UVA ORTHOPAEDIC SURGERY SWOT ANALYSIS

Strengths:

- Large UPG Fund Balance
- Medicare Certification for Joint Replacement: Center of Excellence
- Our Department’s Market Share
- Our Department’s Contribution Margin for the Medical Center
- Collaboration with the Medical Center, other SOM clinical and basic science departments, and other Schools
- Faculty Stability
- Comprehensive care through all Orthopaedic subspecialties
- Number One Priority: Clinical Care
- Patient Access
- Number of “Top Docs”
- Residency and Fellowship Education
- Tertiary and Quaternary Orthopaedic Care
- Clinical Productivity
- Decreasing Departmental Overhead
- Faculty Youth
- Transparent and Fair Leadership
- National Reputation
- Department Growth

Weaknesses:

- Extramural Research Funding
- Translational and Clinical Trials Research Activities
- Inadequate Clinic Space for patient care
- OR Time and Efficiency
• Limited Medical Student Exposure
• Local Reputation
• Medical Center Support for Marketing Subspecialties/Clinicians
• Internal Respect/Influence/“Political Clout”
• Lack of Office Space (2nd. To Growth)
• Outreach Opportunities
• Development of Future Academic Leaders

Opportunities:

• Sports Medicine Center
• Joint Replacement Center
• Increasing Local Market Share
• Culpeper Regional Hospital (CY2013: 3,300 cases from Orange, Madison and Culpeper of which only 25% came to CRH and UVA)
• Outreach (i.e., Augusta Spine; JMU)
• Subspecialty Marketing of Our Expertise
• Clinical Research
• Public Education about Our Expertise
• Post-Graduate (CME) Education within the Region
• Technology
• Building on SG2 growth Opportunities

Threats:

• Affordable Care Act
• Lack of Medicaid Expansion in Virginia
• Continued Sentara and Carilion Expansion
• Cost of Providing Indigent Care
• Public Data Reporting without considering Socio-Demographic Factors and Risk Adjustment that the Health System Experiences when Compared to its Regional Peers (i.e., Leap Frog)

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