

The SWOT Analysis of a Romanian Post-Sanitary Institution in Romania

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Abstract

Within the context in which nowadays the health services suffer changes that have never been met before concerning in significant reforms in progress, having a new approach in providing the services, the sanitary system has to face up with major challenges, but also with opportunities. Starting from a comprehensive research (literature review), the paper proposes the realization of a SWOT analysis within a post-sanitary school, which aims at emphasizing the main advantages of a post-secondary schools perceived by students and discovering major development opportunities for the quality of services offered by it, as a premise of the improvement of the sanitary schools, and thus, the health system in Romania.

Key words: SWOT analysis, post-sanitary institution, management

J.E.L. classification: M10, M19

1.Introduction

SWOT is an acronym that stands for Strengths, Weaknesses, Opportunities, and Threats. It is an analysis tool that is used for understanding different situations that may arise within the business organization; hence it can also be used in decision making for a wide range of situations within the organization. SWOT analysis is used in the development of the business, evaluation of the competitors within the market, marketing, as well as the development of product reports and research reports.

Identifying a company's internal strengths is the first important step of the SWOT analysis. A strength is a resource advantage relative to competitors and the needs of the markets that a firm serves or expects to serve.

A weakness is a limitation or deficiency in one or more resources or competencies relative to competitors that impedes a firm's effective performance. Weakness does not mean failure. By truly and honestly identifying the weaknesses in an organization or section of a company, managers can create plans to manage, control, change, or address the weak areas.

A company does not work simply within the walls of the office. There are numerous outside pressures that exist. With this in mind, one can conduct a SWOT analysis that not only includes the internal strengths and weaknesses but also will be used to examine the external opportunities and threats. These steps examine the current business environment and attempt to predict the future in terms of competition, key trends, technology, staff availability, state and federal health-care regulations, and community economic issues.

An opportunity is a major favorable situation in a firm's environment. Opportunities are the areas where the business can provide needed services in the larger community.

Identifying threats can help managers plan and better handle problems that arise. A threat is a major unfavorable situation in a firm's environment. Threats can

be broadly based and difficult to identify but can be thought of in terms of "what if" in strategy-planning sessions. Threats can be treated as opportunities for change and growth. As challenges

arise, a plan should be developed to address those challenges in a way that the company not only survives them but also grows and prospers.

The SWOT analysis provides an ideal framework for managers because it is a simple yet accurate portrayal of the firm. The best situation for a firm is to maximize strengths and opportunities while attempting to minimize weaknesses and threats. (Hazelbaker, 2006)

The main purpose of SWOT is to provide meaningful insights to marketers about organizational key competencies after evaluating data gathered through marketing intelligence and to enable them in making best use of that data in utilizing opportunities, linking those with organization's strengths, identifying major threats, and minimizing weaknesses (Nasri, 2011).

The essence of this method is to highlight what is happening within the institution/company, so the focus is on strengths, it eliminates weak points and also discovers the opportunities and threats of the external environment. SWOT analysis has been used extensively in other industries but has not been widely used in healthcare (Kahveci and Meads, 2008).

2. Methodology

This research aims to identify the degree of satisfaction of students to the institution and strengths, weaknesses, opportunities and threats in the post-highschool facilities, so a comparison can be achieved with existing school documents.

The investigation was conducted on a group of 31 students, future general nurses, they expressed their opinions on the subject of our interest in this case SWOT analysis.

The respondents group was comprised of: women and men aged 20 and over 35 years old, from first, second and third year of study, specialization general nurse.

Participants were given a questionnaire (instrument used to achieve this research), which have supplemented the information they consider relevant to these issues. Respondents were given enough time to complete the questionnaire, about 10 minutes. Supplementing the instrument research was voluntary, students were assured that the information they provided will be kept confidential.

The questionnaire includes 13 questions referring to the topic and the research management tool was made in the first half of the year.

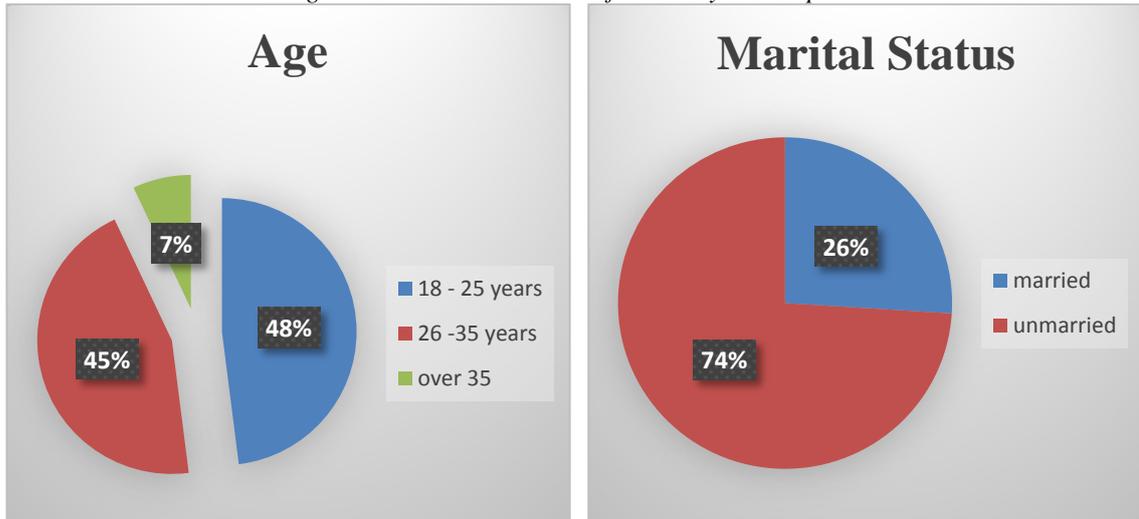
After applying the research instrument we compared the data of study participants with existing SWOT analysis of the organization, field of interest: human resources.

3.Results

I conducted research in an undergraduate institution with health profile and I marked it with the "X" letter for confidentiality reasons. The number of people willing to participate in our research was 31.

The charts below provide information about the characteristics of the graduated group of students from the nursery school.

Figure no.1. Characteristics of the analyzed sample

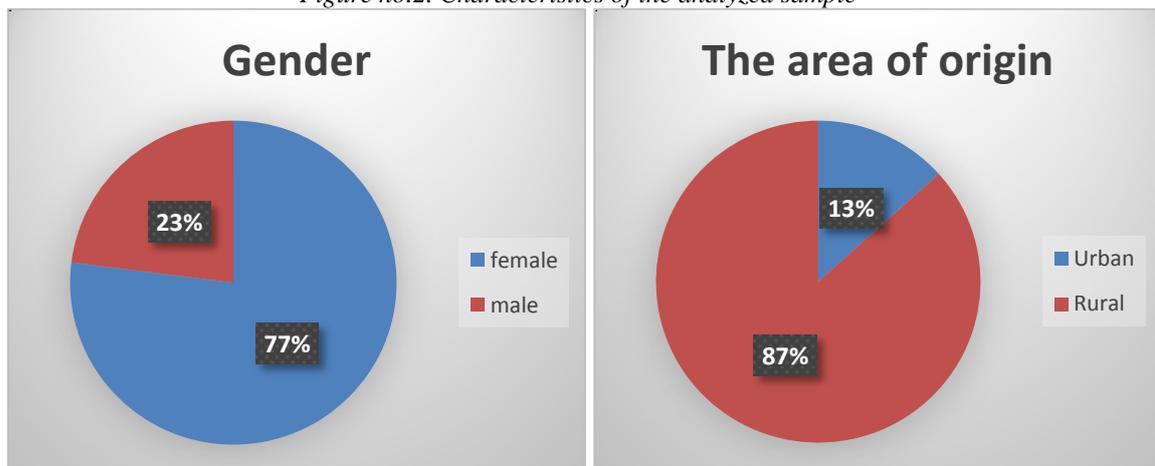


Source: Made by Authors

The first chart above shows that most respondents are aged between two intervals: 18-25 years and 26-35 years, representing a rate of over 90% from the total number.

An insignificant percentage of 7% is represented by the people aged over 35 years old. The second chart shows that a percentage of 74% are unmarried, others being married persons.

Figure no.2. Characteristics of the analyzed sample



Source: Made by Authors

The respondents are 77% female and 23% male, both of them coming from urban areas 13% and country side 87%.

SWOT ANALYSIS – THROUGH STUDENTS POINT OF VIEW

We aimed to highlight the strengths, weaknesses, opportunities and threats of the health profile of an institution by the beneficiaries.

The analyzed strengths of the institution are found in the table above and we can observe the following: the students are satisfied with teachers professionalism (22%), teaching style (13%), seriosity, dedication and involvement in the act of teaching, learning and evaluation.

Most respondents choose this institution because they learned through the Internet that teachers from this school are directly involved in producing the study (nursing).

Teachers in the school actively participates in various volunteer activities in which they supervise the students to get the best results, the percentage being of 10%. A rate of about 5%, believes that labor market insertion of graduates in the health system is accomplished relatively easily

The weaknesses identified in the institution are: lack of homogeneity on the report in age between colleagues (26%), poor thermal conditions, 19% (very hot in summer and low temperatures in winter), TIC laboratory equipment below standard conditions (16%) and poor endowment with modern medical equipment and tools (10%).

A group of respondents (13%) are dissatisfied of the weak involvement of health professionals in clinical internship, because they can not put into practice the learned concepts.

Also some respondents believe that another weakness is represented by the lack of extracurricular activities regarding the involvement in sport, saying that the main reason is the lifestyle improvement.

We can observe in the above table the students proposed **opportunities**, where 40 % of them believe that the permanent update of the school website by introducing extracurricular activities and the school offer promotion would attract new students.

A considerable percentage of the respondents (35%) expressed their opinion regarding some possible hours of nursing / first aid where they can develop many practical activities.

The interviewed persons have the following proposals: changing practice uniform, rearranging classrooms by updating materials and available equipment within the unit and to arrange cultural activities (theater, philharmonic, excursions organized by the staff)

Figure no.3. The SWOT Analysis created by students



Source: Made by Authors

The threats that this institution is dealing with are: the increase of the school tax (48%), apparition of new nursing schools (23%), the low number of people who want join this instiution (19%) and economical instability (10%).

Comparing the results from students with the existing action plan made by the institution, we find the following things in common:

- **Strengths**
 - The analyzed school is accredited, it has its own anthem and magazine;
 - Both management and students are satisfied with the teachers performance because they are using the adequate teaching methods which are most suitable for everyone.
 - Students participate in various activities (conferences, presenting various topics of health education, volunteering, etc.);
- **Weaknesses**
 - School needs improvements such as endowment with medical equipment - (used tools / materials, multifunctional models, etc.), replacement of IT equipment and changing the thermal devices;
- **Opportunities**
 - The introduction of courses to stimulate students eager for knowledge in the medical field;
- **Threats**
 - Severe problem facing this institution is decreasing the number of students opting for this school;

Conclusion of the study

Most institutions create their own rules that are sometimes exaggerated or not suits on the needs of people. These work well for a while, but over time there has been a decrease in the number of persons willing to opt for the offered services. The above conclusion can adapt also in this case, regarding the analysis that we performed in pre-university institution with sanitary profile.

Students are satisfied with the training activity, because there are used diversified teaching methods to attract the student into the process of learning and to stimulate the practice of this job safely.

It should be considered that besides teaching conditions offered by the teacher, the environmental conditions offered by the institution in which the educational act occurs are equally important. Base material (tools, medical equipment, etc) is a prerequisite that the student, future nurse assistant, puts great emphasis and may influence his future. Periodically, the institution should aim to provide changes based on innovation, in order to attract a larger number of students, so they should initiate new courses and extracurricular activities, announced on the school website.

4. Conclusion

The Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis reveals that students are satisfied with the performance of teachers, mostly of them choose this institution because of the prestige of the authors of books in this field, who teach classes in this school. For better results, more relevant, we intend to expand the group of students analyzed inside and outside of this institution.

Finally, this SWOT Analysis provides a nice baseline for the development of the post-sanitary school, to cope with the new changes in the system, undergraduate institution analyzed, must adapt and create conditions as good or maybe better in relation to the institutions they compete.

5. References

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