






SWOT Analysis

	Helpful	Harmful
Internal	<p>Strengths </p> <ul style="list-style-type: none"> expertise for medicines  generalist's view overview of pharmacotherapy compassion added value: patient safety satisfaction of the patient adherence support comprehensive information pharmaceutical approach prevention of ADE orphan drugs reconciliation 	<p>Weakness </p> <ul style="list-style-type: none"> incomplete under-graduate education lack of networking delegation to technicians lacking information or data unknown intention of a prescription copy & paste day clinic / out-patients lacking self-confidence loss of control over the own team taking a wrong assumption / conclusion
External	<p>Opportunities </p> <ul style="list-style-type: none"> inversion of service to physician workload of other professions / task shifting day clinic mandates for deeper pharmaceutical care share knowledge QA / added value for benchmarkings requested item for accreditations improve financial outcome (hospital, public health) marketing for patient safety 	<p>Threats </p> <ul style="list-style-type: none"> acceptance by other profession weight of the profession number of professionals resources (human, financial, equipment, facility) geographical distance Lack of support / disintegration of the own profession changing legislation