

TABLE 2

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none">• Clinical leadership and management teams• Capabilities and infrastructure• Market reputation• Specialized expertise, clinical best practices• Client service excellence• Strength of local market relationships• Revenue diversification and history of growth• Technology capabilities	<ul style="list-style-type: none">• Limited revenue growth potential• Difficulty recruiting new physicians; high staff turnover• Market reputation• Lagging in technological adaption, deferred maintenance costs• Inefficient revenue cycle• Gaps in capabilities and/or service levels• Local market competition• Heavy reliance on one key relationship• Absence of marketing plan or strategy	<ul style="list-style-type: none">• Committing to a growth strategy—organic and inorganic opportunities• Strengthening local market relationships—referring physicians, hospitals, joint venture partners• Investments to support scale—technology, equipment, future leaders• Developing a customer service strategy—metrics/ analytics, culture of continuous improvement• Better analyzing data to identify opportunities—KPIs, quality benchmarks, new business, financial targets	<ul style="list-style-type: none">• Post-COVID economic environment• Reimbursement changes• Risk becoming a commodity• Passive behaviors leading to lost opportunities• Hospitals looking to employment models or global bill arrangement• Local and national competitors• Data security breaches• AI