

TABLE 2

SWOT Analysis — Critical Questions for Physician Groups

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"> • Service line rationalization • Strengthening local market relationships—referring physicians, hospitals, joint venture partners • Developing a customer service strategy—metrics/ analytics, culture of continuous improvement • Opportunity to pursue a growth strategy—organic and inorganic opportunities • Better analyzing data to identify opportunities—KPIs, quality benchmarks, new business, financial targets 	<ul style="list-style-type: none"> • Post-COVID economic environment • Uptick in unemployment • Payer mix shifts toward Medicaid and individual plans • Increasing provider consolidation • Hospitals and health plans looking to employment models • Local and national competitors • Data security breaches