

A SWOT analysis on Tampa General Hospital

Name

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Introduction

Tampa General Hospital (TGH) is located in Tampa, Florida, and is a level one trauma center that was established in 1927. The facility has substantially grown over the years with its starting number of patient beds as 186 while now it can hold up to 1018 patients. It is worth noting that this number does not include the huge number of patients who are not admitted. In the recent decades, more clinics have opened in the area and along the west coast region of Florida but TGH has proved to be a progressive, innovative and dynamic health care organization (Burgin, 2014). The hospital is made up of more than two hundred departments but its transfer center can be said to be its host. This department is responsible for coordinating transfers from outside health care facilities and placing of patients who have been already admitted. Indeed, this transfer center is a significant source of revenue generation and the organization's publicity as a whole. This paper attempts to perform a SWOT analysis on Tampa General Hospital.

Strengths

This section identifies what the organization has been doing right. In 8th December 2014, TGH became the first hospital in west coast of Florida to receive Stroke Certification. The hospital is endowed with University of South Florida stroke experts who provide patients in the region with 24/7 access to specialized stroke care. This care includes a medical team that is trained in neurocritical care and on-site neurosurgeons. From a customer's perspective, this hospital meets the highest possible standards of quality and safety and can hence provide care to patients throughout the day with the most complex and expensive state-of-the-art stroke care. However, it is worth noting that TGH earned the designation after meeting twenty-one evidence-

based measures of complex stroke care. The public is aware that the hospital has on-site diagnostic radiologists, neurosurgeons and a medical team that has been trained in neurocritical care who are always ready to attend to emergencies (Burgin, S. (2014). Diverse studies indicate that when a better results are often realized when these standards are met.

TGH was the fourth health care organization in Florida to receive this national designation for its stroke program. According to Burgin (2014), the certification signifies that the hospital has exhibited and is committed towards the advance of stroke treatment through best practice and innovation. He states that this has placed TGH among world leaders in the improvement of treatment, reduced costs and positive patient outcomes. Another strength that cannot be overlooked is the organization's commitment towards patient privacy. Following the privacy incident of 2014, the hospital has demonstrated that it is committed towards the safeguarding of a patient's private information by installing measures to prevent such an occurrence (Greenberg, 2014). Since then, the organization has used technology that limits an employee's access to a patient's social security number. After the incident, TGH's response gave its customers confidence that their private information were in safe hands.

Weaknesses

This section pinpoints areas that needs improvement. In the recent past, TGH has not done a commendable job in terms of communications with the Conventions and Visitors Bureau (CVB). According to the Tampa Bay Regional Planning Council (2017), there should be greater communication between Tampa General Hospital and the CVB in the determination of a cohesive regional brand identity. Further, the council states that hospitals in Tampa Bay should work together to develop a marketing strategy to avoid the duplication of efforts by the different organizations. Moving forward, TGH should work together with other hospitals in the area to

promote Florida region in an attempt to increase the number of visitors. Hospitals in the area will benefit in several ways by working together. First, it will reduce redundancy in promoting the region. Second, there will be increased effectiveness in the expansion of both new and existing markets. Lastly, greater efficiency will be realized in communicating the services and benefits offered at the regional level rather than at the county level. These health care institutions should develop a hub where all sectors are integrated seamlessly. However, this can only be done through a collaborative effort between all providers involved. TGH needs to modify the operations of its facilities from services provided, internal communications and information systems that can track progress.

Opportunities

This section explores new initiatives or trends that could benefit the organization. According to the Tampa Bay Regional Planning Council (2017), there are six medical areas that could present an immediate opportunity for hospitals in the region. They include: neurology, cardiology, oncology, pediatrics, ophthalmology, orthopedics and sports medicine. The council explains that these areas provide opportunities because other destinations in the country and abroad offer these procedure. They further state that these key areas could attract more patients. Attracting patients has been a significant challenge even though some specialists have quit a number of patients who follow them through word of mouth referral. The council explains that Tampa General Hospital should provide a specific specialized medical service, that is, cardiovascular services. The data provided by the Florida Tax Watch in 2014 indicated that more than four hundred thousand non-U.S. residents spent more than \$5 billion travelling inside the America for medical care. Furthermore, the annual data from Florida patient charge indicate that more than three hundred and seventy five thousand U.S. residents spend more than \$5.2 billion

on medical services within Florida (Tampa Bay Regional Planning Council, 2017). From the data collected by the council, it is estimated that annually, eleven centers receive between 76 to 520 inbound patients. The major recommendation that can be derived from the data above is that TGH should: offer advisory and consulting services and specialize in certain areas of expertise.

Threats

This section analyzes concepts or events that can limit the existence of an organization. For Tampa General Hospital, there are three major threats namely: confidentiality of patient information and a hurricane threat. TGH is located on an island and hence is at risk of rising waters. This threat is unique to hospitals because it is very difficult to move patients. TGH can resolve this threat by moving machinery rather than patients. For instance, Osowski (September 6th, 2017) stated that TGH has moved machinery as a prevention measure to the hurricane. They moved the air conditioning system to second floor and the power system to the third floor. Another prevention measure that TGH took was to move their aircrafts to areas where they would be safe during the storm. Osowski also reports that they flew some aircrafts out of the state until the storm was gone.

With the increased concerns on patient's privacy throughout the world, TGH faces the threat of being sued for unauthorized access to information. In 2014, the media reported that the personal information of 675 patients has been accessed by unauthorized individuals (Greenberg, 2014). The personal information included: names, date of birth, addresses, names of insurance payers, social security numbers, and, in some instances, admitting diagnoses. With such a law suit, the organization could incur a significant damage to its public image and lose clients in the process.

References

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