

Health care

Business



Health Care: Women's Clinic Specializing in Breast Cancer and Breast Cancer Awareness

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The women's clinic specializing in breast cancer and breast cancer awareness has acquired the most advanced technology and equipment used for diagnose breast cancer, and experts are highly competent. These clinics also offer generic counseling for women at risk of suffering from breast cancer

1. Strengths

a. Qualified Professionals

The team of treating breast cancer patients has qualified professionals entailing, oncologist, surgeon, radiation oncologist and highly trained staff. Moreover, the team includes a skilled plastic surgeon for performing procedures of breast reconstruction, after the cancer has affected various parts during a patient's life (Elkin, Hudis, Begg & Schrag, 2005).

b. Volunteers

There are volunteers who are assigned to have a substantial commitment for several months, whereby they are expected to serve for at least four to three hours daily every week. Moreover, the volunteers learn about the medical profession, and they become a part of the team, which is dedicated to offering high quality health care services.

c. Breast Cancer Survivors Advocates

The clinic has breast cancer survivors and advocates of breast cancer awareness, who are inspired by their memories to treat patients with personalized attention, by the use of diagnosis and treatment approaches (The University of Texas MD Anderson Cancer Center, 2012).

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d. Federal Funds

The Women's clinic receives government funding to support their health care programs such as campaigns for creating awareness of breast cancer. The federal funding supports the clinic in acquiring the required equipment in order to offer quality health care services.

2. Weaknesses

a. Lack of substantial funds

The clinic faces the challenge of obtaining substantial funds in order to cover for expenses incurred in the process of delivering health care services.

Moreover, the acquisition of financial resources from various sources may take a long process that may derail the effort of offering quality health care services.

b. Linguistic and Cultural barriers among professionals

The clinic is faced by a challenge of managing diversity in the organization, since there are different professional in the organizations, who have different cultures and ethnic background. Therefore, there is a problem of the language barrier, which has a negative impact on communication (Bickell, Shastri & Fei, 2008).

c. Charity based clinic

By being a charity-based clinic, it has to depend on donations from interested individuals and organizations. These donations are not reliable since there is no stipulated moment that the clinic receives the donations, and they cannot predetermine the amount, thus resulting to a problem when budgeting.

d. Emotionally charged environment

The emotional changes in the environment related to the effort to control

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cases of breast cancer pose a significant challenge to the organization. In some cases, this can affect the cooperation of the stakeholders, hence affecting the functionality of the organization.

3. Opportunities

a. Rural area has a high need

The issues related to the breast cancer are not known well in the rural areas; thus, it offers an ideal target for campaigns in order to create awareness that can result to control of cancer cases. Therefore, the clinic makes the effort of exploring the rural areas in order to satisfy their needs for health care services, hence create awareness of the cancer treatment.

b. Affordable Patient Care Act

Affordable Patient Care Act is assisting in improving the quality of care by increasing its affordability, availability and making it easier for the cancer patients to understand. Therefore, this is giving the clinic an opportunity of improving their health care services (Schultz, 2010).

c. Low cost building rental

The low cost of building rentals is provide the clinic a chance for opening up several branches in order to increase their capacity of holding patients. Moreover, the low building rental is reducing the amount of expenses incurred by the clinic during their operations.

d. Fundraising

The clinic organizes fundraising occasions, which offer a chance for acquiring funds that can be used to cover the operating costs such as compensating the professionals such as doctors, and other cost involved in the process of offering health care services.

e. Pink Ribbon program

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Pink Ribbon program offers a symbol that promotes awareness of cancer; thus, the clinic has the opportunity of using it in their campaigns in order to create awareness to the public. Therefore, the clinic is associated with the pink ribbon program in their effort of creating awareness.

References

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