroHealthCare, HamroDoctor, NepMeds* - Privacy, as confidential health information of patients are stored in the app - Sharing information online leads to data risks and strain - Server maintenance and database management could become a hassle and might be vulnerable to external attacks