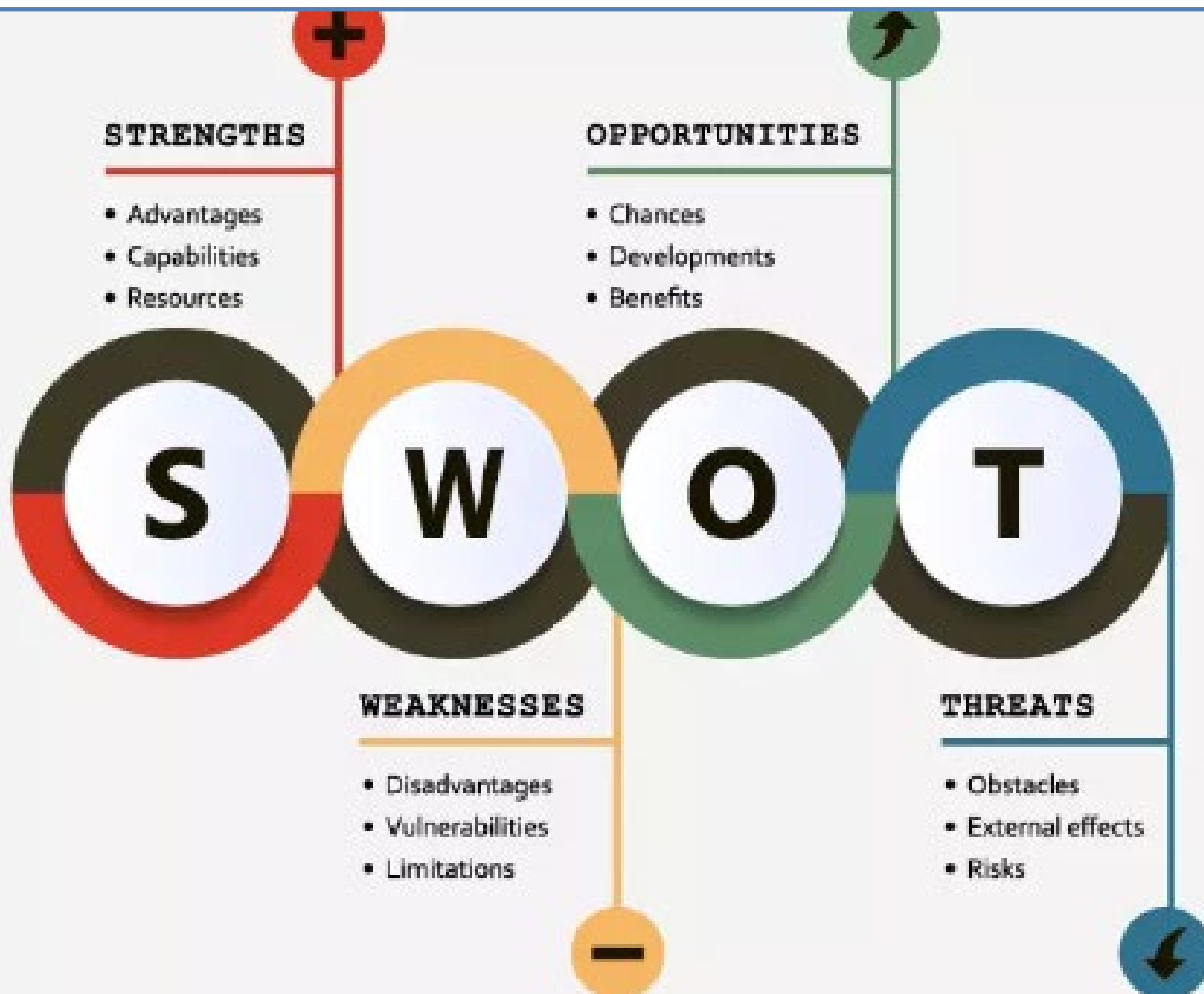




Make Quality Staffing a Quality Initiative

Quality Staffing
People caring for People
Using SWOT analysis



Roadmap for Strategic Planning

- Crossroads of direction decisions
- Winds of Uncertainty
- Landscape of Opportunities
- Roadblocks that may lie ahead
- Awaiting to be Conquered
- Navigate Curves and Hazards



Enjoy the Journey

Internal Factors

- Under your team's control
- Encompass' both strengths and weaknesses
- The overall Health of your organization, department or team.
- Discovery of what you're doing well and area's that need improvement.
- Human Resources is critical. The Team makes the dream work!

External Factors

- Creation of Opportunities and Threats
- Preparation for Growth and Risk Management
- Grasp uncontrollable variables
- Monitor Variables through surveys, reports, & conferences
- Understanding how the external environment can influence your success
- Adapt Strategies to maintain Success in a dynamic market

Continuity of Care- Care Transitions

Strengths

- Committed Staff
- Evidence Based Practices
- Need

Weaknesses

- Decisions based on interpretation of Care
- Cost of Connection to other Providers

Opportunities

- Meet the need of CoC during natural disasters or unforeseen disruptions ie COVID
- Create a healthcare network to connect specialists in rural and urban settings

Threats

- Capacity of healthcare workers
- Infrastructure to support
- Public Perception

Strengths



- Highlight areas where you consistently excel
- What areas does your home consistently receive positive feedback?
- What positive assets do you have that others may lack?
- How do we uniquely address the needs of our community?



Weaknesses

- Taking a closer look at areas that might be holding you back.
- Hurdles or Inefficiencies
- Area's others raise concerns about
- Are there any Skill gaps
- Are there any resource constraints
- Are there any internal differing points of view?

**ALL these can affect the performance of your team members
and overall home environment.**

Opportunities



- Spotting areas of potential growth
- Identifying those weaknesses to align with opportunities to improve.
- Identifying those strengths to couple with growth strategies to increase your census.
- Internal and External influences for positive opportunity integration
- Technologies that can be used to your advantage
- Gaps in the organization that your department can uniquely fulfil?

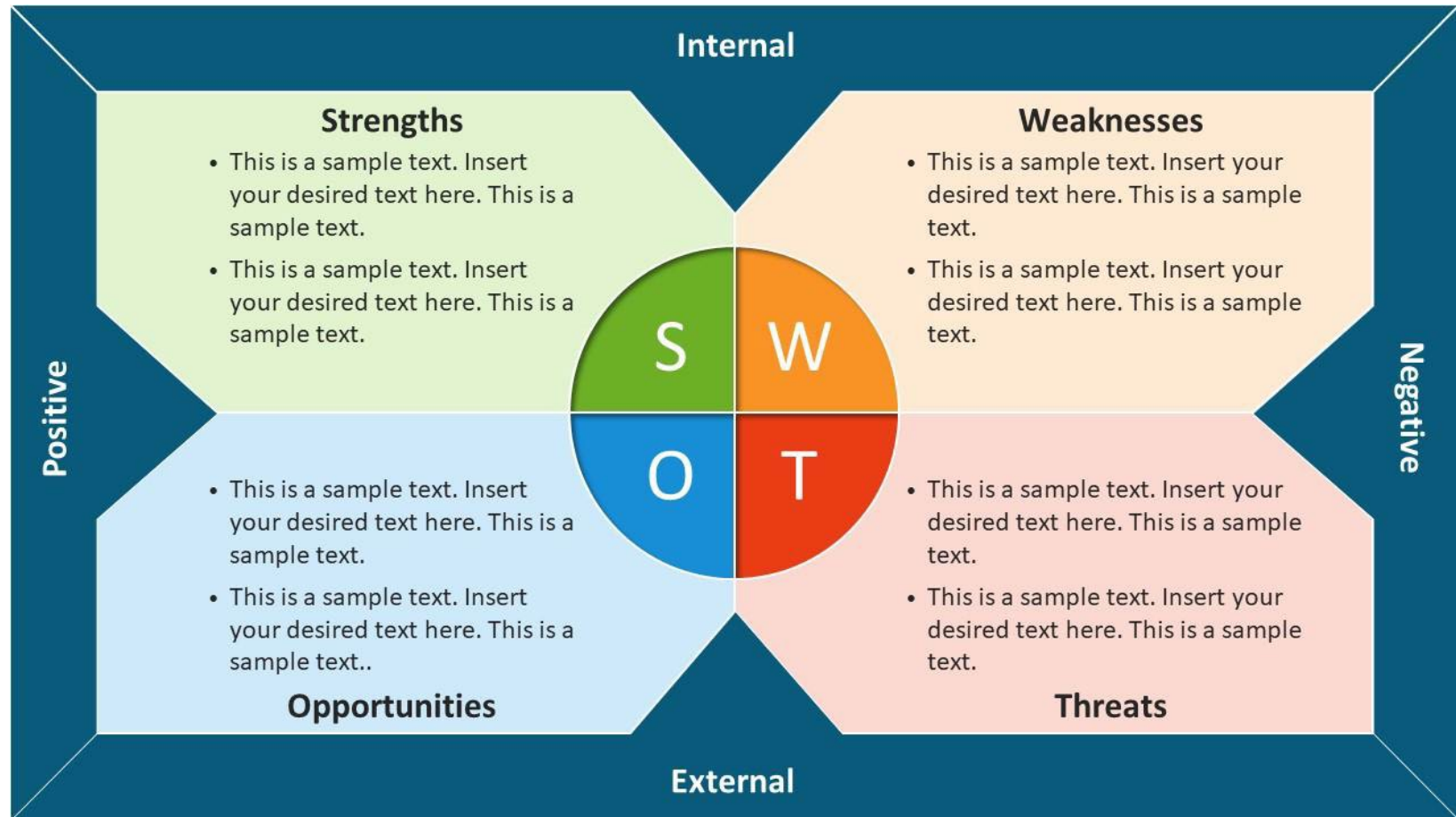
Threats



- Potential Challenges that could impact your department?
- Actions within organization that directly affects your department?
- Weak spots
- Rules that effect your department's performance
- Outside influences that may be challenging for your continued success.

SWOT Template

Positive Energy
Motivation for
maximizing your
success.



A Case to Consider- Moments of Momentum

- The nursing center in your neighboring community is at maximum capacity. Yet your nursing center is struggling to increase your census. You have longevity of staff and leadership, the neighboring NC has high turnover.
- What Strengths, Weaknesses, Opportunities and Threats do you identify?
 - Satisfied Residents and Family Members with great reviews.
 - Availability in your community to grow your census.
 - Lack of specialty training for your staff for dementia and other cognitive conditions.
 - Marketing opportunities within the community to highlight your resident/family testimonies and longevity of staff?
 - Smaller Community setting within your home.
 - Older building that may need some updates.

How to Implement and Act On

Use a SWOT Analysis

Interview several for strengths

Identify weaknesses like limited resources

Devise strategies to overcome weaknesses

Uncover opportunities for growth

Mitigate threats, such as regulatory changes or competition.

Collaborate and Integrate

Final tips & takeaways

Seek Feedback

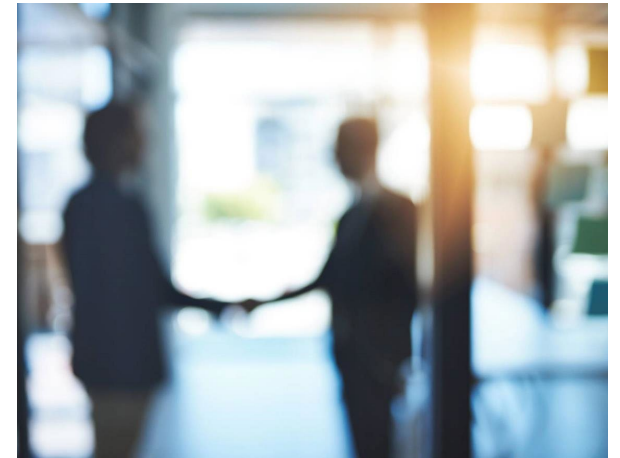
Explore New Opportunities

Reflect on Strengths

Set goals

Review Performance

Adapt to minimize weaknesses and threats



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