

SWOT Analysis – Developing a Patient Care Service

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none">• What does your pharmacy staff do well?• What are the strengths of your pharmacy location?• What unique resources can you draw on?• What do others see as your strengths?	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none">• What could you improve?• What do clients seek in your pharmacy which cannot be fulfilled?• Where do you have fewer resources than others?• What are others likely to see as weaknesses?
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none">• How can nearby physicians assist you?• What can your pharmacy staff offer to patients/clients which are not offered?• What trends could you take advantage of?• What patient /client needs can you help with?• How can you turn your strengths into opportunities?	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none">• What is anticipated in the near future which could reduce the number of patients/clients?• What threats could harm you?• What is your competition doing?• What threats do your weaknesses expose you to?• What changes in the current situation could cause a negative impact in your practice?