**Paula’s Rough Draft & Research**

Definitions:

STEEP - Social, Cultural, demographic; Technology; Economy; Environment; Political, legal, regulatory

The **remote environment** consists of the study of the economic trend such as the level of disposable income, inflation rate and prime rate, the study of social factors such as life style of consumers.

The **political** factor also plays an important role in external environment. Political factor focuses on the legal and regulation that has direct impact on the organization.

According to Pearce and Robinson (2004), in order to avoid obsolescence and promote innovation, a company must be aware of **technological** changes that might have industry influence. Creative technological adaptations can suggest possibilities for new products, for improvements in existing products, or in manufacturing and marketing techniques (Pearce & Robinson, 2004).

The **operating environment** comprises factors in the competitive situation that affect an organizations success in acquiring needed resources or in profitably marketing its goods and services. Among the most important of these factors are the firm's competitive position, the composition of its customers, its reputation among suppliers and creditors, and its ability to attract capable employees (Pearce & Robinson, 2004).

The **industry environment** cover the degree of competition in an industry depends on factor such as the threat of new competitors and/or the magnitude of their current competitor. To establish a strategic agenda for dealing with their competitors, a company must understand how they work in its industry and how they affect the company in its particular situation (Pearce & Robinson, 2004).

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Paula’s Research:

For the purpose of this assignment, I have chosen **Urgent Care**, the newest trend to facilitate non-urgent and non-life threatening patient care services.

The three forces or trends in Urgent Care are: ( I will pick 3 from those I have researched below):

**ECONOMIC**

Recession or boom in the economy has negative or positive impact on urgent care operations. Recession has negative impact on government grants, funding or spending on healthcare, reduced spending on healthcare by consumers, etc. When there is not a recession, spending on healthcare increases, and government provides more grant for healthcare.   
  
In order to combat economic fluctuations, Urgent Care needs to diversify operations so that depression in one economy is offset by another one. For example, during tough times, Urgent Care can depend on cost cutting initiatives to combat recession and for the organizations other departments such as the hospital, nursing home, assisted living, home care, behavioral health care, and health care clinics to keep operations diversified enough to be maintained during the recession.   
  
Urgent Care can appeal patients and reach a wider target segment to allow the company to offset emergency room visits that are more applicable to Urgent Care. This would allow emergency rooms to increase more life threatening visits and Urgent Care to see increased non urgent visits. This would streamline both departments and processes.   
  
Urgent Care has the resources, infrastructure and capabilities to remain a leader in the healthcare industry. The impact of a recession will be minimal as compared to other health care services.   
  
**POLITICAL**

Political factors deal with federal or government agency mandates. Any adverse changes in the political environment in the country, such as change of political power or other political turmoil can impact the functioning of Urgent Care. Urgent Care reimbursement depends on the appropriate billing and payment by government funding in some cases such as Medicaid. Government guidelines must be followed for payment. Political forces have an important bearing on the overall functioning and efficiency of the agency. For example, new government regulation or updates to terms of policy formulation, funding, etc. This forces Urgent Care to make many adjustments, such as adjustments in its total budget.

**TECHNOLOGY**  
A third force affecting Urgent Care is technological advancements. Technological changes affect the operations of the organization. New technological developments can significantly help the organization to improve its functioning and research capabilities. Healthcare has advanced in new and improved technology. This helps Urgent Care center to capture an advantage. New technology and implementation of Urgent Care centers give a competitive advantage and better utilization of care. It is imperative for Urgent Care to have the latest technologies to ensure the best care is rendered, and is in compliance with laws and regulations.   
  
Urgent Care has the financial resources, infrastructure and public and healthcare need to upgrade its existing technology with the best possible one available. It it is a big challenge to implement new technology or upgrade existing ones organization wide. Sound planning, training and experienced personnel can make this task easier for the company.   
  
Urgent Care has to closely track developments in the technology world to ensure that it does not miss out on opportunities provided by the advancement in technology. The organization has to keep itself abreast of latest technological developments in the medical research arena, so that it can implement such technologies in the organization. Specific amount has to be set aside in the budget to ensure that the organization has sufficient funds for technological initiatives. Such technological initiatives can significantly improve the operational efficiency and quality of the organization.

**SOCIAL FACTORS**  
Social factors, such as lifestyle patterns that lead to new diseases and health problems is a second trend. More and more people are seen living unhealthy lifestyles. They have poor eating habits and do not exercise to promote a healthier life. Urgent Care centers are directly affected by this trend. This has have given rise to so many new diseases and problems in the society. Social factors are one of the most important forces affecting Urgent Care today. Monitoring lifestyle changes in the society helps the organization to devote its resources to core medical issues and problems in the society. Urgent Care centers are able to address the immediate needs of patients for things like ear aches/infections and coughs/cold/flu symptoms in less time than an emergency room and provide huge earning potential. Providing Urgent Care is providing good work for the human population. Government grants and funding are also affected by the incidence and growth in number of certain diseases. The Urgent Care process is faster and more cost effective. It shortens the time at point of service delivery and addresses the healthcare sector in a better manner for non-urgent conditions.

An example is hypertension (high blood pressure) which is a major problem for American’s. Obesity is also becoming very common among kids due to exposure to junk and fatty foods. These trends fall right in line with Urgent Care’s main mission to deliver accessible quality care and improve the health of residents in our community (Oswegohealth, 2011). Treating patients for non-urgent care needs, such as health problems and any health issues arising due to changes in social factors like lifestyle affects Urgent Care.   
  
The ability to adapt to trends depends on the quality of research and work completed by the staff. Urgent Care staff monitors the development in the health arena. This helps the organization to dedicate its resources to important initiatives most beneficial to the community.

References

Pearce, J. A., Robinson, R. B. (2004). Strategic management: Formulation, implementation, and control

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http://www.oswegohealth.org/oswego-healths-mission-statement.cfm