**Strategic Thinking Map: Market Analysis**

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Course

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Date

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**Introduction**

This strategic thinking map is for Okeene Municipal Hospital (OMH), situated in Blaine County, Oklahoma. Okeene Municipal Hospital (OMH) might offer an extensive satellite wellbeing facility or versatile wellbeing unit inside Blaine County. You have been contracted to set up a report for the OMH Board of Directors to direct them in deciding the possibility of opening a satellite facility as a component of an essential drive for their yearly vital board arranging process. Like other rustic health systems, OMH faces many challenges due to geographic segregation, poor financial conditions, lack of economies of scale, increased infection problems, and high barriers to entry. Therefore, OMH is having difficulty meeting the region's medical needs. Medical socioeconomics also affects the welfare of the community. Okeene Memorial Hospital provides its clinical benefits to the individuals of Blaine County. The district covers ​​942 square miles and builds terrain for the headwaters of eight commonly known waterways. The total populace of Blaine County, benefiting from the medical services of the Memorial Emergency Hospital, was 9,001 as of the 2010 census.

**Summary**

Blaine County has a loss of hospital therapy suppliers. One emergency clinic, Blaine Memorial Hospital (OMH), and one nursing home, Blaine Centre. The percentage for dental experts is 8,840 to 1. The percentage for vital attention docs is 8,508 to 1. The district's physician to-population percentage is largely better than the Unites States in trendy percentage. OMH is a 25-bed, level-four ER. A rustic wellbeing middle is located in the scientific clinic. The wellbeing middle contains contamination to the board, lab administrations, and vaccinations—month-to-month uniqueness centers.

**OMH Challenges**

The demanding situations we are locating in hospital therapy preserve a pretty big number. For OMH, this sincerely carries the default of scientific advantages that Okeene Memorial Hospital is referred to as to give, in any event, while a person cannot pay. It is the primary clinical hospital in the 942 rectangular miles that make up Blaine County. It is tough to check to reside right here without it. Lives were stored, and innumerable people re-established wellness due to its presence.

**Access to Health Services**

Oklahoma is positioned last among states in physician to patient ratio. Blaine County is assigned as a primary care professional shortage area (HPSA). There are clinical clinics withinside the region: Okeene Municipal Hospital in Okeene, which has 17 beds, and Mercy Hospital in Watonga, which has 25 beds. The region has nursing homes.

**Assessment**

In the spirit that Blaine Memorial Hospital is the most important medical services provider in Blaine County, meetings are confirmed by both internal and external partners, and funders are easy to certify medical services. Although nursing homes and medical facilities that use bicycles associated with primary clinics offer medical benefits, individual people's needs for quality medical care are not met. Patient relationships with major medical professionals and dentists are so tense that clinical professionals and nearby clinics are widely deployed (Gratton 2018). Dissatisfaction with local clinics is reflected in increased access costs, increased patient numbers, low government compensation for medical facilities, and little or no personal health insurance. In addition, clinical professionals are thus gradually introducing respite care services, creating competition between local emergency clinics and respite care administration.

**External and Internal Environmental Challenges**

For delays in commercialization, buyers are offered a valuable opportunity to make choices about their medical care. Thus, the association responsible for providing medical administration focuses on bringing administration online to individuals effectively and timely. The belief that the accessibility of medical devices is in line with expertise and support for clinical benefit allows clinics to attract more patients (Rowell et al., 2016). The organization includes many local individuals who present their work during development. Graduate students in Blaine County can also benefit from this mission by engaging in local mindfulness projects and serving as medical professionals.

**Market Analysis**

Market research reveals samples available from Blaine County and its regions, and rural residents experience a lower economic relevance than metropolitan residents. It was shown to be. As a result, individuals are classified as living below the poverty line. Further research shows that managers provide rural residents instead of residents of large cities who have access to these government agencies (Bryson 2018). The agreed clinical development is designed to promote health care administration for low-income earners. In addition, the relevant center is to study the problem of infectious diseases of advanced illnesses, focusing on children affected by strange illnesses and patients with malignant growth (Oklahoma State Department of Health 2015). Financial problems can make recruitment difficult, resulting in the hiring new graduate clinical professionals. Through continued involvement in work, hired people gain functional integration into the medical sector.

**SWOT Analysis for Okeene Municipal Hospital**

**Strengths**

Many people in Blaine County have adequate access to the public health sector. Hope Health Projects will be an important tool for managing infection problems in this region, especially in rural areas. By sending more medical service professionals to the new center, we can solve health emergencies that have had a significant impact on the population for quite some time. The company will also prepare clinical groups to develop more talented clinical faculty.

**Weaknesses**

This work is expensive as it involves buying state-of-the-art clinical equipment, setting up facilities, and paying workers to require huge amounts of cash. The task is uncertain because it consumes a lot of time and resources and can be disadvantageous. The work of new medical professionals can cause common clinical errors and endanger people's lives.

**Opportunities**

Your district medical professional will get a business opportunity at the center. In addition, incompetent employment opportunities will be open to residents during the development of the facility. We also have the opportunity to receive awards and sponsorships from various associations focused on developing the entire medical community in Blaine County.

**Threats**

The big danger lies in the further unilateral development of various areas such as the food sector, as more financial assets are skimmed to achieve.

**Recommendations**

The Blaine Health Department needs to rehearse buying and renting ideas rather than funding large amounts of clinical equipment. This allows us to provide quality medical services and save money while retaining our customers. Facilities need to provide excellent clinical benefits reasonably to accommodate poor rural residents. The observatory should be established to regulate office work patterns for practical and convenient execution.

**Conclusion**

The importance of quality and solid medical care requires specific support among partners. The establishment of satellite centers, such as the Hope Health Project Office, guarantees easier and more cost-effective access to functioning medical administration. Healthcare administration must be accessible to national and metropolitan residents to develop healthcare services locally and globally.

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