

## INTERNAL

### STRENGTHS

- We offer a comprehensive practice of core competencies.
- We provide social infrastructure and support to our patients.
- We can treat multiple types of patients.
- We keep patients returning to the hospital, which increases their engagement.

### WEAKNESSES

- Lack of multiple types of payments currently received and the low reimbursement rate by Medicare.
- We are dependent on physician supervision.
- We have old telemetry equipment and lack a clinical documentation system.
- We don't receive support from our hospital, including marketing and facilities.

## EXTERNAL

### OPPORTUNITIES

- We can offer disease management and preventive services as an alternative form of treatment.
- We can create value through evidence based outcomes with the AACVPR Registry.
- There is a Cardiac Rehab Bundled Payment Model in the works for MI and CABG diagnosis.
- We can work on patient retention through advocacy.

### THREATS

- We have a lack of physician support and referrals.
- Lack of cardiac rehab experience in hospital's upper management.
- The overall rising cost associated with healthcare.
- Regulatory change is a difficult uphill battle and takes a long time.