

## Mission Statement

At Quality Innovations Hospital our mission is to offer competent, quality, evidenced based care implemented by state of the art technology. We value our patients, families and caregivers and are dedicated in providing holistic care; proven essential for healing. We balance our continued commitment of care to the poor and to those in most need with the presentation of highly specialized services to a broad community. We encourage building a work environment where each person is respected and has the opportunity for personal as well as professional growth. We foster a culture of discovery and support health science research. We collaborate with other universities, hospitals, agencies and the community which allows us to draw from a broad base of resources. Our strength and commitment is unwavering and is demonstrated by our staff, physicians, volunteers, community partners and friends who support our mission. We maintain quality of presence and the tradition of caring which frame works the mission of Quality Innovations Hospital.

## SWOT Analysis

### Strengths-

1. What we do well: Providing quality, state of the art care for patients.
2. Advantages: Magnet facility
3. Resources: Funded by state, national and local agencies and charity
4. Community hospital 'feel' in a teaching environment
5. Ability to treat rare/difficult disease processes

### Weaknesses

1. Improve transportation to hospital by patients and staff
2. Higher recruitment of quality staff through advertising
3. May be viewed as a 'state' run hospital compared to private (for profit) facility

### Opportunities

1. Teaching physicians, surgeons, nurses, techs, and auxiliary staff the principles of excellent practice including care of patients and each other.
2. Learning new and cutting edge technology
3. Preparing physicians to diagnose and treat disease
4. University environment
5. Attainment of many available funds

### Threats:

1. Loss of funding and economic cutbacks (multi governmental level)
2. Retaining competitive salaries for professors

3. Unknown changes in healthcare
4. Maintaining magnet status

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Reference:

DeSilets, L., & Dickerson, P. (2008). SWOT is useful in your tool kit. *Journal of Continuing Education in Nursing, 39*(5), 196-197. Retrieved from CINAHL Plus with Full Text database.

Finkler, S.A., Kovner, C.T. & Jones, C.B. (2007) *Financial management: For nurse managers and executives* (3rd ed) St. Louis, MO: Saunders