We believe, the strongest competition has done more harm than good in the health care system. We need more co-operation, not competition.

Arkangels is an organizational approach to care for the people with chronic Type-II Diabetic disease as well as a health care quality improvement strategy, the elements of which are evidence based.

The healthcare community is growing at a rapid pace, and with the growth comes a change. In order to effectively market their practices, medical practices need to be able to evaluate and position themselves to compete with their colleagues in order to see continued success.

Position your business above other practices you have identified as “competition”.

You don’t need to overdo trying to beat them, you just need to be a little bit better.

Identify areas where you can be just perform a little bit better.

Six common areas exist, where health care managers see a need to take an active role in positioning themselves

to better compete with other related professionals.

These “blind spots” can effectively ruin a health care organization if not dealt with and handled effectively.

Organized competitor intelligence that are put into play will ensure that a company stays relevant in the marketplace and boosts their edge over other health care professionals.

MANAGING BOUNDARIES

Health care managers typically focus their attention and analysis in their local marketplace. Due to tremendous growth and growing competition, patients seeking medical care are now willing to travel further, go to different areas, and seek help in different varieties of services. If a practice is focused only on the local area, it is doing a disservice to that business. Patients are shopping around for better prices, variations on services, and care that is more specialized. They are seeking healthcare outside of their local “boundaries”; and to stay competitive you need to evaluate what others are doing to grow their businesses.

COMPETITOR IDENTIFICATION

First it is necessary to identify the competition. In order to effectively compare one company to another, business models have to be taken into account. In today’s marketplace, healthcare revenues generated by hospital care are down, while more direct care organizations see an increased revenue stream. Misjudging the industry and service areas will lead to poor analysis. The focal point not only needs to be on the major competitors but also on emerging and lesser known organizations that do not always fit in with traditional healthcare organizations.

VIABLE COMPETENCE

Only looking at one angle of the competition, commonly the visible activities and practices will create an ineffective strategy. When preforming an analysis of the competition, the various activities of the businesses should be taken into account. Evaluation of other organizational structure, human resources, service features, management acumen, culture should be done and be able to predict. More Focus should also be given on what they can do in the future as well as what they are doing in the present. Underestimating their resources and business model can lead to a flawed analysis.

HOW TO BETTER COMPETE IN CERTAIN AREAS

Area competitor analysis requires understanding the market, identifying competitors, and the ability to evaluate them.

General health care trends and issues need to be synthesized into the analysis as well.

This needs to be explicit input into the formulation of the organizations stratagem for competing.

Step one of this is to better understand specific services and categories that an organization provides to its customers.

The service must then be specified for the various service and categories.

The structure and competitive dynamics should then be assessed.

Each competitor providing services in the same category should be evaluated and analyzed.

Only then can the proper analysis be synthesized and implications drawn.

FAULTY ASSUMPTIONS REGARDING THE COMPETITION

Evaluating the strength and weaknesses of each competitor is essential to positioning your business for growth.

However, often many underestimate their competition. Quantative and qualitative information needs to be used for a thorough analysis.

Service area competition analysis is an important aspect to any healthcare related company.

With advances in medicine, different medical approaches, and an ever-changing landscape over the past decade,-

-anyone in the medical profession needs to be able to effectively evaluate and compete against other businesses.

This is especially important when competing in the same category and profession.

Analysts must be competent and have the ability to judge all aspects of the competitors business and business model.

Evaluation of competitor strengths and weaknesses, competitor strategy, strategic groups, critical success factors, and

likely competitor actions and responses need to be analysis to position your business to be fully competitive.

Finally, service area and competitor information should be synthesized and

strategic conclusions drawn to allow recommendations to be made on either implementing or

not certain ancillary services to grow your practice’s revenue.

Competetive Stratigies

1. Identify strength of current competitors

How many competitors are in the exact same market as you? It’s a tough reality. The more competition in your actual market, the harder it will be for your to stand out.

Certain areas like health insurance are difficult to stand out in.

2.How many linking domains does each competitor have compared to you?

The more relevant, quality linking-domains your competitor has, the harder you will have to work to outrank your competition.

3.How much educational content lives on each of your competitors sites? Find the educational content center of your competitors websites.

This could be a blog, online newsroom, or resource center.

If your competition has a large amount of unique educational content serving your industry, you’ll have your work cut out for you.

If you’re a niche medical products company, you may have an easier time being the “first to market” from a content perspective.

4.How often is your current competition publishing content?

Identify your competitors’ publishing frequency. In certain healthcare sectors, publishing frequency can be sparse.

If you’re in this space, this is a great opportunity for you to get found easily.

5. Growth in your industry

How many new players are in your space now compared to last year? What was the overall industry growth rate from this year to last year?

If growth has been slow, then you’re more likely to be able to out-promote and outrank your competitors just by publishing content on an active basis (weekly at a minimum).

6. Threats or Opportunities of new marketing channels

Are there new social media channels or online publications that your personal is spending more time in?

Within the last year Instagram, Medium, Snapchat, and Periscope have seen tremendous growth.

Further, LinkedIn recently opened their platform for users to publish long-form blog articles.

How many of your healthcare peers or influencers are publishing content across these areas?

Keep your ear close to the ground with upcoming social media channels.

If you’re first to market on these channels, this could spell many visitors and leads for your business.

What is Service Area/Competitor Analysis?

A. Competitor analysis is the process by which an organization attempts to further

define and understand its industry through identifying its competitors, determining

the strengths and weaknesses of these rivals, and anticipating their strategic moves.

It embodies both competitor intelligence to collect data on rivals and the analysis

and interpretation of the data for strategic decision making.

B. With the increase in industry consolidation, emphasis on the “bottom

line” in not-for-profit as well as for-profit organizations, niche

marketing, and emphasis on competitive advantage, health

administration students increasingly need to develop competitor

analysis skills. Some health care experts suggest that such a business approach

subjugates quality of care issues to bottom line issues. Competitor analysis,

however, is central to strategy as competitors’ actions often determine an

organization’s success or failure.

C. External analysis provides the context by identifying the general and

industry issues that may impact individual health care organizations.

D. Competitive analysis focuses on the specific competitive market and

competitors within that market.

E. In the past competitor analysis may not have been necessary in

analyzing health care markets. However, the industry has changed

because of the following factors:

1. Increases in managed care.

2. Efforts to reduce cost.

3. Efforts to increase efficiency.

4. Increases in the number and size of for-profit health care

organizations. (health plans, LTC facilities)

5. Changes in perspective concerning competition.

6. Over supply of hospital beds in some areas.

7. New organizations entering markets.

8. Decline of friendly competition. (Perspective 3-1.)

9. Separation of consumers of health se