

Health Management

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SWOT Analysis

A Strategic tool utilized to evaluate any organizations current position as well as the risks and opportunities that exist therein; SWOT Analysis is a broad spectrum examination that proves its cardinality as a time-tested tool for any institute and business that has existed to this day. This analysis aims to highlight JFK Medical Centre's internal weaknesses and strengths together with an in-depth analysis of the threats and opportunities concomitant with the external environment of the respective organization. The discussion is segmented into three distinct sections covering all the cardinal elements of the management process (i.e., Planning, Organizing, Leading, and Controlling) as well as a comprehensive outlook pertaining to the Macro-environmental Forces and Porters Five Forces Model. The resource guide, "Theories & Concepts Associated with Learning Outcomes" was utilized to provide a framework for categorizing and recalling of information about the respective topic to be carried forward in the discussion phase.

Section 1 – Internal Weaknesses and Strengths

JFK Hospital is a medical facility providing primary, secondary and tertiary care level facilities. It offers four hundred and eighty-six beds, located in Atlantis Florida with over two thousand health care professionals and five hundred physicians (JFK Medical Centre, 2018). Accredited by the Joint Commission and an affiliate of the reputable Meridian Health, This facility was operational by 1967 and enhanced its procedures in accordance to the latest medical and technological feasibilities of the time (JFK Medical Centre, 2018). Due to their exemplary service, they have been awarded multiple commendations by both state and non-state actors. The following passages incorporate a profound discussion characterized by the speculative

categorization of JFK Medical Centre regarding its major management components. The aim is to concentrate on the challenges inherent to its respective internal workings.

1.1 Leading

With a mission to provide affordable yet innovative, human-centered health services and striving to succeed as a forerunner of “Positive Change” (JFK Medical Centre, 2018), the leaders and visionaries behind the respective facility have high ordeals and excellent qualifications/experience to sustain the endeavor. Comprising of professionals like Mr. Jim Leamon (Leamon, n.d.) and Mr. Jim Lindquist (Lindquist, n.d.); the outlook of leadership for the JFK Medical Centre is viable for a positive evaluation. Both officers were found to have impeccable records with Mr. Leamon having high expertise in business management, finance, and accounting. Having managed multiple projects belonging to revenue cycling, budgeting, process improvement, HIPAA compliance, Financial Reporting, Medicaid, Medicare, SEC and GAAP; Dr. Leamon is well versed with the finance about health care and the running of administration associated with efficient services (Leamon, n.d.). Both upward and downward communication is essential for a CFO, and his acumen is highlighted not only by recent successes of JFK Medical Centre but also by his rise in rank within the organization. His 8-year service to JFK Medical Centre is further augmented by more than ten years in various leadership roles across multifarious healthcare organizations, highlighting his result oriented approach towards the application of effective communication and management strategies (Leamon, n.d.).

The second leader to note is Mr. Lindquist. He is a veteran Healthcare Administrator with over four years served in JFK Medical Centre (Lindquist, n.d.). Overseeing the management of facilities HIT (Healthcare Information Technology) concerning Nursing, Critical Care, Project

Management, Strategic Planning, Change management and Process Improvement; Mr. Lindquist is an asset to the Organization with the primary responsibility to relay and act on information given by the self-designated expert systems to improve the quality of wellbeing that is being disseminated at the facility. His successes are propelled even more by his reputation within the organization and the results produced by his department (Lindquist, n.d.).

Both experts have been a source of motivation for their subordinates and pride for their colleagues. Their superior perspicacity is characterized by exemplary traits of skill and behavior as well as valuable management of emotional intelligence, communicational and motivational efficacy.

1.2 Controlling

From its humble origins as a health care Centre to a sprawling facility composing 12 areas of specialty that are further categorized into 48 full-fledged medical services (e.g. Family Medicine Centre, Haven Hospice, Pediatric Services, Mediplex Surgery Centre, Hartwyck Nursing and Rehabilitation Centers, John Rehabilitation Institute), JFK Medical Facility can be considered as a conglomerate of different subunits working together for the wellbeing of the State (JFK Medical Centre, 2018).

Both the control of the effective management of subunits and the controls of productivity for the efficacious working of quality practices makes the JFK Medical facility liable for a positive evaluation. The Patient Safety and Quality Program utilizes gold standard, evidence-based practices to provide a safe environment for care. These measures include both service-specific quality measures such as heart care, stroke care, and surgical care as well as hospital-wide quality measures such as Pressure Ulcers, Catheter-Associated Urinary Tract Infections,

and Centers for Medicare and Medicaid Services (CMS). These measures are further amplified by productivity controls including but not limited to Leapfrog Hospital Safety Score, Venous Thromboembolism, Clostridium difficile and Advanced Comprehensive Endovascular Procedures (JFK Medical Centre, 2018). Receiver of numerous clinical awards and recognition (i.e. Outstanding achievement award in Cancer, Most wired hospital etc.) together with strong finances that have translated into sound investments in upcoming medical technologies (i.e. wearable, Health IoT etc.) have placed the facility as a leader in the state and in the country when it comes to high-quality health services (JFK Health, 2016).

1.3 Planning

JFK Medical Centre has extensively strengthened its organizational framework both in vertical and horizontal markets and is liable for a positive evaluation. The LOI and consecutive affiliation with Hackensaw Meridian Health have paved the way for its exploration into multiple aspects, both in inter and intra discipline dominions (JFK Health, 2016). It has cemented its position to rapidly adapt and evolve to the constantly changing healthcare environment. Their increasing access to patients, sustainable profit-making, and technologically relevant clinical services together with the support of the national population health initiatives has highlighted its healthy transition towards effectual planning and scaling of services. It has cemented its role as a leader in medical care provider with a 5-star rating for its residency program at Johnson's Rehabilitations institute (JFK Health, 2016).

Housing the Accreditation Council for graduate medical education (JFK Medical Centre, 2018) and development of multiple phases of the emergency department with an increment of thirty emergency patient rooms, it is heading out to host the largest emergency department in the

entire state with \$16 million given in services to the indigent and charity care (JFK Medical Centre, 2018).

1.4 Organizing

The organizational structure defining JFK Medical Centre is a vertical functional architecture saturated by many parallel layers of management, ensuring precision in the execution of accountability and job responsibility. Such a structure provides convenience in terms of employees being aware of their duties and responsibilities and allows for efficient yet adaptable decision making across the hierarchy. This is put into effect by grouping people according to relevant specializations. Though it does yield operational clarity and operational speed, it does tend to limit fruitful interactions that further supplements departmental isolation (Gido, Clements & Rose, 2017). This can lead to serious pitfalls as the isolated groups usually fail or underperform in relaying important information concerning the holistic wellbeing of the systematic health propagating process. The recent rise in increasing amount of deaths due to complications developing after surgery is a major indication of this issue (Wallis, Davies & Shearer, 2007). Though the hospital is known for its efforts in providing quality vascular care services and other multifarious health services, the hospital has had an increasing number of deaths resulting from serious treatable complications. A number of complications amongst them constitute of those that occurred after coming out of surgery. Some patients were reported as having a heart attack, catching pneumonia or losing function in the kidneys (Wallis, Davies & Shearer, 2007).

All of these can and should be handled by the respective organization but is failing to meet the level of demand that currently exists. Lack of communication resulting from

departmental isolation due to group makings based on specialties that are regulated by a dominant centralized architecture is the primary umbrella of reasons for the delay in treatment and increased mortality of the respective patients. The rating for compensation across all the roles in the respective facility's HHR reveals positive reviews correlated with compensation, meritocracy and job satisfaction presiding within JFK Medical Centre ("JFKMC Reviews," 2018). This fact subsides the notion of any human resource factors at play in bringing about such a high incidence of perioperative mortality at the respective facility.

The design flaws inherent to the system of communication and service delivery that exists today in the hospitals, both public and private, are archaic and in need of major revamp. A complete rethinking of organizational structural design and implementations is needed right from the basic level. The growing needs of the present market demand fast delivery of service, great customer and patient confidentiality as well as treatment characterized by the provision of an ever affordable health care service, dominant throughout all the levels of the organization and service framework. For this to occur, JFK Medical Centre should look into designing smart infrastructure keeping all the aforementioned assumptions in mind. Decentralized and autonomous organization systems improved by the use of 4th generation distributed ledger technologies (Baird, 2016) and A.I driven feedback could not only allow communication and trust to reign supreme but also usher an unprecedented level of health care delivery that shall allow scalability across the supply chains and the industry market – simultaneously. For this to happen, a massive change management campaign has to be implemented to ensure the will and determination of every single professional that works in the facility to demand and sustain high-quality medical service. The leadership has to relieve the pressure off by enacting cost reduction

mechanisms such as the deployment of A.I to handle recurring tasks (i.e. manufacturing execution systems and expert systems).

Section 2 – External Opportunities and Threats

The following sections incorporate the challenges and benefits inherent to the external environment of JFK Medical Facility. The use of Porters Five Forces model is employed to analyze the competition present in the market.

2.1 Porters Five Forces Model

The aim is to provide a snapshot of the IO (Industrial organization) economics that stems from the five forces. These five forces govern the competitive intensity and appeal of the industry with regards to money and profit making

2.1.1 Bargaining Power of Medical Suppliers

The bargaining power of the suppliers is high and considered going at a good pace globally. The United States of America has also continued to secure its place as a dominant player in the industry for many years. Therefore, there exists a high entry barrier present that ensures that no new competitive entrant can aim to dominate the market unless aided by a technological tool of disruption and trust (i.e., Blockchain, A.I).

2.1.2 Risk of entry by potential competitors

Potential competitors are many and all across Florida, comprising of some of the best medical centers including Atlantis Outpatient Care, Cleveland Clinic Florida and Guadalupe Medical Centre. The market itself is high stakes and volatile acts as an effective deterrent for prospective new competitors. JFK Medical Centre itself is the largest healthcare facility in the region, providing most of the specialized health care services (JFK Medical Centre, 2018).

2.1.3 Bargaining power of buyers

Healthcare industry is primarily a buyer influenced market due to a limited supply and an endless demand (Lillrank, Groop & Malmstrom, 2010). The bargaining power of buyers is severely hampered due to this nature of the health service market. JFK Medical Centre, with its dominant market cap and an army of capable resources, is foreseen to be a formidable player in this dominion of the Five Forces.

2.1.4 Threat of substitutes

In the healthcare sector, there is not much affect or influence by substitutes present in the field, but the presence is widespread. Multiple such categories have come into play in the recent times (i.e., Traditional Chinese Medicine, Alternative medicine) but due to the market share held by the respective facility with the many mega projects currently underway, Western Medicine practices at JFK Medical Centre is expected to limit and deter the threat of substitutes.

2.1.5 Intensity of rivalry among competitive firms

The rivalry is seen to be intense with competitors that are providing the same services. However, an edge for JFK Medical Centre lies in its sheer magnitude together with an array of specialized services which are rare and unique to the region (JFK Medical Centre, 2018). The degree of rivalry in the industry is a function of a number of features including the number of competitors, pricing rivalries, and no switching cost policy.

2.2 Macro-environment forces

The following sections provide details of the broad economy that encircles and fuels JFK Medical Centre.

2.2.1 Global forces

With an aging population defining the future of the new world together with the bustling middle class driving the dynamic industry, Healthcare facilities are at a make or break point. Demand and volume are rising, putting much strain on public spending that will probably impose and induce cost control measures throughout the industry (Grady & Malloch, 2017). JFK Medical Centre will need to create scale, implement efficiencies and maintain market power to succeed in the trials that are expected to come; but is in a good position to do so.

2.2.2 Demographic forces

Demographic factors strongly influence related service provision and community's health needs. The aging population is expected to constitute at least 20.2 percent of the total population by 2050. This will greatly change the demands of the nation's health care system, but JFK Medical Centre is already preparing for the transition to better meet the growing and evolving health care needs of the region.

2.2.3 Political and legal forces

The legal and political forces are set to be more stringent and more demanding of a higher degree of care. With the ever-increasing influx of patients and evolving political landscape, JFK Medical Centre will have to formulate planning mechanisms and strategic development. They are well prepared to adapt to the evolving health service delivery landscape and its political, economic, environmental and socio-cultural interventions.

2.2.4 Technological forces and changes

Technology is the most disruptive force to exist in the present landscape with emergence of the Internet of Things, Artificial Intelligence and Blockchain offering beyond the scope of the

present market. JFK Medical Centre allocates much of its resources to stay technologically relevant, and it should make sure that the funds invested have great ROI and sustainability.

2.2.5 Social forces

Health is greatly influenced by social determinants such as education, occupation, experiences, wealth and income. With the ever-increasing costs of medical care provision, implementation of cost reduction policies and mechanisms is of the cardinal importance for JFK Medical Centre. Technological aid might be necessary to aid and abet the accomplishment of this objective.

Section 3 – Evaluating the SWOT Analysis

With strong evaluations secured in three of the four principle elements of the management process (i.e. Leading, Controlling and Planning) as well as weathered ratings exhibited in both, Porters' Five Forces Model and multifarious macro environmental factors; JFK Medical Centre faces challenges primarily from lack of communication resulting due to isolated departmentalization that falls under the Management process of "Organizing". The main disruption might prove to be a blessing in disguise as the forefronts of technology promise unparalleled cost reductions and amazing communication features at the highest level of security (i.e., Distributed Ledger Technology). The SWOT Analysis put great emphasis on these two tributaries as totally distinct elements that are inherently linked, with great promise expected from its efficacious use in delivering high quality, low-cost healthcare service.

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