The On-site SWOT Analysis is designed to assess and analyze an organization’s internal and external strengths and weaknesses. Each client is assigned their own SWOT Specialist to assess and analyze targeted areas of sales, marketing and operations as identified through a thorough discovery process in the pre-SWOT deep dive session. Through pre on-site research, on-site research and post on-site reporting and recommendations, your organization will have a clear understanding of how to proceed most effectively to generate immediate results. Through the Skilled Nursing/Healthcare SWOT, your organization will understand what initiatives and systems need to be implemented to increase private pay, community based direct admits, as well as increase Medicare market share.

Skilled Nursing/Healthcare SWOT Analysis – learn the strategy and tactics needed to increase private pay, community based direct admits as well as increase Medicare market share based on your business and financial goals.

The Skilled Nursing/Healthcare SWOT Analysis (provides):

- Pre On-site SWOT research to identify diagnostic and geographic niche opportunities
- Execution and/or analysis of customer and employee based satisfaction surveys
- Research of sales trends as well as a lost business analysis
- On-site competitor mystery shops
- On-site meetings with key referral sources and employees
- On-site sales and marketing analysis
- Development of sales and marketing benchmarks and initiatives
- Development of post-SWOT strategic plan including key referral source outreach plan
- Referral Source Surveys
- Face Sheet Analysis
- Hospital Medicare Services Analysis
- Identifying niche market

STUDIES SHOW THAT TRAINING ALONE INCREASES SALES PRODUCTIVITY BY 22%. BUT COACHING COMBINED WITH TRAINING WILL INCREASE YOUR PRODUCTIVITY BY UP TO 88%.