

Target population needs at jhuson primary care clinic

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A market analysis in this case study is essential to evaluate the target population needs for the service introduced. In this regard, John Hopkins University School of Nursing will have the ability of identifying availability of the need for its services as evidenced in the given case. In addition, the other providers' position in the neighborhood is established. Thus, the analysis identifies the competitive edge JHUSON will have over its competitors. On the other hand, the components of the SWOT analysis will include the identification of the need for the service as strength. In addition, the two years funding by a philanthropist and the offer by Microsoft for both hardware and software installations as opportunities. On the other hand, one threat is the daily violence experienced in the area.

One social factor playing out from this case study is that, only 50% of the people in this location are enrolled to some medical insurance. In effect, another 50% of the population has no form of medical insurance. On the other hand, there is a high case put forward concerning expected emergency cases in the hospital influenced by the violence cases. In addition, there is prevalence of respiratory diseases, teen pregnancy, personal and intergenerational drug and alcohol use in the neighborhood. Observing these facts, which could bring emergency medical cases, ensures that the facility will be wary of emergency cases and thus avoid Emergency Medical Treatment and Active Labor Act of 1986 violations (Smith, 2002; Strickler, 2006).

According to a Harris Poll conducted in 2002, most Americans preferred hospitals that had nurses with specialty certification (Advanced Practice

Nursing Roles, n. d.). Therefore, with this external opportunity will help JHUSON employ nurses that were specialists in the common illnesses in the neighborhood. In this regard, the neighborhood will feel safe in the hands of specialists.

Another external opportunity related to JHUSON's business plan concerns the use of health information technology. With its quest of having the service a model for future HIT enabled inner city community based models of care, JHUSON stands to benefit. The government has federal financial incentives to the health service providers that make meaningful use of the electronic method of keeping health records (Jha, DesRoches, Kralovec & Joshi, 2010). Thus, with the business tailored to come with a benefactor in HIT in the form of Microsoft, the JHUSON service will stand to benefit in terms of financial initiatives offered to HIT users by the government.

References

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