

# Article analysis

[Business, Management](#)



September 12, Apple Takes On the Trillion-Dollar Health Industry In “ Dr. Apple Takes First Steps Into the Trillion-DollarHealth Sector,” John Tozzi describes the role of the Apple Watch in the strategic entry of Apple into the health industry. The source came from Bloomberg Businessweek online. The elements of strategic management that are included in the article are strategic analysis, strategic choice, and strategic implementation (Kew and Stredwick 205). Strategic analysis shows that Apple plans to lead innovations in the health care industry because it is aligned with its vision, the Apple Watch is a good strategic choice because it launches innovative health care products, and that the strategy is implemented through building synergies with existing systems and providing space for adapting new ones. In addition, the basic meaning of the article is that Apple is ready to lead in the production of innovative health care products that both prevent and manage diseases. The article, moreover, will help me succeed in class and my employment because it inspires me to also find new innovations where I can use my strengths as distinct advantages.

First, the article has the elements of strategic analysis, strategic choice, and strategic implementation (Kew and Stredwick 205). Apple has a vision of being a leader of innovative products that can change industries for the better (Hull). The Apple Watch represents Apple’s vision as it enters an industry that it is new to it too. This is similar to Nintendo’s Wii that became a health care product when it promoted physical activity that has entertainment and social value. Apple Watch is an innovation that can help Apple become a more familiar brand in the health care sector. Moreover, Apple shows that its strategic choice is about innovation. It is not afraid of

promoting change, as its watch combines prevention and disease management (Tozzi). Furthermore, the strategic implementation of Apple is to start with a product that is already based on linking existing systems. For instance, Tozzi says: “ HealthKit will plug into electronic health records from Epic and other providers, enabling smoother communication between doctors and patients.” Apple Watch shows that the strategic choice is about improving how systems can work together, and how it can offer something new now and in the future.

Apart from these elements of strategic management, the article has the basic meaning that Apple is ready to lead in the production of innovative health care products that both prevent and manage diseases. Apple Watch can help people monitor and improve their physical activity which prevents the development of chronic diseases (Tozzi). At the same time, it produces data that shows trends in health conditions that can also help patients in independently managing and treating their diseases (Tozzi). The meaning of the article is that the strategic management of Apple means being open to changes by entering new markets and sectors.

The article, additionally, will help me succeed in class and my employment because it motivates me to also find new innovations where I can use my strengths as distinct advantages. If Apple is not afraid to try something new, then I should also not fear changes. I should be open to trying new skills, learning new knowledge, and finding out how I can use my strengths to become a better person and a more knowledgeable and skilled employee. The article helps me in becoming more open-minded to what I can become. The article is not simply about the Apple Watch because it shows the

strategic directions of Apple. Apple wants to be in the business of innovation and excellence and I believe that the Apple Watch is a sure step towards it. Likewise, this article inspires me to pursue self-growth.

#### Works Cited

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