Health Services in a Rural Community: A Report on Project Feasibility, as a final project.

Providing healthcare services to residents in rural areas has presented increased challenges that include access and cost. You will be using a case study that focuses on Pocahontas Memorial Hospital located in Pocahontas County, West Virginia. For case study details, go to **www.pmhwv.org**.

Pocahontas Memorial Hospital (PMH) would like to offer a comprehensive satellite health clinic within Pocahontas County. You have been contracted to prepare a report for the PMH Board of Directors that will guide them in determining the feasibility of doing this.

**Below is the help I need.**

1. **Introduction:** This is where you introduce your audience to what this report will cover.
2. **Market Analysis**

In your market analysis, identify the segments (potential patients, physicians, etc.) and provide a summary of your findings. I agree with your thoughts in terms of looking at potential market to capture non-existing customers. However, I would suggest looking at current customers to see what the trends are for liking the services/products. Expanding your products and services to capture opportunities is definitely the way to go. However, with  market analysis for this project, don't forget to research the potential workers in the hospital including volunteers, its neighboring competitors, etc.

**3–4 pages in length**

Thank you!