

Knoxville SWOT Analysis
January 28th Part I
February 25th Part II

Strengths (internal to community structure/function)	Weaknesses (internal to community structure/function)
<p>Diversity of resources – learning from each other - spectrum is covered. Long-standing group – over 3 years – large ETHIN Communication Number is moving statewide – decrease cost Networking environment – helping each other – connecting resources</p>	<p>Geographic area SNF participation Lack of formal agreement/partnership with upper management approval. Home Health, Non-Medical HH, ALFs participation Members in rural areas/outlying counties Coordination of services MCO coverage</p>
Opportunities (external to community environment and landscape)	Threats (external to community environment and landscape)
<p>Consistently attending groups that also attend BBBHC. Reimbursement changes – funding Effect change in assessments by PCP (alcohol and depression). 76% case completion pharmacies Reduce competition – increase collaboration A little less talk and a lot more action!</p>	<p>Participation and engagement Information exchange Do we need to add members Analysis paralysis More action less talk More data – common goal Not having opinions on anything (announcement) Even if confrontational, we need to deal with it No list of action activities Need to publish more Collection of resources People frustrated because we are not accomplishing anything. Is anything getting into the community? Want health systems to publish what is working and not working, break down barriers of competition. Still share without hurting own business. Lack of measurable focus. Success stories. MCO involvement Not spending time leveraging the benefits of everyone involved.</p>

Next Steps: Action Items - February 25th Part II

SWOT	Action Items	Date
<p>Strengths Diversity of resources – learning from each other - spectrum is covered. Long-standing group – over 3 years – large ETHIN Communication Number is moving statewide – decrease cost Networking environment – helping each other – connecting resources</p>	<p>How do we build on and sustain our internal strengths?</p>	

Weaknesses	Action: How do we turn an internal weakness into a strength?	Date
<p>Consistently attending groups that also attend BBBHC.</p> <p>Reimbursement changes – funding</p> <p>Effect change in assessments by PCP (alcohol and depression).</p> <p>76% case completion pharmacies</p> <p>Reduce competition – increase collaboration</p> <p>A little less talk and a lot more action!</p>		

Opportunities	Action: How do we turn an external opportunity into a strength?	Date
<p>Consistently attending groups that also attend BBBHC.</p> <p>Reimbursement changes – funding</p> <p>Effect change in assessments by PCP (alcohol and depression).</p> <p>76% case completion pharmacies</p> <p>Reduce competition – increase collaboration</p> <p>A little less talk and a lot more action!</p>		

Threats	Action: How do we turn an external threat into a strength?	Date
<p>Participation and engagement Information exchange Do we need to add members</p> <p>Analysis paralysis More action less talk More data – common goal Not having opinions on anything (announcement) Even if confrontational, we need to deal with it No list of action activities Need to publish more Collection of resources</p> <p>People frustrated because we are not accomplishing anything. Is anything getting into the community? Want health systems to publish what is working and not working, break down barriers of competition. Still share without hurting own business.</p> <p>Lack of measurable focus. Success stories. MCO involvement</p> <p>Not spending time leveraging the benefits of everyone involved.</p>		