

W 8 discussion

[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.

Morrissey, M. A. (2007). Health Insurance. New York: Health Administration Press