

# [W 8 discussion](https://assignbuster.com/w-8-discussion/)

[Business](https://assignbuster.com/essay-subjects/business/), [Marketing](https://assignbuster.com/essay-subjects/business/marketing/)

School: Topic: HEALTHCARE STAKEHOLDERS Lecturer: HEALTHCARE STAKEHOLDERS The world health organization (WHO) identifies healthcare management as a shared responsibility that cannot be undertaken by only one outfit (Morrisey, 2007). In line with this, a number of stakeholders of healthcare are recommended by the organization. Two of these stakeholders are voluntary health insurance and health care providers. Each of these stakeholders has their own strengths, weaknesses, opportunities and threats in their approach to providing tailored and people centered care (Morrisey, 2007). In the two tables below, a SWOT analysis of these two stakeholders is presented.
SWOT Analysis of Voluntary Health Insurance
Strength
Weakness
Effective employee supervision
Improved customer perception
Poor internal generation of funds
Lack of flexibility in business operation
Opportunity
Threat
Increasing cost of healthcare
Specialized provisions made in the healthcare reform
Absence of compulsive legislature for registration
Increasing use of private service providers
SWOT Analysis of Health Care Providers
Strength
Weakness
Huge human resource base
Fewer organizational unrest
Diminished customer trust on quality
Higher prices of service
Opportunity
Threat
Continued education on primary healthcare
Expansion in government funding
Increases in substitute services, which are mostly non-medicinal
Increases in the ageing population
From the SWOT analyses above, it would be noted that there are both factors that guarantee that the two stakeholders will give quality and less expensive healthcare and factors that militate against this ambition. In such a situation, much responsibility becomes rested on the service providers to ensuring that they are better placed take advantages of their opportunities and turn them into strengths. As they do this, they must also ensure that they maintain their strengths and overcome their weaknesses and threats (Meredith and Shafer, 2012).
References
Meredith J. R. and Shafer S. M. (2012). Operations Management for MBAs 4th Edition. New York: Wiley.
Morrisey, M. A. (2007). Health Insurance. New York: Health Administration Press