

SWOT ANALYSIS OF PARKRIDGE VALLEY

Strengths of HCA

As stated before HCA is still one of the top healthcare providers in the United States. They have a strong brand portfolio. Brand portfolio is quite important in any organization and it can be used and quite beneficial when wanting to expand or creating new things. It is important to keep in mind that the community and its members are the biggest stakeholders for this. Afterall, they are the clients that will be partaking in the services.

HCA Healthcare also has a great record on creating and developing new products. This results in a good brand innovation reputation. This can also be seen throughout Parkridge Valley which is where I work. Branding is a huge part of the HCA Healthcare system and helps their reputation overall. HCA likes to dedicate themselves to a great company-customer relationship. This helps them grow and create a good relationship between customers and the organization (Stahl & Emanuel, 2017). **As a result, many clients have felt valued at the end of their care.**

Another strength is that the inpatient program has a group program that helps individuals stay on task and gives them a schedule to do during each day. The groups are meant to help individuals during their inpatient stay.

Automation in HCA has helped immensely . This allows for HCA to efficiently use its resources and helps reduce costs. This helps with consistency in quality of products(Rhee et al., 2017). However, although consistency is seen amongst the quality of products, the opposite is seen in communication and consistency of leadership.

Weaknesses of HCA

Although there are many strengths for Parkridge Valley, there are also areas that may need improvement. It is important to know how to identify these weaknesses so that they can be worked on as time goes on.

One of the biggest weaknesses includes the consistency of leadership and communication at Parkridge Valley Adult and Senior Campus where I am currently working, however this hospital represents the brand of HCA Healthcare and therefore it also falls under a weakness for HCA. The lack of this consistency has created miscommunication and cost individuals more work and time when it could have possibly saved money and time. This is mostly seen at the inpatient program at Parkridge Valley and specific training needs to be held to help address this weakness. The lack of consistency has especially been seen in the group inpatient program at Parkridge Valley. There is a schedule that Parkridge is supposed to abide by and often times these groups do not get done and there is a lack of consistency in result. I gathered data from patients and staff that suggests this has been a major concern and problem at the facility.

Another weakness has to do with high employee turnover rates. HCA has one of the higher employee turnover rates when compared to its competitors. What this means is that there are more individuals leaving their jobs at HCA. What results from this is that there is a lot of spending that must go in on training and developing new employees that are coming in due to the ones leaving the organization. This high employee turnover rate is somewhat due to the lack of consistency and communication in leadership. Employees at Parkridge Valley Adult and Senior Campus have been unsatisfied with the lack of consistency and miscommunication between members and leaders in the organization. This also means that qualified employees have been leaving the organization recently, which means that good talent may decrease in the organization in the coming years.

Another weakness is

diversification in the workforce (Williamson, 2018). At each hospital the workers there are mostly English speaking caucasian workers. As seen at my workplace at Parkridge Valley Adult and senior Campus there are also low numbers of workers from other racial backgrounds. In result, it can affect individuals from different racial backgrounds to adjust in the workplace due to the lack of diversification. This can also then lead to the loss of talent amongst these groups.

Another huge weakness is quality control (Williamson, 2018). HCA Healthcare Inc. does not have a huge budget for the quality control department. (How are they evaluated for quality control) Compared to its competitors HCA has a lower budget for this part. In result, this can cause the lack of consistency and even lead to damaging the quality across different outlets in the organization. One way this is seen is that the patients have complained about the lack of consistency with communicating phone times, coffee times, and the group schedule. Employees have also talked about this as previously mentioned. It has a positive work environment, but these inconsistencies can lead to bigger problems in the future if they are not dealt with soon.

Lastly, performance appraisal in the HCA Healthcare system is not in a systematic manner (Williamson, 2018). Individuals are not often appraised for all that they do, and this can often lead to employees not working as hard and lowers the work moral. Employees may lack feelings of motivation and inspiration to do their best work. At Parkridge Valley Adult and Senior Campus the performance appraisal is mostly available for nurses. They have had meetings to discuss more appraisal opportunities for employees other than nurses. I have been able to witness most of these weaknesses myself at Parkridge Valley Adult and Senior campus, which falls under the HCA Healthcare organization.

Opportunities of HCA

An important opportunity would be in the growth of skilled workers (Williamson, 2018). There will be an increase in education and training that will lead individuals to be skilled workers before they are hired. In result, if HCA Healthcare can hire these individuals, then they would be able to spend less on training and development of new hires like they do right now. This means that there will also be a reduce cost for the organization. A possible solution to this could be reducing the cost of training but increasing the cost of pay for qualified workers. This also means that more individuals will also be able to provide higher quality of services on the first day they come on board instead of a few months after training.

Another opportunity for HCA and Parkridge Valley is that the population has been growing. It is expected to grow at a positive rate in the coming years. This is good news for HCA because this means that there will be a higher number of customers that they can target. More individuals will need healthcare and will go to HCA for this healthcare.

Lastly, one opportunity I want to highlight is social media. Social media has been growing and a big impact in general in this generation. The number of social media users has increased worldwide. The three biggest social media platforms with the most users include: Facebook, Twitter, Instagram, and Tiktok (Williamson, 2018). HCA will be able to use these outlets to promote products and services and also be able to collect feedback from these users.

The last opportunity that can also be identified as a weakness as well is the lack of individual therapy. There is a lack of this, however, if it were put into place it could cause a huge opportunity for Parkridge Valley to expand and get more attention. It would also help the patients that prefer individual therapy vs the current system of just doing groups. There are some members that do not enjoy talking in groups and would rather have a one on one.

Threats of HCA

Threats are also considered an external factor. One threat that I would like to mention is technological developments by competitors. There are a few new advances and developments that competitors within the same industry have that makes Parkridge Valley on the same playing field.

Another threat of the current program is that many other facilities do offer individual therapy and that is something Parkridge Valley could work on. It is noted that Parkridge valley is a short-term crisis stabilization facility. However, patients have voiced over the course of the years of working there that they would also benefit from these services.

Lastly, as previously mentioned Parkridge Valley has a lack of consistency within groups and their schedule is not always of high importance. There are many other facilities like moccasin bend that are on a strict schedule and that provides structure and consistency for patients. Oftentimes, many of these patients do not have much consistency or structure before coming to a facility. In the research I have gathered, patients have stated they have become bored with the Parkridge Valley program and would like a more consistent deliverance of groups like other programs. Other things stated have been such as them not wanting to come back to Parkridge Valley because of the lack of consistency and take their business to other facilities in the future.