

Sample SWOT Analysis

Strengths (Internal) Subspecialized expertise Strong relationship with hospital Support from administration Regional recognition Quality of physicians In-house coverage	Weaknesses (Internal) Lack of income diversification Tied to one hospital system No significant hard assets Lack of IT support Politics within the group
Opportunities (Internal and External) Hospital alignment Alignment with other radiology practices Gain market share Baby boomers Improve contracts New business Use technology/physician extenders Increase marketing efforts Create awareness of radiology services	Threats (External) Decreasing reimbursement Increasing after-hours work Increasing non-compensated cases National radiology practices Competing local radiology groups Leakage of studies Health care reform and ACOs Turf wars Self-referral/in-office imaging