

SWOT Analysis for an MTM Practice

Strengths

- Excellent clinical skills
- Specialized disease state training
- Excellent communication skills
- Experience providing patient care services
- Positive reputation in the community
- Strong relationships with area physicians

Weaknesses

- Need to enhance documentation skills
- Time constraints
- Unsure how to estimate demand for services

Opportunities

- Community with large population of patients with multiple chronic health conditions
- Several physicians in community who are supportive of MTM
- Growing number of patients in the community enrolled in Medicare Part D plans with robust MTM programs

Threats

- Many patients in community are uninsured or do not have third-party coverage for MTM services
- Some regional payers use call lines staffed by nurses to provide services and need education about the value of having services delivered by a pharmacist

MTM = medication therapy management; SWOT = strengths, weaknesses, opportunities, threats.

This SWOT analysis is for use in conjunction with *Medication Therapy Management Services: Developing a Practice as an Independent MTM Pharmacist*, page 1. © 2008 by the American Pharmacists Association. All rights reserved.

Your Turn: SWOT Analysis

Strengths

Weaknesses

Opportunities

Threats

Conduct a SWOT analysis of your strengths and weaknesses along with the opportunities and threats for starting your MTM service.