SWOT Analysis Approach

(Please read your assessment specification fully prior to using this guidance. This document is for guidance only and should not be treated as complete instructions. A title slide and full reference slide must also be included in your final work).

In this structure, you assess the **Strengths, Weaknesses, Opportunities, and Threats** of the digital innovation. This is useful for providing a balanced, critical evaluation of the innovation.

Introduction and Overview of the Innovation

Introduction and Overview of the Innovation (1 minute)

- Introduce the digital innovation and its significance in health and social care.
- Briefly mention that you'll critically analyse it using a SWOT framework.

Strengths of the Innovation

Strengths of the Innovation (2 minutes)

- **Efficiency**: Include an example of how your chosen innovation has improved service delivery (e.g., telemedicine reduces patient wait times).
- **Access**: Include an example of how your chosen innovation has increased access to care for rural or under-served populations.

Workforce Adaptation: (If relevant) Include an example of how your chosen innovation has lead to new roles and or improved competencies for healthcare workers

Weaknesses of the Innovation

Weaknesses of the Innovation (2 minutes)

- **Digital Literacy**: (If relevant) Include an example of how your chosen innovation has by low levels of digital literacy of some patients and staff.
- **Infrastructure**: (If relevant) Include an example of how your chosen innovation has required significant investment in technology and training.
- **Personalisation**: (If relevant) – Include a point about how your chosen innovation has led to a loss of in-person contact or could reduce the personal touch in care.

Opportunities for Expansion

Opportunities for Expansion (2 minutes)

- **Scalability**: (If relevant) Include a point about how your chosen innovation could be expanded to more areas of healthcare (e.g., integrating telemedicine with AI diagnostics).
- **Innovation in Care Models**: (If relevant) Include a point about how your chosen innovation could lead to new models of care can emerge (e.g., hybrid care combining digital and in-person).
- **Public Health Impact**: (If relevant) Include a point about how your chosen innovation could have potential to support larger public health initiatives (e.g., remote monitoring for chronic diseases).

Threats and Challenges

Threats and Challenges (2 minutes)

- **Inequality**: (If relevant) Include a point about how your chosen innovation could risk deepening healthcare access inequality for digitally excluded populations.
- **Resistance**: (If relevant) Include a point about how your chosen innovation could has or could lead to staff or patient resistance to adopting new technologies.
- **Security and Privacy**: (If relevant) Include a point about how your chosen innovation could cause increased risks of data breaches or misuse of sensitive patient information.

Conclusion and Recommendations

Conclusion and Recommendations (1 minute)

- Summarise the key points from the SWOT analysis.
- Summarise the main value of your research.
- Offer recommendations for mitigating weaknesses and threats, and maximising strengths and opportunities.