Department of Radiation Oncology SWOT Analysis

Strengths

- Our people. Pleasant to work and chat with.
- Our equipment. New, top of the line, and a wide array of equipment.
- Satellite clinics are very convenient for patients, especially since they are less stressful and offer easy parking.
- Great educators/teachers.
- Research
- Very strong palliative care in our department, including STAT treatments for patients in pain.
- Hypo-fractionation
- Patient centered, not money driven
- Caring environment, it’s all about the patients in the end.

Weaknesses

- Lack of cross compatibility of equipment (if one machine goes down, cannot easily treat a patient on another machine)
- The need for frequent GoToMeetings with satellite clinics can be frustrating.
- Growth limited by regional area.
- Poor coordination with each other, in and out of the department.
- Often issues with transporting in-patients, confusion on what time they should come, etc.
- The diversity of planning systems may make things more complicated (multiple systems to learn, multiple places to transfer images/contours, composites, etc)
- Dosimetry work flow stress
- Gamma Knife detachment (creates issues with communication, composite plans, etc)
- Written policies and procedures (we do not have every one written down yet)
- Uncredited efforts GGO, COG
- Multi-site coverage and physician location when we need to discuss or show plans, etc.
Opportunities

- Address our weaknesses
- Get ARC accreditation
- MyCourse for all patients will help improve patient conditions tracking
- WatchDog and other meaningful QA
- Expand referrals
- Collaborative opportunities, within and outside of the department
- Distinguish our department as leaders from the community clinics
- Advertisement of our unique treatments (radio ads, billboards, etc.)

Threats

- Linacs/computers/department sensitive to natural disasters, especially earthquake, flood, and power outages. Could cause downtime.
- Decreased revenue with healthcare overhaul
- RadOnc financial future
- Retirements within the department – loss of knowledgeable/experienced staff (Two physicist and one dosimetrist close to retirement)
- Complacency