

Baby boomer's clinic



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Strength Weakness Opportunities Threats: Wellness Clinic Strength: - In an eight hour shift one doctor can attend to about sixteen patients, in a month on a five day work week a single doctor can consult with a total of 320 children. The current national birth rate is about 1.4 births for every 1000. A county of 10,000 can produce 14 potential baby patients a year. 6.8% of the population is below 5 years old this is the target market of the Well Baby Clinic. A county of 10,000 has a potential client list of 680 babies that translate to two doctors per county. Vaccination centres authorized by the state and/or federal government are funded/ reimbursed by the state and/or federal government as the case may be. Women with maternity HMO coverage include the wellness visit of the baby's first year.

Weakness: - Patients without any HMO coverage will most likely default on their payment. Most employers do not carry maternity and extended coverage for family members. The number of potential patients with HMO coverage may not reach critical mass. Parents may not be receptive to the idea of having their infants undergo dieting and exercising at a very early age. Developing a wellness program for every infant may require expensive diagnostic evaluation to ensure that it will not be adverse to the infant's medical condition.

Opportunities: - Providing OB-GYN services can create a natural market for the Wellness baby services. Being a Vaccination Center for the State or Federal Government can create awareness for the clinic's wellness program. A generic wellness program that will work across a wider infant population without the need for expensive diagnostic testing will be a valuable asset that can be sold to the public.

Threats: -The presence of other clinics in the area that offer the same kind of
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service. Wellness program can be stolen or copied by other clinics.

Mitigation – Strategy to Address the Weaknesses and Threats

Strategy to address weakness: - During the patient pre-screening, HMO coverage detail will be obtained and verified. If there is no coverage, payment can be demanded outright before the patient is seen by the doctor.

Sign-up to be an HMO accredited clinic to ensure steady and guaranteed revenue from covered patients. The HMO itself will do the marketing for the clinic amongst each member.

Parents should be informed of the benefits of a wellness program its effect on the financial health of the family. The medical benefits of the wellness program to the infant itself should be highlighted.

A generic wellness program can be formulated and continuously improved so that it will be applicable to a wider cross section of the infant population.

Continuous testing of infants that are admitted to the wellness program should be noted. The data will be added to the store of knowledge about the wellness program until specific wellness program can be developed for specific types of infants.

Threats: - Providing a unique service and a unique wellness program that works will help improve the image of the clinic. Non-disclosure agreements can be signed between the patients to protect the wellness program. The generic wellness program can be patented.

References:

US Census Bureau, 2009, Population Estimate, July 1, 2009 accessed December 8, 2010 from <http://www.census.gov/popest/national/asrh/NC-EST2009-sa.html>

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