

PH Sharing Grant SWOT Analysis

STRENGTHS	WEAKNESSES
<p><u>Location:</u></p> <ul style="list-style-type: none"> • Border to Minnesota • Airport in Cerro Gordo County <p><u>Staff:</u></p> <ul style="list-style-type: none"> • Experienced staff availability/subject matter experts available • Other county participation/Good collaboration • Infectious Disease Doctor on Staff at hospital <p><u>Services:</u></p> <ul style="list-style-type: none"> • Need to maintain essential services within each county • Services available for contracting/sharing <p><u>Resources:</u></p> <ul style="list-style-type: none"> • Airport in Cerro Gordo County • Level II trauma center in Cerro Gordo County • Media: Newspaper, radio stations, and local news station available in Cerro Gordo County. • State Hygienic Lab availability and courier services available. 	<p><u>Location:</u></p> <ul style="list-style-type: none"> • Rural area <p><u>Staff:</u></p> <ul style="list-style-type: none"> • Capacity to take on additional tasks • Decrease in experience due to lack of experience • Retirement of Administrators • Funding issues <p><u>Services:</u></p> <ul style="list-style-type: none"> • Funding issues-particularly in Service Section 2 • Different services in different counties-not standardized • Counties do disease investigations differently-not standardized <p><u>Resources:</u></p> <ul style="list-style-type: none"> • Two counties with little healthcare • Media: Cerro Gordo County news station covers two states
OPPORTUNITIES	THREATS
<p><u>Location:</u></p> <ul style="list-style-type: none"> • Border with Minnesota/Mayo Clinic • Increasing reach across Service Section 2 <p><u>Staff:</u></p> <ul style="list-style-type: none"> • Impact-more people with more coverage • Access to IDPH – EPI <p><u>Services:</u></p> <ul style="list-style-type: none"> • Increase data shared with IDPH-flu season-more schools to report from Service Section 2 • Share tools with other counties related to active disease surveillance and disease investigation response • Improving resources already available 	<p><u>Location:</u></p> <ul style="list-style-type: none"> • Population in rural areas are decreasing • Transportation incidents-I-35, The Avenue of the Saints, Hwy 218, and Hwy 65 <p><u>Staff:</u></p> <ul style="list-style-type: none"> • Losing experienced staff with retirements <p><u>Services:</u></p> <ul style="list-style-type: none"> • Disease outbreak <p><u>Resources:</u></p> <ul style="list-style-type: none"> • Funding issues • Movement of population to urban areas, decreasing tax support for the rural areas • Medicare/Medicaid reimbursement down

How can you convert weaknesses into strengths? Use strengths to overcome threats? Use strengths to maximize opportunities? Use strengths to compensate for or minimize weaknesses?