

AI Enhanced Healthcare Solutions

ISM Assignment 1 Presentation



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Content Outline

Topic For Discussion

01. Environment Analysis

02. Industry Analysis

03. Company Analysis

04. Portfolio Analysis

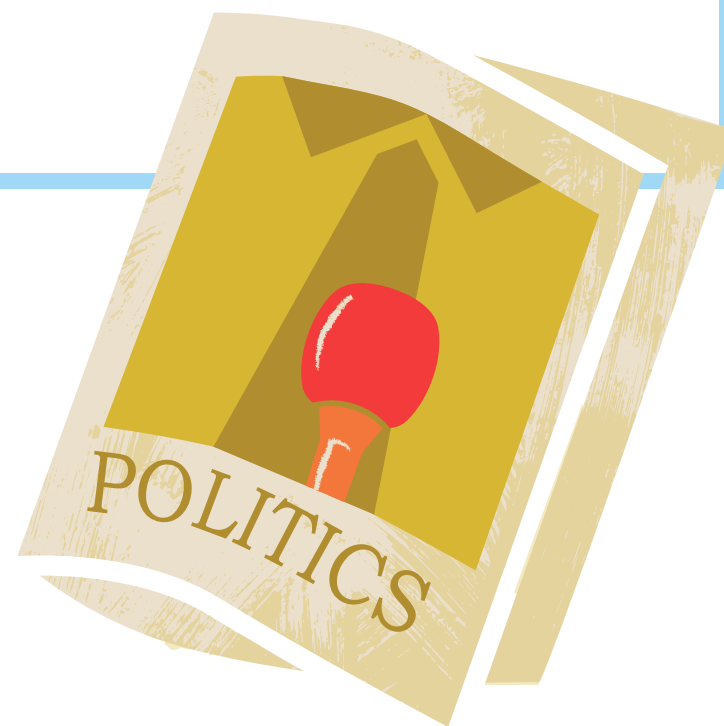
05. Recommendations



PEST Analysis

POLITICAL

- Regulatory Environment
- Trade Policies and Tariffs



ECONOMIC

- World Economic Conditions
- Healthcare Spending



PEST Analysis

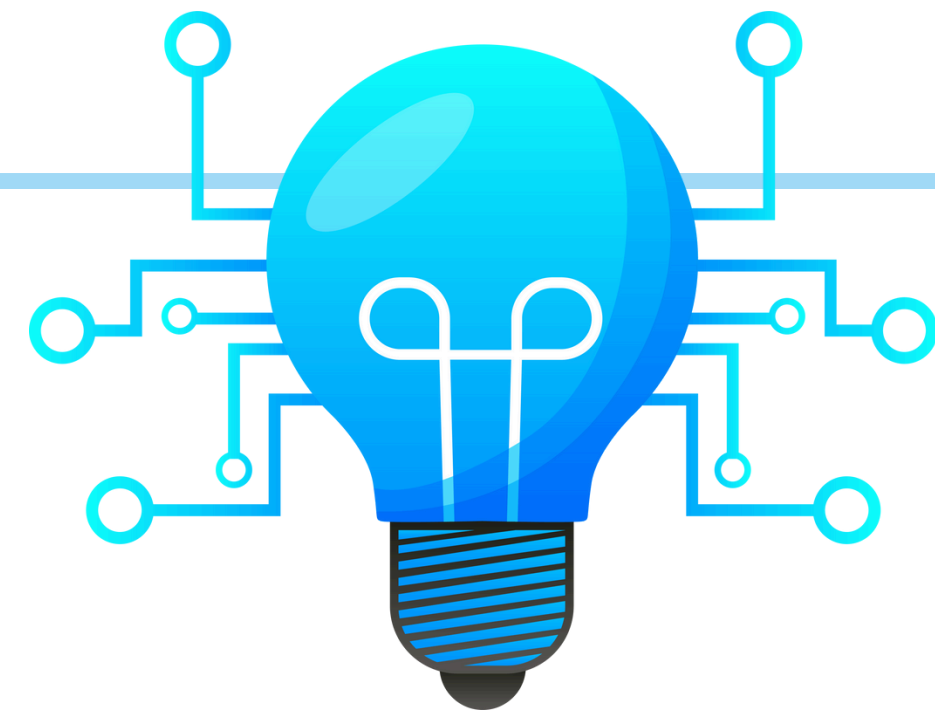
SOCIOCULTURAL

- Aging Population
- Patient-Centric Care



TECHNOLOGICAL

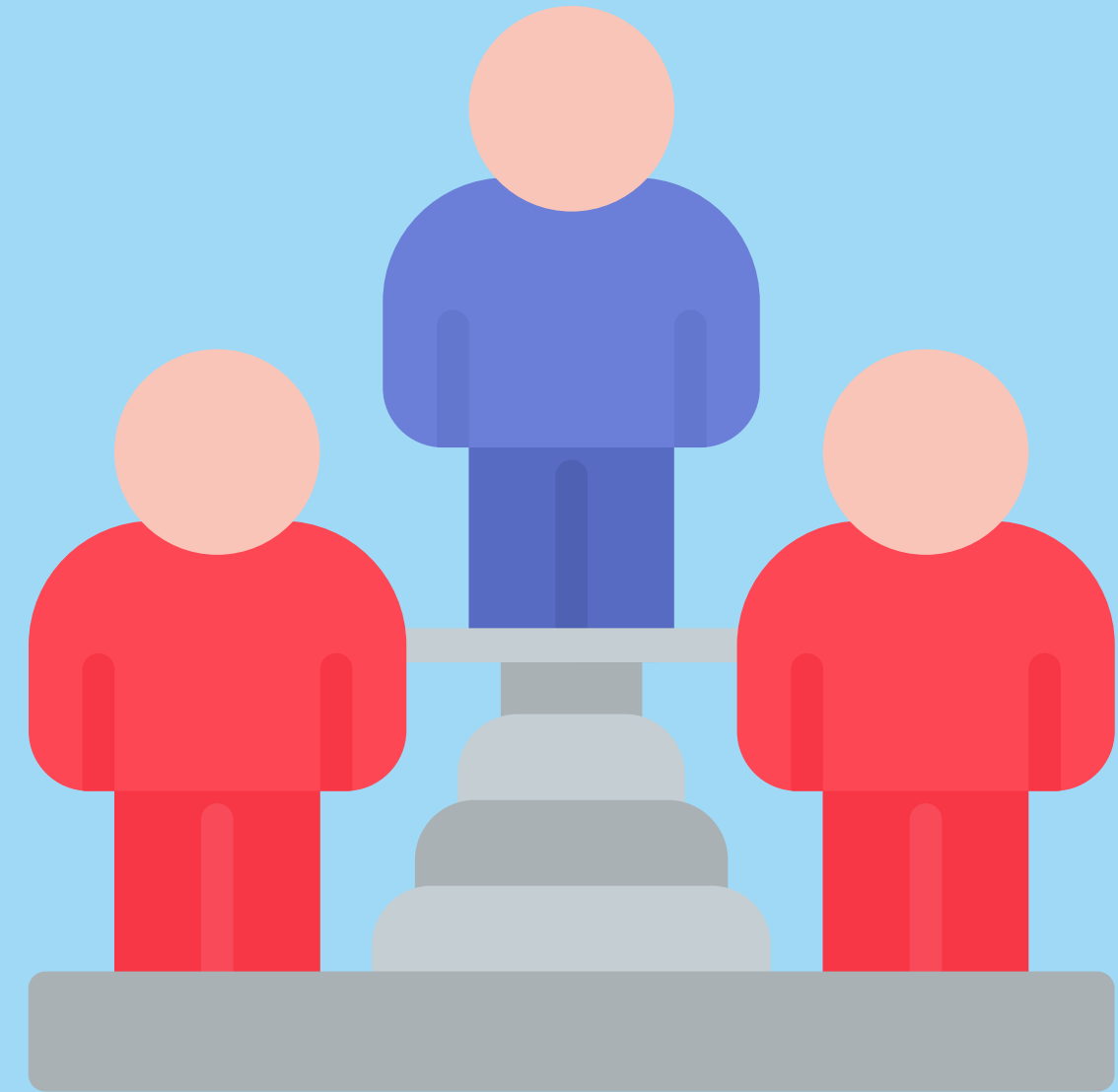
- Innovation in MedTech
- R&D Investment



Industry 5 Force Analysis

Threat of New Entrants (Low-Moderate) Risk

- Significant R&D Investment
- Established Brand Reputation & Market Share
- Strict Regulatory Requirements



Industry 5 Force Analysis

Suppliers Power (Low-Moderate) Risk

- Diversified Supplier Base
- Suppliers Switching Cost



Industry 5 Force Analysis

Buyers Power (Moderate-High) Risk

- Product Differentiation
- High Switching Cost



Industry 5 Force Analysis

Threat of Substitution (High Risk)

- Rapid Technological Advancements
- Environmental & Government Incentives



Industry 5 Force Analysis

Competitive Rivalry (High Risk)

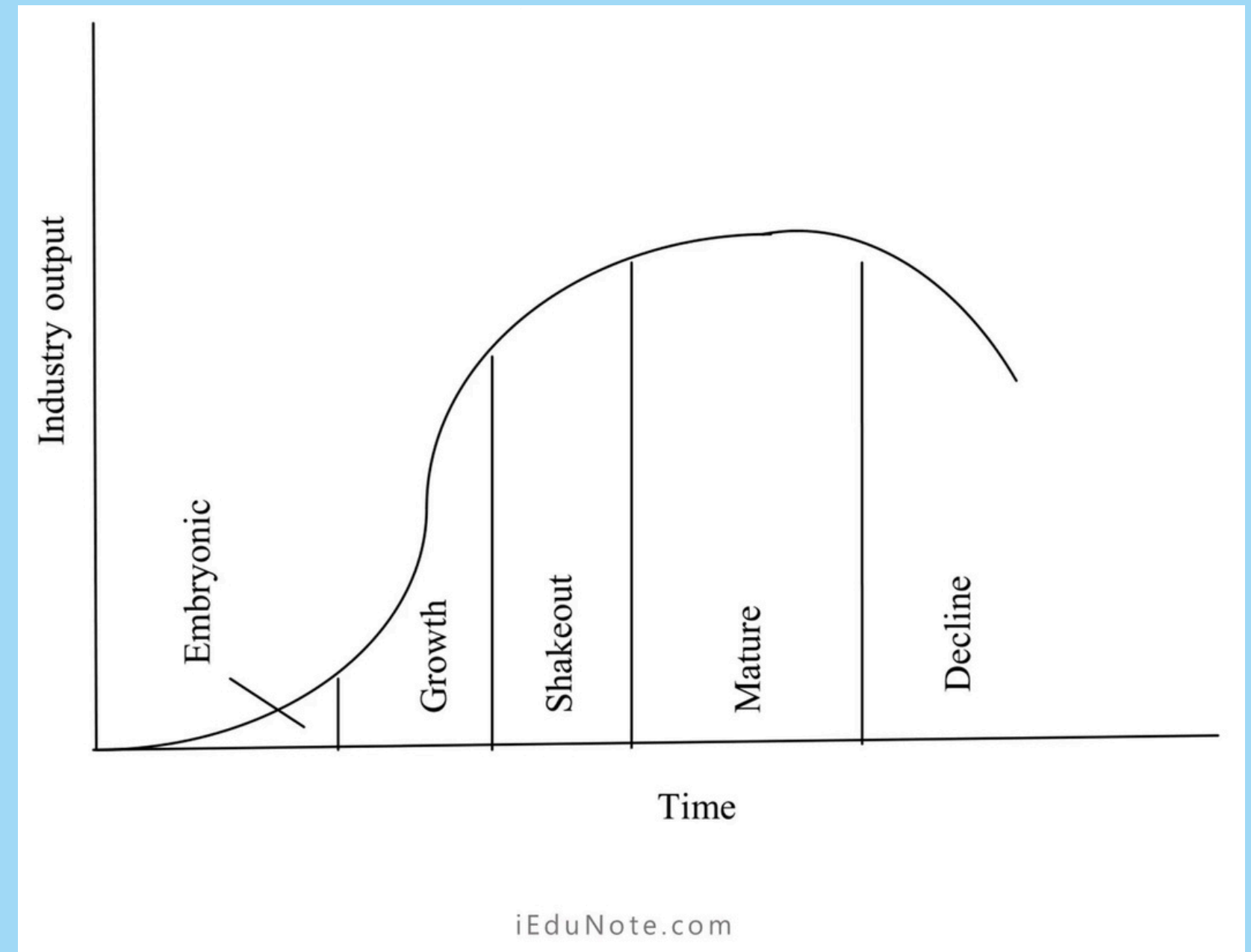
- Competitive Landscape
- Price Wars & Cost Competition



Industry Life Cycle

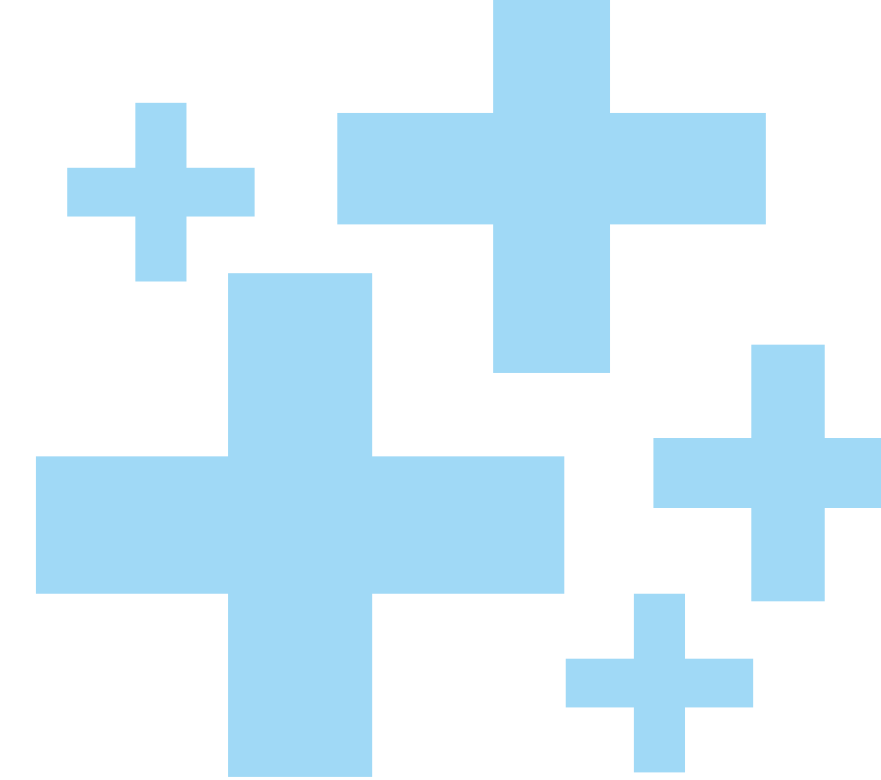
Growth Stage

- Rapid Market Expansion
- Technological Advancement & Innovation
- Growing Market Acceptance

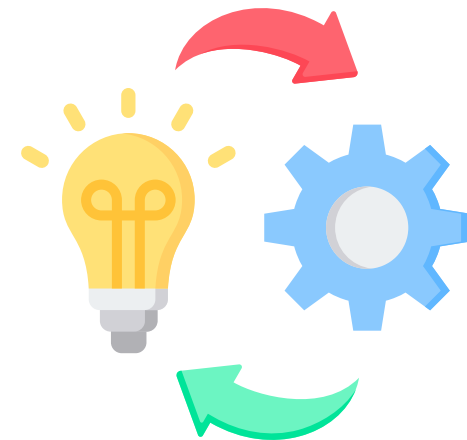


Value Chain Analysis

A model used to examine all company activities



**Inbound
Logistics**



Operations



**Outbound
Logistics**



**Marketing
& Sales**

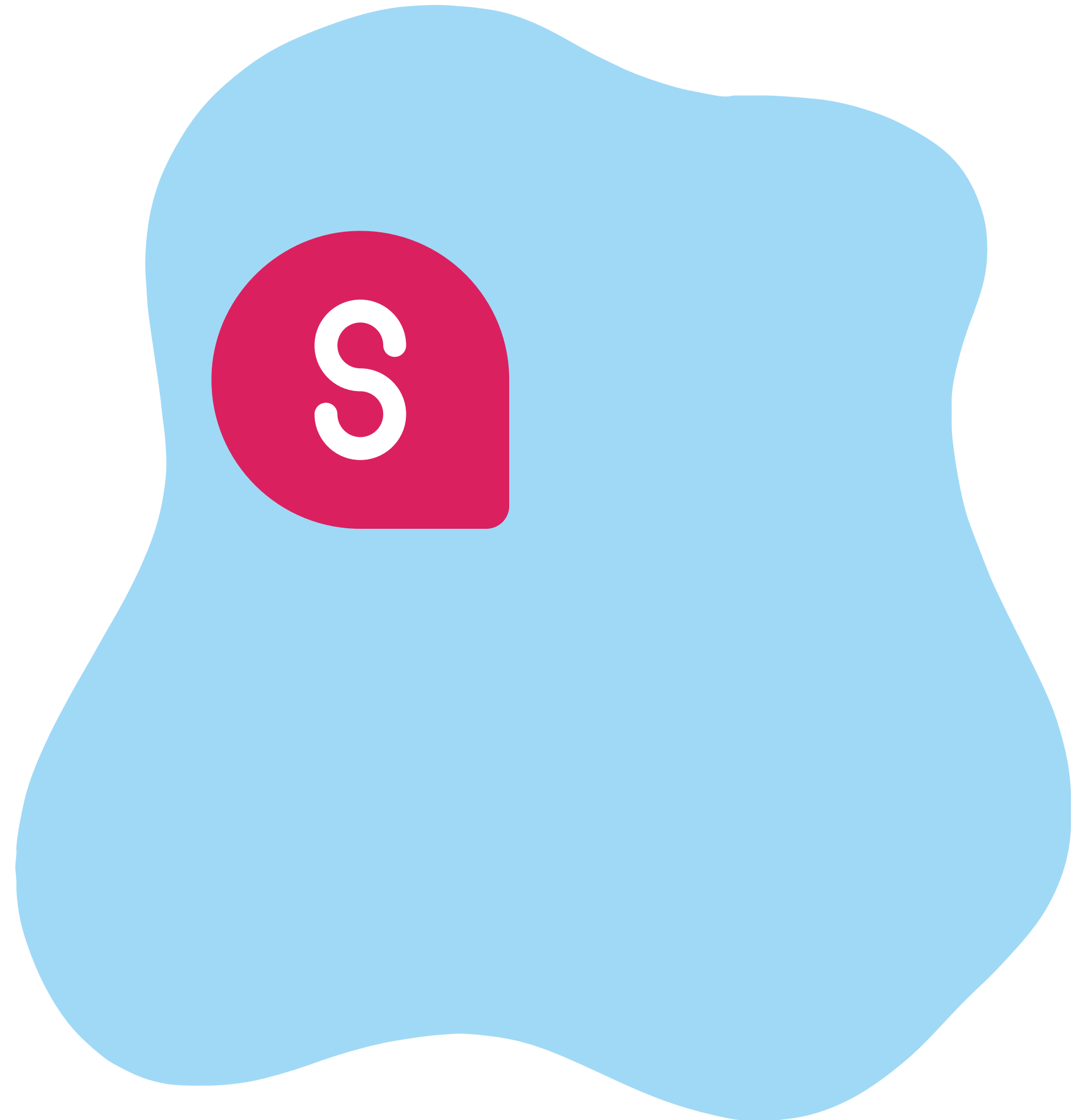


Services

SWOT Analysis

Strength

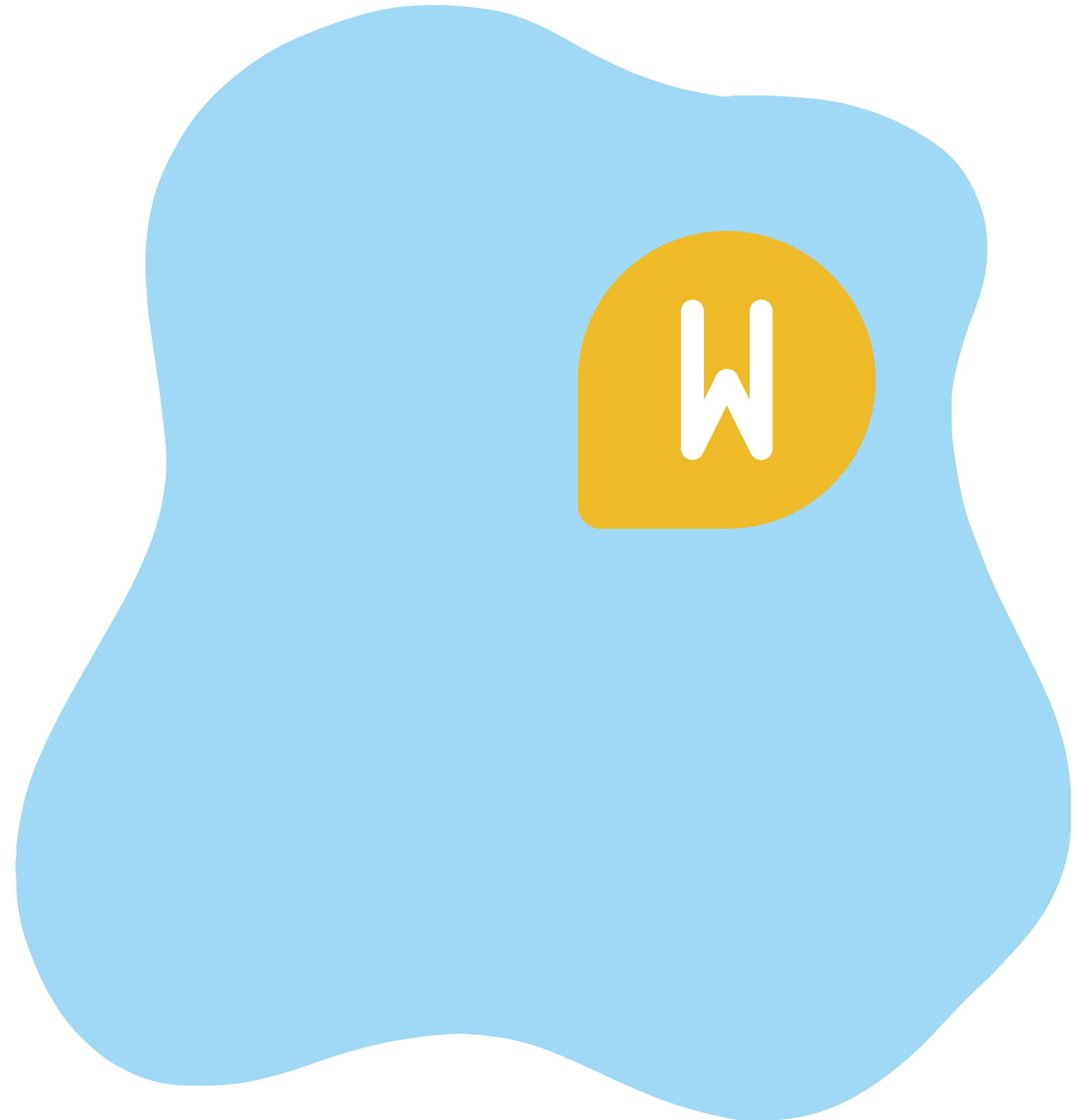
- Brand Reputation
- Diversified Portfolio
- Strong R&D Development
- Commitment to Sustainability



SWOT Analysis

Weaknesses

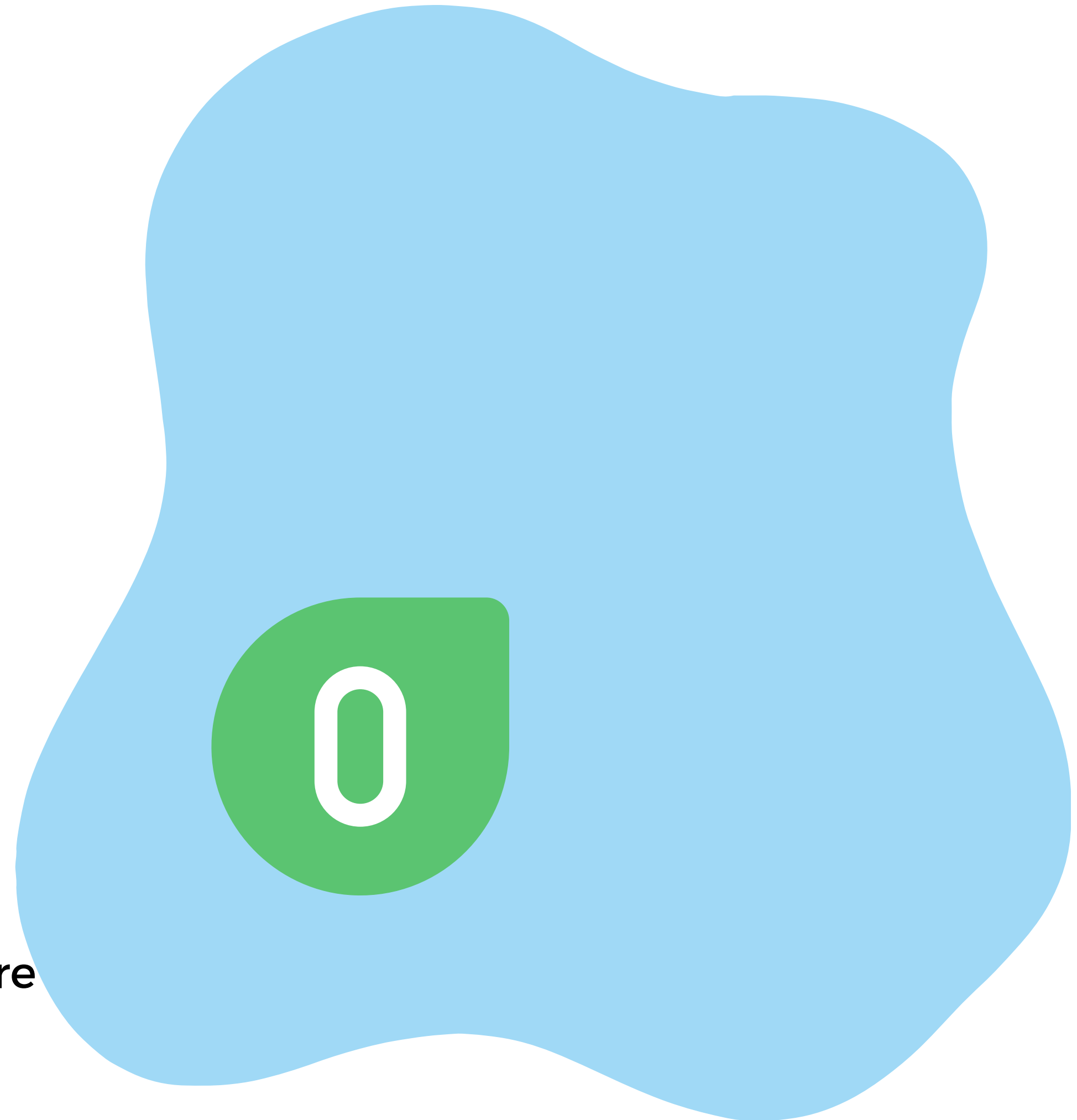
- Product Recalls
- Dependence of Suppliers
- High Prices
- Better Demand Forecasting



SWOT Analysis

Opportunities

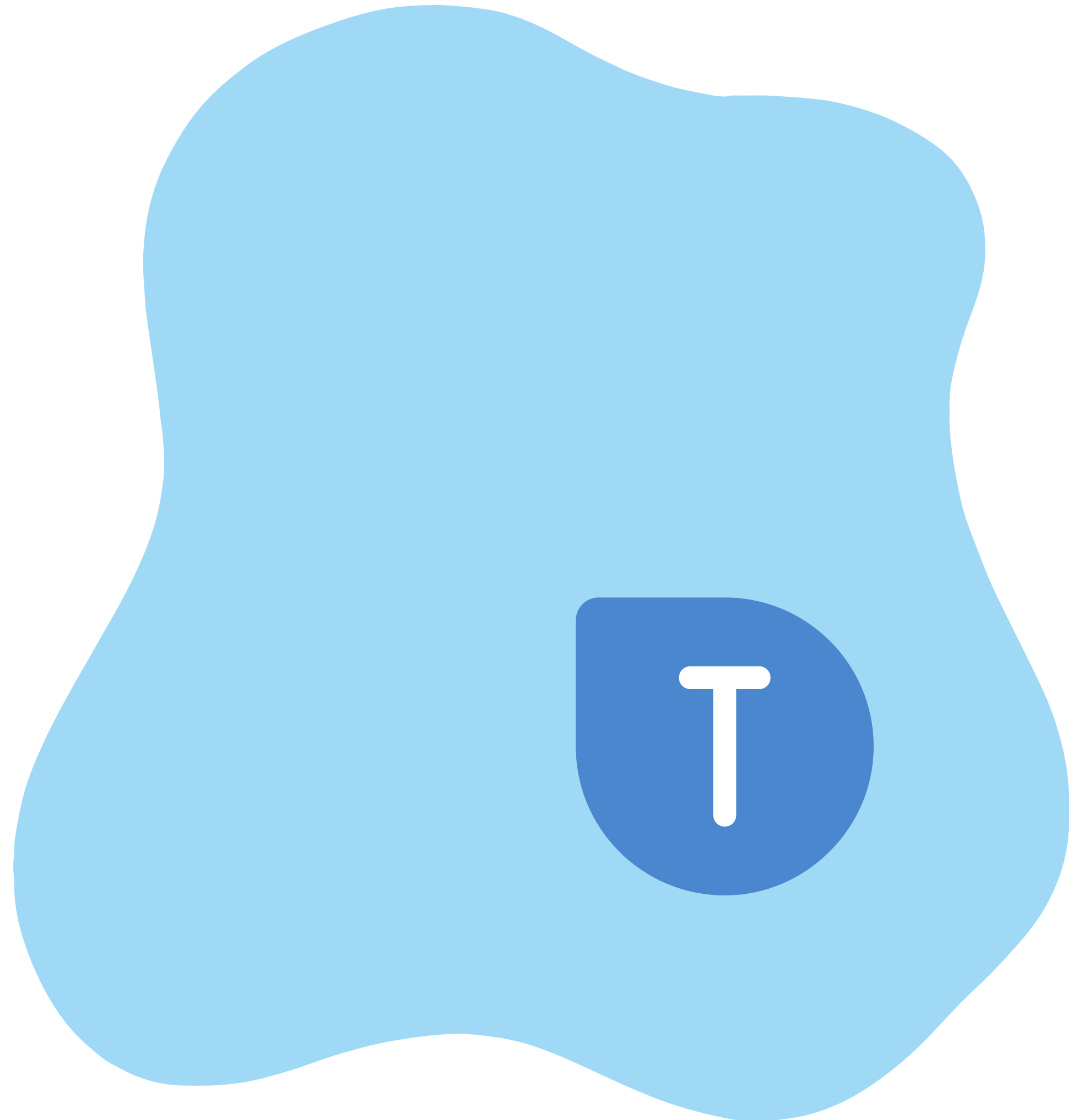
- Rising Demand for Healthcare Technologies
- Telehealth & Remote Patient Monitoring
- Growth in Emerging Markets
- Artificial Intelligence (AI) in Healthcare



SWOT Analysis

Threats

- Intense Competition
- Regulatory Changes
- Cybersecurity & Data Privacy
- Global Economic Conditions



BCG Model

Stars Category

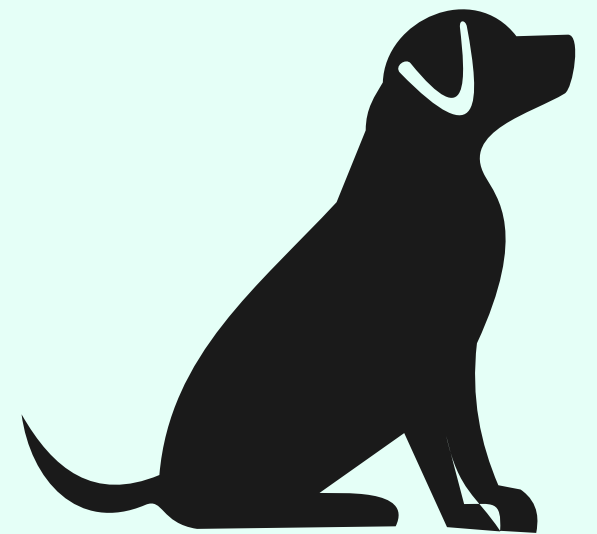
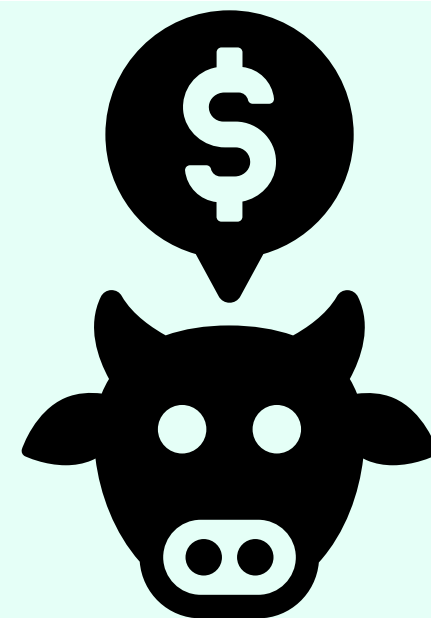
- High Market Growth
- High Market Share

High

Low

High

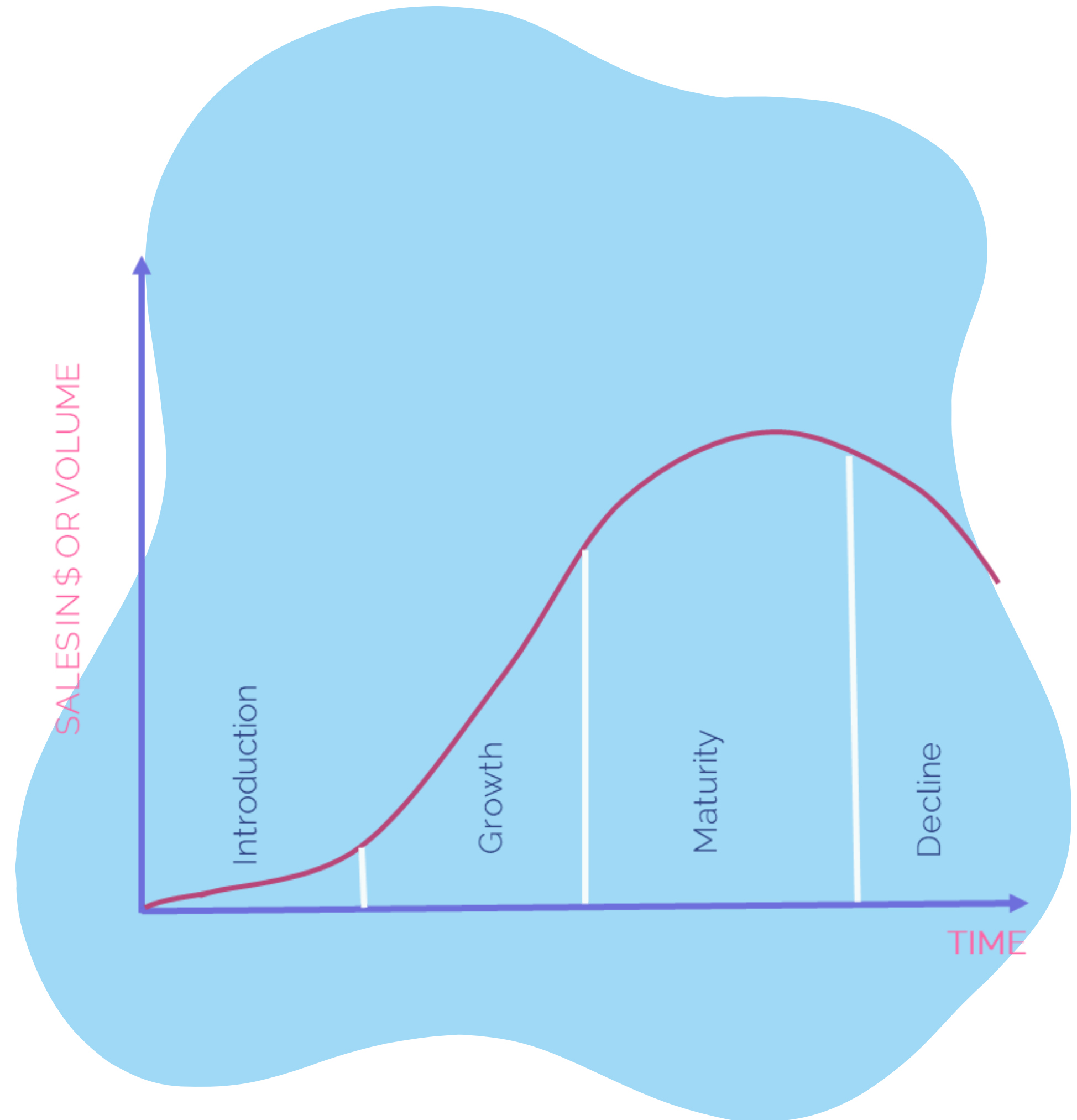
Low



Product Lifecycle

Growth Stage

- Rapid Adoption & Integration
- Expansion & Scaling
- Market Penetration & Revenue Growth



Recommendations

3 recommendations I would make to ensure that the continuous investment made is well invested to improving operations and inspire greater innovation.

- Enhance Research & Development (R&D)
- Enhance Cybersecurity & Data Privacy
- Focus on Sustainability



Thank You for Listening

