# Phase II: Developing an Identity for Your Program – Fall 2017

## Program Mission Statement

### Consider the placement of your graduates; your patient populations and the future directions as you write your mission statement. Mission statements are generally 2-3 sentences or bullet points.)

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## Who do you serve?

### As you prepare to complete your SWOT analysis, you need to think about the groups that you serve within the hospital and outside of the hospital. Please list the areas or departments within ORMC that use your services and those outside of ORMC.

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| Inside \_\_\_\_\_ | Outside \_\_\_\_ |
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| Strengths | Weaknesses | Opportunities | Threats |
| Internal factors IN your control | Internal factors IN your control | External factors NOT in your control | External factors NOT in your control |
| Think about:* Program strengths
* Institutional strengths
 | Think about: * Program weaknesses
* Institutional weaknesses
 | Think about: * Current ongoing trends
* Social and economic conditions
 | Think about:* Negative aspects in the current market
* Possible change in resident recruitment
* Any new government regulations going to affect your program
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