

SWOT Analysis

Strengths

- Nationally Accredited
- Staff Collaboration
- Committed, Experienced & Enthusiastic Staff
- Strong Fiscal Management
- Proactive Board of Health
- Active Collaboration with Community Partners
- Community Outreach
- Cross Training
- Proficient Nursing Staff
- Improved Documentation
- Community Resource

Opportunities

- Continue to Expand/Strengthen Partnerships
- Continue to improve documentation
- Improve Visibility of Services
- Change Negative Community Perception of Services
- Increase Social Media presence
- Increase Revenue
- Securing as many grants as possible and using grant dollars efficiently
- Improving electronic record keeping, including electronic medical records
- Working toward inclusion of culturally relevant material
- Emergency Planning Training for Staff
- Liaison/outreach for Homecare at regional hospitals

Weaknesses

- Limited space of confidentiality and increasing services
- Interdivisional Communication and Coordination
- Hardware/ Software Lifecycle Management
- Staffing Levels
- Succession Planning
- Health Promotion – department services, disease prevention, etc...
- Dedicated IT person for website, EMR, technical assistance for nursing, electronic documentation, etc...

Threats

- Competing Home Health and Rural Health Care Agencies
- Lack of Transportation
- Competition from Private Sector for Employees
- Mandated programs that lack reimbursement
- Potential changes to Health Care System
- Uncertainty of state funding due to new federal tax code
- Difficult to locate and retain qualified personnel