

SWOT Analysis

Based on review of the performance analysis of Stevens District Hospital, consider what you perceive to be the strengths, weaknesses, opportunities and threats for this hospital.

* Strengths and weaknesses are traits internal to the hospital, i.e. strong physician loyalty to hospital, aging building, and availability of financial resources.
* Opportunities and threats are external to the hospital, such as a mall facility available for lease or a competitor hospital opening two physician practices in your market.

### SWOT Analysis

**Review** the SWOT Analysis PowerPoint® prior to completing this assignment.

Based on the review of the Stevens District Hospital strategic planning scenario, conduct a SWOT analysis to generate a list of perceived strengths, weaknesses, opportunities, and threats for the hospital.

* Strengths and weaknesses are traits internal to the hospital (i.e., strong physician loyalty to hospital, aging building, and availability of financial resources).
* Opportunities and threats are external to the hospital, such as a mall facility available for lease or a competitor hospital opening two physician practices in your market.

**Write** a 700- to 1,050-word analysis that incorporates the key components of a SWOT analysis for the scenario described in Week One to generate a list of perceived strengths, weaknesses, opportunities, and threats. The analysis will include the following:

* Analyze the purpose of conducting the analysis in the context of the scenario.
* Analyze the limitations and advantages of conducting a SWOT analysis on your own (vs. with a group of stakeholders).
* Use the table provided to record your analysis of the information from the strategic planning scenario and generate two factors for each of the SWOT categories (strengths, weaknesses, opportunities, and threats).

**Cite** at least 1 peer-reviewed, scholarly, or similar references to support your assignment.

**Submit** your assignment.

**Table 1: SWOT Analysis**

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| --- | --- |
| Analysisof existing information from Stevens District Hospital strategic planning scenario | Perceived strength (internal) |
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| Analysisof existing information from Stevens District Hospital strategic planning scenario | Perceived strength (internal) |
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| Analysisof existing information from Stevens District Hospital strategic planning scenario | Perceived weakness (internal) |
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| Analysisof existing information from Stevens District Hospital strategic planning scenario | Perceived weakness (internal) |
|  |  |
| Analysisof existing information from Stevens District Hospital strategic planning scenario | Perceived opportunity (external) |
|  |  |
| Analysisof existing information from Stevens District Hospital strategic planning scenario | Perceived opportunity (external) |
|  |  |
| Analysisof existing information from Stevens District Hospital strategic planning scenario | Perceived threat (external) |
|  |  |
| Analysisof existing information from Stevens District Hospital strategic planning scenario | Perceived threat (external) |
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