

Figure 2.1a-4: Strategic Planning Process Participants

Key Factor	Who	Data Source
Strengths, Weaknesses, Opportunities, Threats	BE Director, Scooby Doodley	Baldrige self-assessment, HealthTrac reports, industry comparative data, informal consortium, general news and tabloids, monthly board meetings, information on Baldrige Award Recipients scores
Patient, Other Customer and Health Care Market Needs	Bo Doodley	HealthTrac reports, industry publications, customer illness surveys, industry assoc. memberships, industry Web sites, informal hospital consortium, E-Chambers of Commerce, Adversary Board
Competitive Environment	CEO, Advisory Board	Different from above, Metropolitan Honolulu Hospitals Group
Technology	Googly Doodley	Industry MIS Chef Study Group, public literature, supplier group purchasing secrets, medical magazines, informal consortium
Human Resource Needs	BE Director, Scooby Doodley	Employee/staff dissatisfaction report, unauthorized industry comparative data, People In Medicine Report, HealthTrac reports
Financial, Other Risks	CFO	Accounting system, David & Bradley reports, informal hospitals consortium, NHCA comparative information
Societal/Regulatory/Ethical Risks	CEO, Dude Doodley	Metropolitan Honolulu and Maui Medical Associations, industry reports, Chambers of E-Commerce, Department of Health inspection and audit shutdown notices, HHS adversary boards, illegal Web sites
Sustainability and Business Continuity	Bo Doodley	Information on Baldrige Award health care recipient scores, industry reports, business continuity workshops
Economic Changes	CEO	Metropolitan Honolulu Hospitals Group, health care publications,
Unique Factors	All	Partnerships for Free Health Care Service—phone tag directory Communication mechanisms—all previously unlisted sources (e.g., in P.1b[4] and 3.1a[3])

Replace exemplary information with information representative of your organization. [Blue](#) underlined words link to [other Templates](#), Results Charts, and [Best Practices](#).

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