**Market Analysis**

**Is the Organization Growing, Maturing, or Declining?**

 This health organization began as a small center that was providing medical care for only individuals who had severe illnesses. The organization has grown and moved to a building that is much bigger to enable it to carry out its services efficiently and reach out to a significant number of the population of the community (Shalowitz et al. 2017). The organization’s future outlook is promising, considering that there is an imperative need for long-term care in the locality. The organization is, therefore, growing.

**How the Healthcare Facility will become a Major Market Shareholder**

Differentiation will allow the healthcare facility to give their customers and their patient’s superior value at affordable costs, developing a win-win scenario that will improve the general viability and profitability of the business. It will be necessary for Trident Assisted Living to note that not all strategies of differentiation are equally effective. Also, some methods may be more significant to invest in compared to others so at to stand out from the competition (Hunter et al., 2017). As the organization is in its phase of growth and since the market is becoming more liberated, specializations and compromises are essential for the facility to consider.

 The first strategy will involve the managers of healthcare working towards evaluating the competitive assets that the facility has. Most-growing market organizations have assets that provide them with a competitive advantage, especially in the home market. The organization located at Staten Island on NYC has a local relationship with the people of the area that would take the years for any other organization, especially the multinationals, to replicate. Any form of assets that the organization has will create a type of defense in the home market. The other asset that the facility has is in meeting the demands of the local patients (Hunter et al. 2017). By giving a closer look at other states where market conditions are similar to the ones in Staten Island, the organization will be able to understand that it has more movable assets than it thought.

 The other method as to how the organization will stay competitive is through keeping up with technology and the new technological inventions. As time goes by, technology gets better and better. Embracing new technologies will be vital for the future of the organization. Pursuing this digital strategy will create a break for the company. Digital technology will help the healthcare facility in increasing efficiency, streamlining processes, saving the money of the corporation, and improving how services are provided. Maintaining the use of technology will create the difference between the healthcare facility being successful in the future or falling behind the competitors in the market, and sometimes there is no way of turning back.

**Problems and Challenges of the Healthcare Market Place**

The first issue that the organization is facing in the healthcare sector is understaffing. The firm is also being faced with the problem of scarce facilities which are needed to be established to meet the demand that is escalating (Shalowitz et al. 2013). The organization will solve the issue by working with interns and volunteers to serve the numbers that are growing overwhelmingly.

New York City's health care is appearing less like a unique case. Tax reforms have only started for healthcare corporations. Consequently, emerging trade pressures may develop uncertainties for the healthcare facilities that are working towards maintaining the status quo. The healthcare organizations in the region will have to restructure their businesses to encompass the new rules that are unrelated to the taxable income of the company. The organizations have to consider a variety of other options like and be ready to act promptly.

**Local, National and Provincial average Situations**

The management of the organization is working towards attracting more clients from beyond the locality (Shalowitz et al. 2017). The marketing plan will be vital in addressing the more vital issues in the market and therefore creating opportunities to improve the turnover in the facility.

**Environmental Analysis**

**The World of Operation**

Trident Assisted Living is slowly moving towards becoming a for-profit organization. The organization has grown and incorporated a firm that offers long-term care.

**Political and Legal**

 The organization intends to follow strict charter regulations and rules, mostly focusing on minimize the Period that the patient takes to be attended. The management of the organization will ensure that there is a better establishment of the code of conduct and qualified nurse practitioners at all times. The business will also encounter taxation since it has become a for-profit organization (Shalowitz et al. 2017). Tax is a policy of the government that affects entities directly as it depends on the sum that the organization earns. It is compulsory for Trident Assisted Living to follow the regulations of the government regarding how they treat their workers and the method that they use to hire.

**Social/cultural**

The healthcare organizations understand that the baby boomer generation will become dependent as they are aging. A good number of the generation will be placed on every healthcare facility within the state. The region has fewer care facilities, and therefore, long-term facilities of care are required to meet the expected demand (Shalowitz et al. 2017). Also, there is the issue of understaffing; the organization will do everything possible to reach the levels that are required by working with volunteers and interns. The organization will make use of e-health plans to give real-time health solutions for physician and outpatient care.

**Consumer Analysis**

**The Target Market and How their Needs will be Met**

The Mission of Trident Assisted living is to give extended time care related to current healthcare issues as a result of changing issues and an increase in severe medical conditions (Shalowitz et al. 2017). The organization intends to attract more clients by providing quality services and ensuring that customers are satisfied with affordable cost. The organization works towards providing social responsibility through the use of mobile clinics, together with giving medical services for the individuals who are facing humanitarian problems in the region. Trident Assisted Living is working towards providing education programs regarding prevention measures. These strategies will go a long way in maintaining the current customers together with attracting new ones.

**The segment that will benefit from the Services**

 The facility is aware that various issues are affecting people of all ages. The baby boomer generation will help more from the services at the time when they become aged (Shalowitz et al. 2013). The generation will require long-term care facilities to make sure that the community gets the necessary care that is needed. The organization will select the best talents in the job market to offer care of high quality to the segment.

References

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