**Organizational Name/Type**

Every organization that wishes to solidify its presence in the market will always do everything possible to reach out to the customers. The management ensures proper marketing as well as management to help increase the market share and even attracting more customers. The Trident Assisted Living is a Long-Term Care Facility that understands this very well and thus the need to develop this market plan. The company management is geared towards ensuring that the healthcare facility attracts customers not only from the locality but also beyond the geographical location. A marketing plan will help to address some of the more critical market issues, thus offering an opportunity to improve the facility turnover.

**Geographical Location**

The health care facility is located within Staten Island of New York City. It is one of the boroughs of New York. Given that New York is one of the most densely, population states in the United States, the geographic location offers one of the best places to establish such a facility. The demographics in the areas are clear, with Caucasian commanding a lead in the population. Over 75% of the population is white, with 65% being Non-Hispanic.

Additionally, African Americans form 10.6 % of the population with at least 7% being Asians. Demographically American Indian and Alaska natives account forless than one percent. The average age in this locality is 36 years, with the majority of the population being below 40 years making this demographic the most significant percentage of the whole community. The group of over 65 years and old are slightly below 15 percent of the entire population, with the ages between 40 and 64 years being below 24% of the whole community (Neighborhood Scout n.d.). A prevailing wage employee will earn an average salary of between $43971 and $45000 in Staten Island.

**Historical Background:**

In the beginning, the organization started as a small care center offering medical care services to people with severe illnesses. It was located in a small room inside the suburbs of the Island. The organization was initially started by a group of nurses who saw the need to come up together to offer the care services as a way to give back to the community. The nurses used to charge a small amount of money just for the upkeep and general costs. It was the only facility of its kind in the region, and with time, it became popular and could not handle the increasing number of patients due to size and staffing restrictions.

The organization has now moved to a much bigger building where it will be able to conduct its services and reach out to a more significant number of the community’s population. The future outlook of the organization is superb, given that there is a dire need for long-term care in the locality. The long-term healthcare need is essential, especially with the changing lifestyle and the increase seen of chronic diseases and conditions. The facility understands that there are different issues affecting people of different ages. Though it has, for some time, operated as a nonprofit organization only for most forms of care, the facility is slowly moving to be a for-profit organization. Now it is an incorporated organization that is offering long-term care.

**Marketing Goals and Objectives**

**The**Trident Assisted Living; Long-Term Care Facility mission statement is to offer long term care concerning modern healthcare problems as a result of changing lifestyle and an increase in chronic illnesses across the region and beyond. The organization understands that within a short time, the “baby boomer”generation will have aged up and will become dependents. The significant number of this generation will put on every care facility across the entire nation. This same generation has an urgent need for long-term care to ensure they get the necessary health care they need. This locality has very few long-term care facilities and as such care centers are urgently needed to be established so as to meet the expectant high demand.

There is also the issue of understaffing, where the facility will do everything possible to reach the required levels, including working with volunteers and interns to serve the overwhelming numbers. The care facility also intends to bring on the use of technology in providing healthcare needs (Shalowitz, Stevens and Kotler, 2013). It hopes to use evidence-based research technology in offering services. Deploying an electronic health record will go a long way in ensuring the facility can keep the necessary documents, in an efficient and usable database for long-term care. Additionally, they will use e-health programs to offer real-time health solutions for outpatient care and physician consultancy services.

The hospital intends to attract more customers to the facility by offering quality services and ensuring customer satisfaction at an affordable cost. The organization will ensure it provides community social responsibility through mobile clinics, together with taking part in offering medical services to people facing a humanitarian crisis in the locality. The facility also intends to provide education programs on prevention measures. All this will go a long way in keeping the current customers as well as attracting new customers.

With the selection of the best talents in the job market, along with the deployment of technology, the hospital will be able to offer a higher quality of care. It will follow strict charter rules and regulations, especially focusing on minimizing the time the patient takes to get the necessary help and ensure speedy services through deployment of the electronic health records system. Furthermore, the facility will ensure it will have a fully equipped customer service department that will continue offering excellent services to the customers (Luther, 2011). The management will ensure proper implementation of the code of conduct and accepted nursing best practices at all times. With such, the facility will be unique and will offer the best services to satisfy the customers.

**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.

**SWOT ANALYSIS**

The following is the SWOT analysis of the Organization:

|  |  |
| --- | --- |
| **STRENGTHS*** Comprehensive services
* Support from the government
* Improved Customer care services
* Evidence-based clinical outcomes
* Qualified physicians
 | **WEAKNESSES*** Poor internal communication
* High rate of employees’ turnover
* Government policies
* Poor decisions by the management
 |
| O**PPORTUNITIES*** Unsaturated market
* The use of new technology in treatment.
* Increase in aging population.
 | **THREATS*** Vulnerability to cyber-attacks
* Increased competition.
 |

**Strengths**

**Comprehensive services:** This healthcare offers a variety of services to the patients. All the services that the organization offers are of high-quality and satisfy the needs of the customers. Through this, the organization has created a positive image in the community thus attracting more patients through referrals (Arshad, Noordin & Othman, 2017).

**Support from the government:** The organization benefits a lot from the support accorded from the State. It is the obligation of the government to ensure that the citizens get access to quality and affordable healthcare. As such, the government supports the organization to ensure that the citizens fully access quality medical healthcare.

**Improved Customer care services:** To maintain a good relationship with the clients, the organization makes sure that the customers are served professionally in the customer care desk. All the patients who come to seek medical care from the organization are handled with respect. This helps to market the organization especially through referrals.

 **Evidence-based clinical outcomes:** This is a major strength in the organization that has helped to promote growth and success. Ideally, patients rely on healthcare organizations where nurses and the doctors don’t just treat them based on their thinking but based on the evidence. This evidence is gained through examinations both in the office and in the laboratory.

 **Qualified physicians:** The organization has qualified physicians who are competent and can handle any pressure within the organization. The physicians are innovating enough and can treat a multitude of illnesses.

**Weaknesses**

**Poor internal communication:** This is a major weakness within the organization. Communication is the heart of every organization. With poor internal communication, the flow of information from one level to the other is affected. Consequently, the decision-making process is also affected.

**High rate of employees’ turnover:** There is also high turnover of the employees within the organization. This turnover includes both the physicians and nursing staff as well as the support staff. This is triggered by lack of competitive compensation packages as well as a lack of good insurance coverage for the employees (Ganesan & Veena, 2018).

**Government policies:** These are the policies that the government put in place in regard to healthcare. Some of these policies limit the organization operating independently. There are also many licensing requirements for all different aspects of healthcare. These licenses are not only expensive but the steps in which to gain licensure are complicated and tend to need legal counsel to appropriately meet the requirements. All of which make it difficult for the organization to be in full governmental compliance.

**Poor decisions by the management:** There are some decisions that the management come up with that affects the performance of the organization. For instance, the management may decide to hire inexperienced physicians in the market to cut on the cost which affects the organization adversely.

**Opportunities**

**Unsaturated market:** The organization has the opportunity to expand and open more branches since there are not many other healthcare organizations in the community. As such, this is an open opportunity and the management should utilize it before other competitors identify the area.

**The use of new technology in treatment:** The organization has the opportunity to adopt the use of more advanced technology in the current market. It is apparent that in the current world, everything is done through the use of the internet. Also, highly sophisticated machines are now available that enhances operations in the healthcare.

**Increase in the aging population:** The organization mainly focuses on the treatment of the elderly people in the community. An increase in the aging population is an opportunity for the organization to grow.

**Threats**

**Vulnerability to cyber-attacks:** This is a major threat within the organization. With the increased technological advancement, there is high likelihood, that the systems may be attacked by the hackers which may lead to loss of data in the organization, or total damage of information. All the information related to the patients should be secured and should only be released to the relevant persons.

**Increased competition in the market:** There is also the threat of facing stiff competition in the market especially from those healthcare organizations using technology of high level and also offering competitive compensation packages to their employees. To remain competitive, the organization needs to stay on top of offering their employees the best salary packages they can.

 **Strike of the workforce:** There is also the threat of having the nurses, doctors and other employees within the organization striking due to the poor remuneration system within the organizations. The physicians may also strike to be given other benefits and packages such as insurance health coverage for them and their families and bonuses among other salary packages. (Lidstone &MacLennan, 2017).

 **New products from the competitors:** There is also the threat of the introduction of new products by the competitors in the market. These include new mediation techniques as well as new sets of drugs in the market. This can affect the performance of the organization since people tend to prefer new products and technology when available in the market.

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