

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.

<h3>Strengths</h3> <p>What do you do well? What unique resources can you draw on? What do others see as your strengths?</p>	<h3>Weaknesses</h3> <p>What could you improve? Where do you have fewer resources than others? What are others likely to see as weaknesses?</p>
<ul style="list-style-type: none"> -Riverstone residency program, as well as Western Montana residency program, places family practice providers in Montana, stay local. Many interested in OB. -Strong midwifery programs, both lay and certified. -Most women have access to insurance, including Medicaid, private insurance, or IHS. Most providers take Medicaid patients. 	<ul style="list-style-type: none"> -Distance patients have to travel. -Lack of transportation, cost of transportation. -Counties where the birthrate is the highest are the counties that have the greatest need, economically, medically, etc. Higher need → less resources. -Loss of OB at Crow hospital (could be opportunity).
<h3>Opportunities</h3> <p>What opportunities are open to you? What trends could you take advantage of? How can you turn your strengths into opportunities?</p>	<h3>Threats</h3> <p>What threats could harm you? What is your competition doing? What threats do your weaknesses expose you to?</p>
<ul style="list-style-type: none"> -Leveraging midwife programs. Other countries, such as Canada and Australia, rely heavily on lay midwife model. Look at inviting midwives to the table to discuss access. -Look at safe handoff protocols from other countries, states. -Train indigenous midwives... look at Canada, Australia, Afghanistan models. -Increase confidence and skill level of OB providers and related care, such as urgent care, ED. -Investigate role of EMS services and transfer in terms of rural hospitals -Look at number of births occurring outside of hospitals 	<ul style="list-style-type: none"> -General trend of reduction in OB services in rural communities, including in IHS hospitals.