

Appendix F: Strengths, Weaknesses, Opportunities, and Threats Analysis

A strengths, weaknesses, opportunities, and threats (SWOT) analysis was conducted in 2014 with KCPHD staff. Major strengths of KCPHD have to do with having well-trained and cohesive staff and strong community connections. Weaknesses are in internal communication, data, poor facilities, and community presence. Primary opportunities identified were billing health insurance for clinic services and cross training staff. Primary threats and challenges are funding stability and payment methods. The SWOT analysis was utilized and considered in identifying the priority strategic initiatives for 2015-2019.

<p>STRENGTHS</p> <ul style="list-style-type: none"> • Fun staff (+6 checks) • Cross-trained staff (+2 checks) • Supportive co-workers, cohesive team (+2 checks) • Experienced, well trained staff (+2 checks) • Strong community connection (+2 checks) • Positive attitude, strong work ethic in many staff (+1 check) • Customer service (+1 check) • Vaccine program / immunization efforts (+1 check) • Respect • Adaptable • Wonderful accountant • Inter-department collaboration / cooperation • Positive environment • Healthy staff • Positive energy / synergy between groups • New director 	<p>OPPORTUNITIES</p> <ul style="list-style-type: none"> • Billing health insurance (+10 checks) • Cross training (+10 checks) • Community outreach – new programs (+2 checks) • Stricter policy enforcement (+2 checks) • New staff (+2 checks) • Partnerships with pharmacies (+ 1 check) • Providing links on the website to other state and local agencies (+1 check) • Expanding jurisdictional umbrella • Streamlining processes, making a more efficient team • Strategic planning
<p>WEAKNESSES</p> <ul style="list-style-type: none"> • Communication gaps (+15 checks) • Redundancy in data (+7 checks) • Dirty health department (+7 checks) • New building (+4 checks) • Crowded work environment (+3 checks) • Presence in the community (+3 checks) • Need to strengthen relationship with Kittitas Valley Healthcare and other medical providers (+3 checks) • Standardized education, work, trainings (+ 3 checks) • Salaries not enough (+2 checks) • Government requires transparency which leads to slow processes (+2 checks) • Programs start / stop due to funding issues (+2 checks) • People overwhelmed • Systems for performance management / quality improvement not yet in place 	<p>THREATS/CHALLENGES</p> <ul style="list-style-type: none"> • Funding stability (+8 checks) • Taking credit / debit cards (+5 checks) • More nursing services (+2 checks) • Public still does not understand what public health is or does (+2 checks) • Slow government processes – can’t respond quickly to some kinds of opportunities (+2 checks) • Drama, politics, staff issues (+1 check) • Waiting on other departments (+1 check) • Office space – challenge (+1 check) • Staying focused on work (+1 check) • Inconsistency in services (+1 check) • Water • Gross work environment