

The Assignment

Imagine that you are a hospital administrator exploring the possibility of instituting a program similar to Dr. Brenner's. Create a presentation (Powerpoint, Prezi, Voicethread, etc) designed for an audience of other hospital administrators and executives that:

Consists of 5 or 6 slides with voice-over - you must include audio and there must be a visual other than you. Present your SWOT analysis in standard written English, suitable for your audience.

- Apply the principles for PowerPoint presentations, as provided in the Learning Resources. Do not read your slides.
- Makes a recommendation whether to implement the program at your hospital based on your analysis. Tie it together.
- Supports your evaluation with citations from the Learning Resources or other relevant research that you conducted on your own.
- Includes any crucial content that you would present (but that does not appear in the presentation) in the Notes area for the slides.
- Please include an introduction and a conclusion as you would in any presentation

Readings

Berry, T. (n.d.) What is a SWOT analysis. Bplans. Retrieved January 9, 2016, from <http://articles.bplans.com/how-to-perform-swot-analysis/>

Gawande, A. (2011, January 4). The hot spotters: Can we lower medical costs by giving the neediest patients better care? The New Yorker. Retrieved July 14, 2015, from <http://www.newyorker.com/magazine/2011/01/24/the-hot-spotters>

Tucker, C. M., Lopez, M. T., Campbell, K., Marsiske, M., Daly, K., Nghiem, K., ... Patel, A. (2014). The effects of a culturally sensitive, empowerment-focused, community-based health promotion program on health outcomes of adults with type 2 diabetes. *Journal of Health Care for the Poor and Underserved*, 25(1), 292. Retrieved from <http://www.ncbi.nlm.nih.gov/pmc/articles/PMC3920466/>

Handout: Presentation Tips

Optional:

There are a number of good resources on this unit's topic available, and you are encouraged to conduct your own research if interested in reading more. Suggested readings include:

Institute for Diversity in Health Management. (June 2013). Becoming a Culturally Competent Health Care Organization. Retrieved February 23, 2015 from: http://www.hpoe.org/Reports-HPOE/becoming_culturally_competent_health_care_organization.PDF

Schwartz, L. (2002). Is there an advocate in the house? The role of health care professionals in patient advocacy. *Journal of Medical Ethics*, 28(1), 37–40. Retrieved from <http://jme.bmjjournals.org/content/28/1/37.full>

What is a SWOT analysis and free worksheets: Mindtools.com - https://www.mindtools.com/pages/article/newTMC_05.htm

Media

PBS.org. (2011). Frontline: Doctor hotspot [Video file]. Retrieved January 9, 2016, from <http://www.pbs.org/wgbh/pages/frontline/doctor-hotspot>