

# Worksheet

## SWOT Analysis



# MOMS

Montana Obstetrics  
& Maternal Support

In prenatal care, labor and delivery and postpartum care in Montana, address the lack of patient access to care, distance to care.

<b>Strengths</b> What do you do well? What unique resources can you draw on? What do others see as your strengths?	<b>Weaknesses</b> What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?
<b>Opportunities</b> What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?	<b>Threats</b> What threats could harm you? What is your competition doing? What threats do your weaknesses expose you to?